



Keep it Simple: A Minimalist's Guide to Talking About Race

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Six Steps to Keep It Simple!

- Keywords About Race
- Step 1: Practice Self-Assessment & Cultural Humility
- Step 2: Determine Your Non-Negotiables
- Step 3: Deep Listening + Emergent Listening
- Step 4: Embrace Racial Nuance in Communication
- Step 5: Coaching with Race in Mind
- Step 6: When Necessary, Embrace the Art of the Referral

Keywords About Race

Race

Means “descent” from the beginning. This term was first used in 1481 by Jacques de Breze. Usually associated with biology and linked with physical characteristics such as skin color or hair texture.

Racism

The system of structuring opportunity and assigning value based on the social interpretation of how an individual looks based on skin color. This process unfairly disadvantages some individuals and communities, and may be intentional or unintentional. It operates at various levels in society.

Antiracism

The active process of identifying, challenging, and confronting racism. This active process requires confronting organizational structures, policies, practices, behaviors, and attitudes. This active process should seek to redistribute power in an effort to foster equitable outcomes.

Systemic Oppression

The societal systems that continue to keep individuals separate from resources and opportunities as a benefit to others.

Earned / Unearned Privilege

Earned Privilege: Enjoyment of advantages as a result of hard work, persistence, and / or sacrifices

Unearned Privilege: Enjoyment of certain advantages simply because of membership in a particular group. Maintains the power of some and the oppression of others.

Intersectionality

“...a metaphor for understanding the ways that multiple forms of inequity or disadvantage sometimes compound themselves...they create obstacles that often are not understood within conventional ways of thinking about antiracism or feminism or whatever social justice advocacy structures we have.”
~ Kimberle Crenshaw




Intersectionality

Intersectionality is “a lens, a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other.

We tend to talk about race inequality as separate from inequality based on gender, class, sexuality, or immigrant status.

What’s often missing is how some people are subject to all of these and the experience is not just the some of its parts.”

(Steinmetz quoting Crenshaw, 2020)



Step 1:
Practice Self-
Assessment &
Cultural Humility



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Self-Assessment & Reflexivity

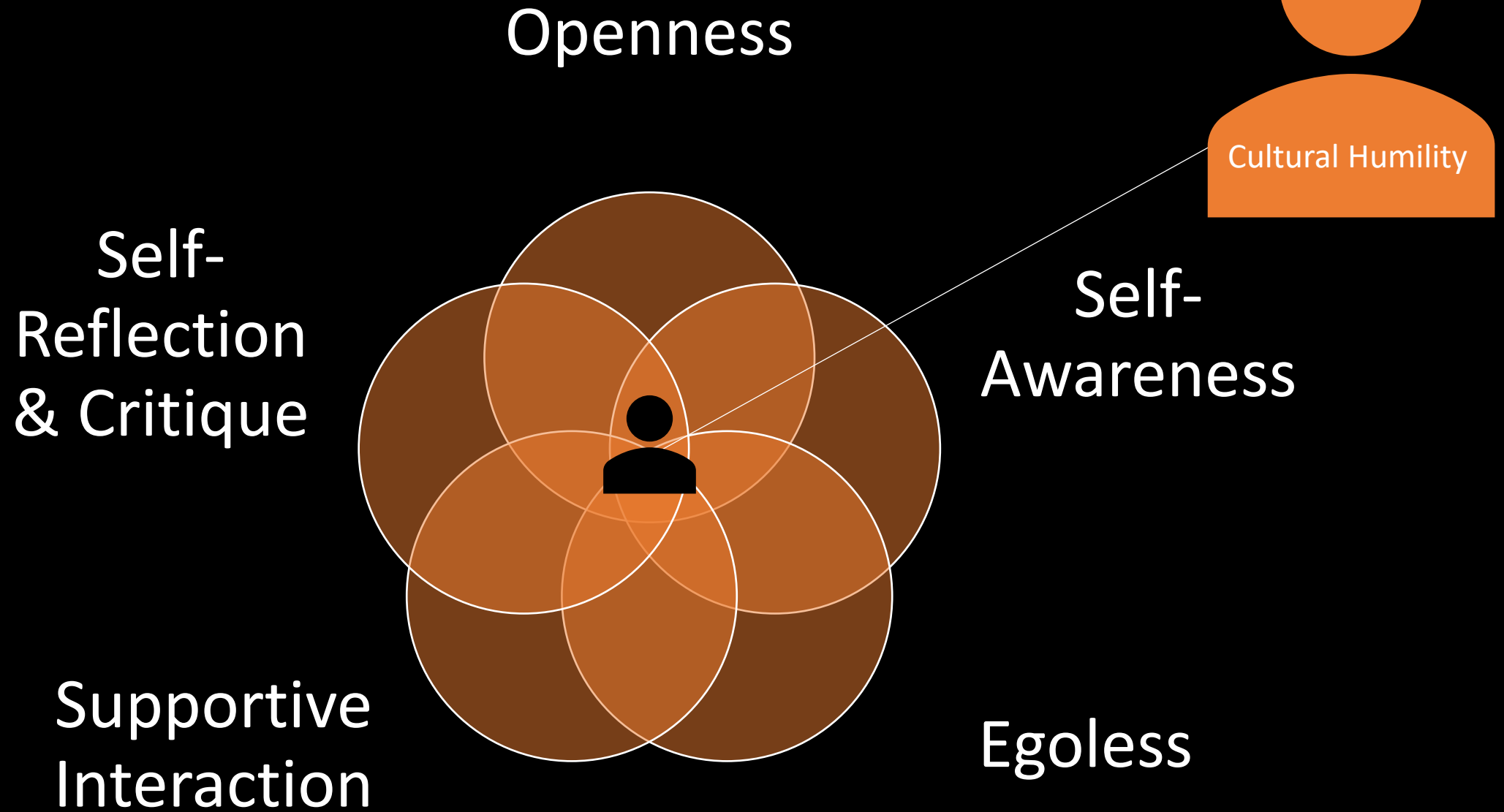
- Consider how your own identities and positions influence your coaching.
- Who are you?
- Who are you not?
- Where are your privileges located?
- Where are your oppressed identities located?
- Which identities are most salient to you in the unique coaching relationship?



