

# ZENA NEWS

SEP 2022



TRAINING & COMMUNICATION TO REACH DIVERSITY GOALS

## Belonging Begins With Respect



**ZENA CONSULTING**  
Founder / Owner

The July issue of Zena News featured a new book on intercultural communication: *7 Forms of Respect™*, by Dr. Julie Pham. CEO of the Seattle firm *Curiosity Based*, Julie has almost lifelong experience with two cultures, having come to the USA with her family as Vietnamese boat people.

Private and public sector leaders are increasingly expected to add respect and even 'belonging' to their DEI goals. I think respect precedes belonging and engagement. As Christine Porath, PhD, who delivers hard data on these soft topics notes: *"Those who felt respected by their leader reported 92 % greater focus and prioritization and 55 % more engagement."*

## Everyone Wants and Appreciates Respect

My colleagues Tom Rosenak and Adrienne Guerrero interviewed Dr. Pham for their *A Leadership Beyond* podcast. Here are highlights of the conversation:

- Respect is often talked about as though it were objective and fixed. Respect is subjective and dynamic.
- There is a difference between disrespectful and lack of respect. Realizing this distinction is vital in building better relationships across differences.
- It's not about *"getting all 7"*, but rather understanding and effectively navigating preferences and priorities.
- Differences between the golden rule, the platinum rule, and the rubber band rule.
- Descriptions of each of the *7 Forms of Respect™*, with examples and tips to understand and apply the insights.

Sign up for Dr. Pham's free course on respect [here](#).

## EVENTS



**9/24 - FREE Hybrid Event**  
8 am - 4 pm

Attend live at Renton Technical College, or online. See course offerings and register [here](#).



This month we acknowledge centuries of cultural and small business contributions of Hispanic peoples in the USA.



The **Association of Women & Minority Businesses** launched this month. AWMB's mission is increasing the net worth of small businesses, advocating with organizations to improve diversity, equity, inclusion, and transparency, and bridging the gap in supporting underserved businesses in the contracting community. Learn more [here](#).

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