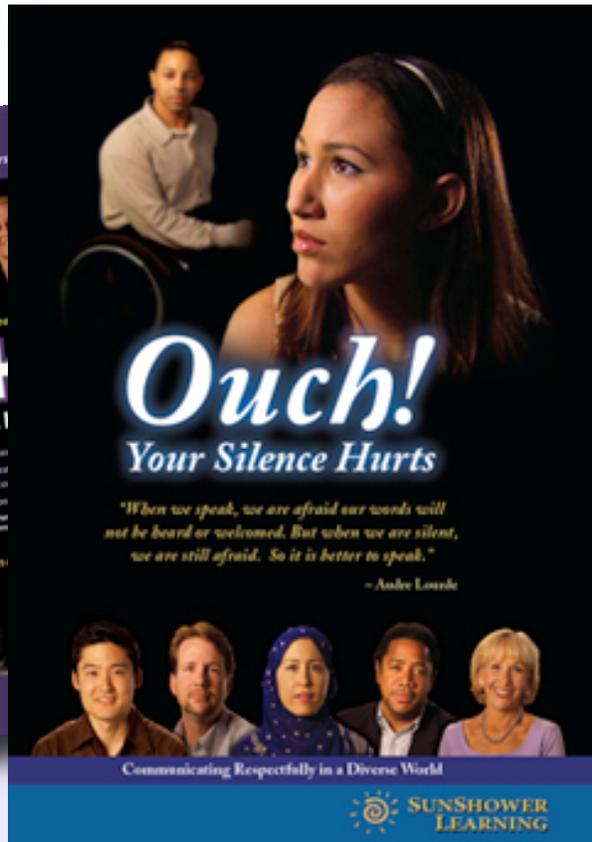
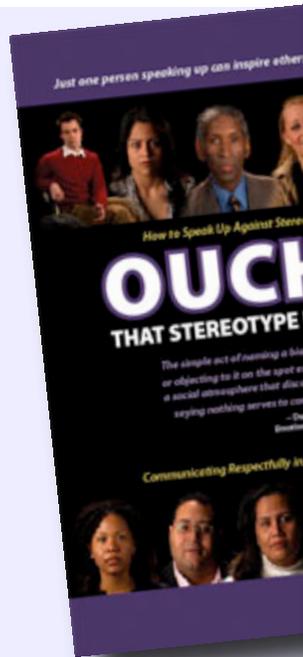


Ouch!



Two Reviews of Ouch! Your Silence Hurts: *Emotional Impact & Great Training Value*

From Bud Bilanich, The Common Sense Guy:

Recently, I had an opportunity to review a new video called “*Ouch! Your Silence Hurts.*” This video deals with a subject with which many people are uncomfortable – what to do when someone says things that are in conflict with your values.

The video has four vignettes in which someone says something derogatory about another person. In the first vignette, a person’s name is dropped from a promotion list because of her image. We’re left to guess the image – it could be that she is overweight, it could be that she is disabled, it could be that she has oddly colored hair. In the second, a server at a restaurant gives very poor service to a Black couple and then complains when they don’t tip. In the third, a person makes insulting remarks to an Hispanic man.



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Bud Bilanich continued:

Successful People Build Their Brand on Integrity

In the fourth, several people in a team building session make veiled comments that question a man's sexual preference.

Each of the vignettes demonstrates a discriminatory attitude that results in a negative situation. If you are someone who values the dignity of every human being, and believes that our diversity makes us stronger, you probably would be offended if you experienced these vignettes in real life.

The producers of “Ouch! Your Silence Hurts” suggest that you can react to such situations by being a “silent colluder”, a “passive bystander” or a “pro-active ally.” The message in the video is that we all need to become pro-active allies if we are to defeat stereotyping – and its negative effect — in the workplace and society.



If your brand is built on integrity and you claim to value the dignity of every human being, you should become a pro-active ally when you encounter such situations.

That means that when you experience a negative situation, you take positive action to address it. You speak up – you say something, even if it means that others might be uncomfortable.