Cultural Humility, *Defined*

- “It is a process that requires humility [each has something of great value to learn from the other] as individuals continually engage in self-reflection and self-critique as lifelong learners and reflective [coaches]...to redress power imbalances to develop mutually beneficial non-paternalistic partnerships in care.” (Tervalon & Garcia, 1998, p. 117)
- “...having an interpersonal stance that is other-oriented rather than self-focused, characterized by respect and lack of superiority toward an individual’s cultural background and experience.” (2013).







Step 2: Determine Your Non-Negotiables



*What are your
non-negotiables?*

Reverse Racism

One-Dimensional Identity

Investment in the Detached

Identity Slurs

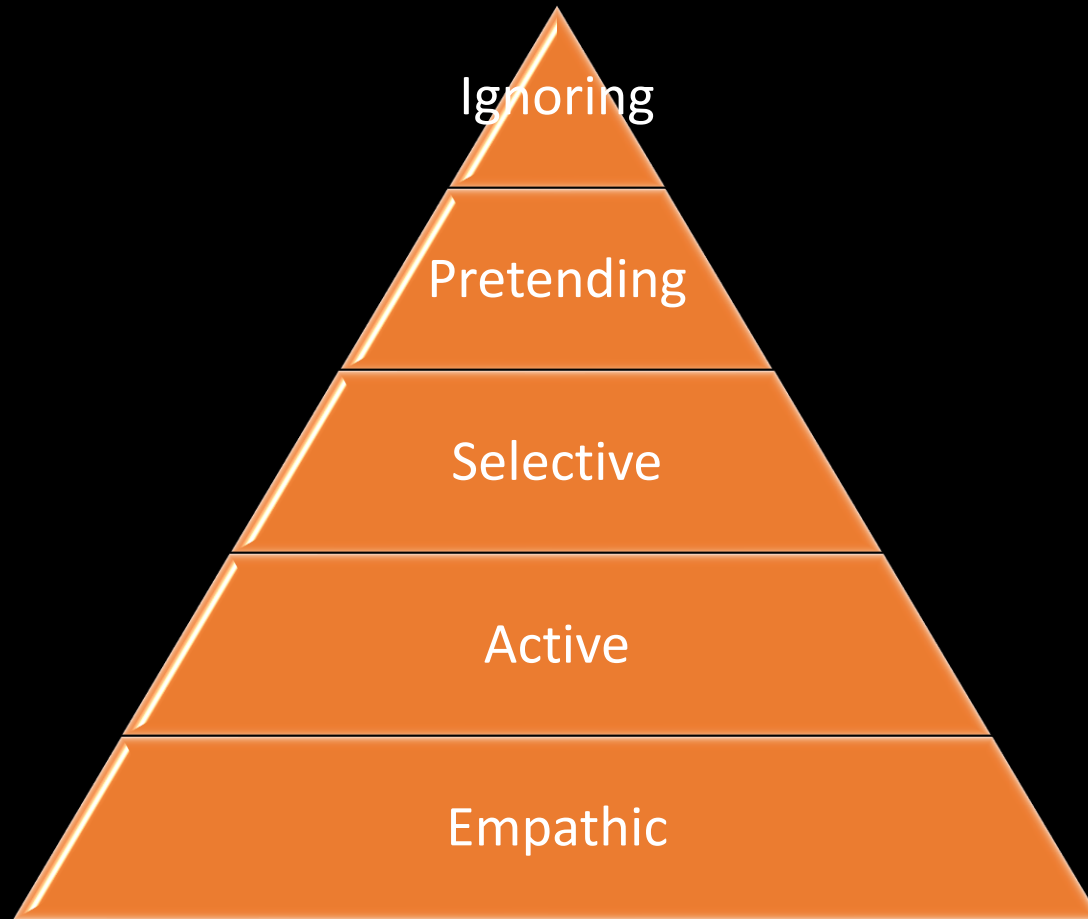
Personal Triggers




Step 3:
Deep Listening
Skills +
Emergent
Listening Skills



Deep Listening Skills + Emergent Listening





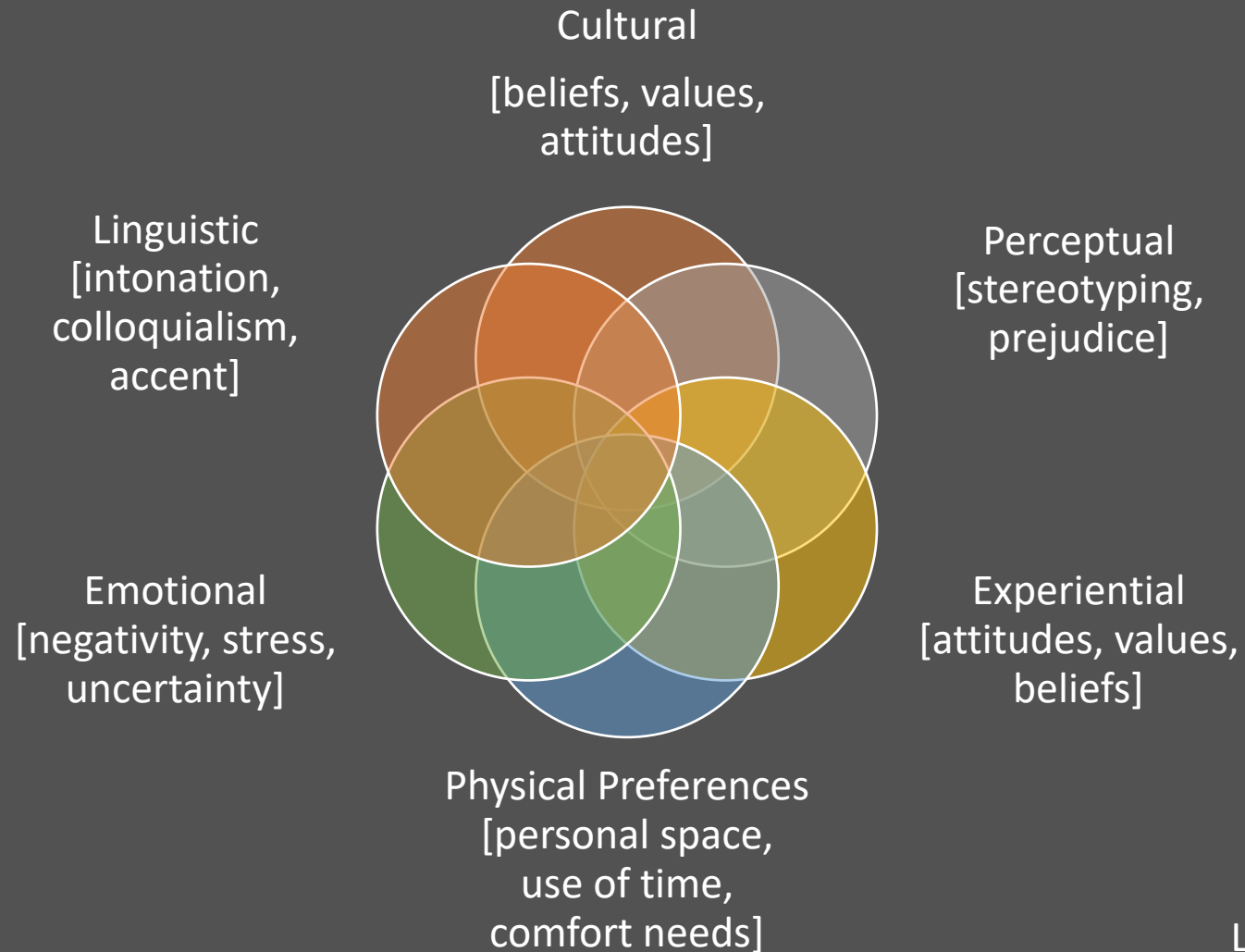
Step 4:
Embracing Racial
Communication
Nuances