Several years ago, I was conducting a team building session. At one point in the session, one of the participants blew up and went on a rant. After he finished, there was dead silence in the room. I sat quietly waiting to see what would happen. After about a minute, one of the participants started a new conversation – essentially acting as if the entire rant hadn't happened. Just as I started to say that we couldn't just move on, we needed to discuss the rant, the effect on the team and the issue that caused it, one of the members of the group spoke up. She said something like, “That was quite a blow up. I don't know about the rest of you, but I'm uncomfortable moving on until we take some time to discuss it.” She chose the pro-active ally route.

Notice that she wasn't confrontational. She did two things. She labeled the incident, “quite a blow up.” More important, she spoke about how she felt, “I'm uncomfortable moving on until we take some time to discuss it.” She stayed true to her personal brand of being forthright – and she helped the team. And she did it in a non confrontational or blaming manner.



The common sense point here is simple. Successful people create positive personal impact. Creating and nurturing your unique personal brand should be your first step in creating positive personal impact. Regardless of how you choose to brand yourself, you should build your brand on integrity. This means saying what you think. The newly released video, “*Ouch! Your Silence Hurts*” suggests that you should become a “pro-active ally” instead of a “silent colluder” or “passive bystander” when you encounter a situation that doesn't fit with your values. I like this video. It is a wakeup call. It tells us that we shouldn't let words and actions that conflict with our values go unchallenged.

That's my take on maintaining the integrity of your personal brand when you encounter difficult or unpleasant situations. What's yours? Please take a few minutes to leave a comment sharing your thoughts with us. As always, thanks for reading.

Bud Bilanich, The Common Sense Guy at www.budbilanich.com

Gary Tomlinson's Business Book Report:

Ouch is emotional and will inspire conversations.....

The wisdom of Leslie Aguilar's new video *Ouch! Your Silence Hurts* has been chosen to share with you this week.

"We all are naturally biased. We all have a tendency to let some of our biases slip into our conversations whether we do so consciously or unconsciously. When that happens, we all lose. Relationships can suffer, cooperation can decrease and our ability to lead or influence others can diminish."

Have you ever said something unintentionally offensive and wished you could take it back? Would you like to know how to present information and lead discussions in ways that include everyone and avoid bias, stereotyping, discounting or potential discrimination?"

If you've answered "yes" to any of these questions, *Ouch! Your Silence Hurts* is the video for you. Most of us want to speak up when we see others stereotyped, disrespected or demeaned. But often we stand by silently because of discomfort or the fear of saying the wrong thing or not wanting to look like we can't take a joke. Unfortunately, that silence can allow the disrespectful behavior to continue.

In her first book and video, *Ouch! That Stereotype Hurts*, Leslie opened the conversation about stereotypes and why people don't speak up. She shared techniques to use when you hear others make biased or demeaning comments as well as how to recover when you are the one to make those comments. Now, in her follow up video, *Ouch! Your Silence Hurts*, Leslie continues the conversation about stereotypes by exploring more deeply the pivotal role of the bystander. "Often, verbal disrespect is not just an interaction between two people – it can be a group event. The bystanders create the audience or the context for the demeaning joke, slur or statement.

So, the bystander is an important player in the scene and he or she has a choice to make, which affects the outcome. The bystander can speak up or can silently collude." And a key message of her series is that "silence is often interpreted as support."

Leslie's new video is very emotional and will inspire conversations that are not always comfortable, but should be had anyway, especially in our organizations. *Ouch! Your Silence Hurts* challenges all of us by asking; "How will you personally respond next time you witness somebody being treated with disrespect?"

Ouch! Your Silence Hurts is part two in her powerful series about stereotypes. The DVD includes a 9-minute video, skill-builder exercises, leader's guide and a 1-minute trailer that can be used to introduce *Ouch!* to your organization.

Both Videos, *Ouch! Your Silence Hurts* and *Ouch! That Stereotype Hurts* can be standalone training pieces. But when used together or in sequence, they will deliver an even more powerful impact. Leslie wants the viewer to "remember that one person taking action can inspire others to do the same."

Her series on stereotypes can help all of us identify our own biases, explore ways to reduce them and work to communicate in more inclusive, bias-free ways.

That's what her book and videos are about. Leslie wants all of us to "Go ahead – Use your voice! Speak up on behalf of respect."

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