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Communication Nuances Across Race Can Include...





Step 5: Coach with Race in Mind



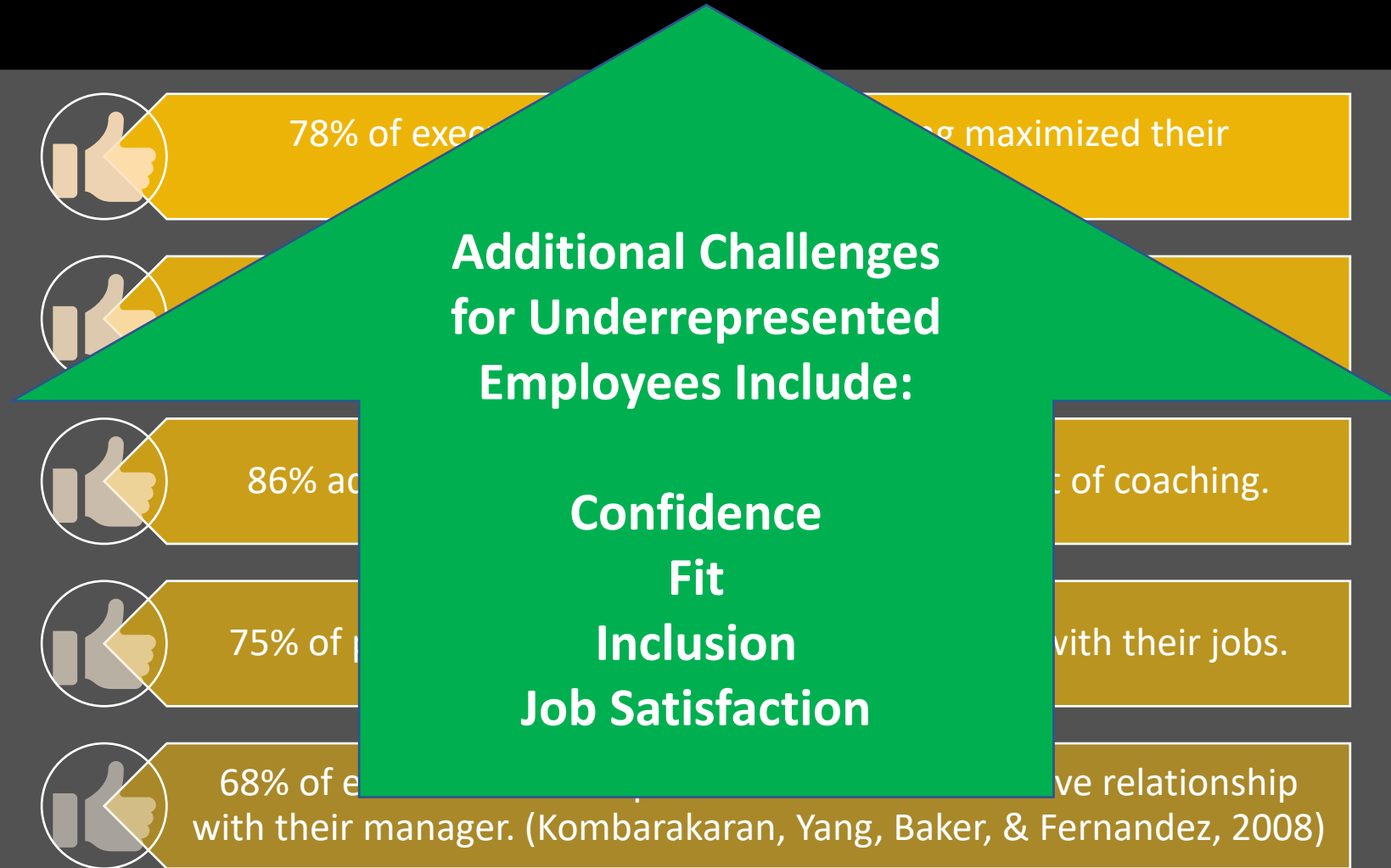
Coaching vs. Other Helping Professions


	Therapy	Consulting	Mentoring	Coaching
Method	HEAL Therapist diagnoses, prescribes, and facilitates healing.	SOLVE Consultant provides analysis and solutions.	ADVISE Mentor shares experience, provides advice.	EMPOWER Coach facilitates relationship for client empowerment.
The Expert	Therapist is expert.	Consultant is expert.	Mentor is expert.	Client is the expert in their experience; coach is expert in facilitating inquiry.
Who interprets?	Therapist interprets and makes diagnosis.	Consultant interprets, analyzes, and prescribes.	Mentor interprets and advises.	Client interprets own situation and finds own answer.
Focus	The Past.	The Future.	The Future.	The Past, the Present Moment, and the Future.

Coaching vs. Other Helping Professions With Race in Mind...

	Therapy	Consulting	Mentoring	Coaching
Method	HEAL Therapist diagnoses, prescribes, and facilitates healing.	SOLVE Consultant provides analysis and solutions.	ADVISE Mentor shares experience, provides advice.	EMPOWER Coach facilitates relationship for client empowerment... while simultaneously considering oppression or privileged frameworks.
The Expert	Therapist is expert.	Consultant is expert.	Mentor is expert.	Client is the expert in their racialized experience; coach is expert in facilitating inquiry.
Who interprets?	Therapist interprets and makes diagnosis.	Consultant interprets, analyzes, and prescribes.	Mentor interprets and advises.	Client interprets own situation and finds own answer...while considering unwarranted oppression or privilege as part of the context.
Focus	The Past.	The Future.	The Future.	Racialized past, the contextualized present Moment, and the Future.

Coach with Race in Mind...





Step 6:
When Necessary,
Embrace the
Art of the Referral



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The Art of the Referral

- Cultural Humility requires us to be aware when a clients' unique experience is beyond our training or ability at this point in our career.
- Seek permission from the client to contact another coach.
- Know the ideal clients and strengths of other coaches.
- Determine if the specific coach is currently taking clients and their referral process.
- Provide the "perfect handoff" by discussing an obstacles to and benefits of the referral.
- Check in with your previous client to ensure they have had a positive referral experience.
- Be "referrable" to and from systemically underrepresented coaches.



The Art of the Referral

- ICF Credentialed Coach Finder (by gender, age, fluent languages, and locations.)
- Coaching for Everyone (complimentary coaching to traditionally under-resourced populations, particularly BIPOC young adults, K-12 educators, and non-profit employees).



Resources

- Davies, B. (2014). *Listening to Children: Being and Becoming*. Taylor & Francis Group.
- International Coaching Federation. [Credentialed Coach Finder](#).
- Kombarakan, F., Yang, J., Baker, M., & Fernandez, P. (2008). *Executive Coaching, It Works!*
- Langenegger, D. (2021). [Effective Intercultural Communication in the Remote Workplace](#). *Chanty*.
- Steinmetz, K. (2020). [She coined the term 'intersectionality' over 30 years ago. Here's what it means to her today](#). *Time Magazine*.

Resources

- Tervalon, M. & Murray-Garcia, J. (1998). Cultural Humility Versus Cultural Competence: A Critical Distinction in Defining Physician Training Outcomes in Multicultural Education. *Journal of Health Care for the Poor and Underserved*. Baltimore: Johns Hopkins University Press. 117-125.
- Wilkins, L. (January 9, 2019). [Coaching Your Way to Success: Using Coaching to Engage Underrepresented Groups at Work](#). *Medium*.