Why Do I Have To Be Politically Correct?

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Why Do I Have to be Politically Correct?

POLITICALLY CORRECT AREA AHEAD

We’ve Changed…

OLD

NEW

For Reference of NECA Now 2019 Attendees Only
1 in 3 in the U.S. is not White

Clear Trend: The Census Diversity Index

The probability that two people chosen at random would be of a different race and ethnicity on a 0-100 scale. The scale ranges from 0 (no diversity) to 100

Diversity Index

<table>
<thead>
<tr>
<th>Year</th>
<th>Index</th>
</tr>
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<tbody>
<tr>
<td>1980</td>
<td>34</td>
</tr>
<tr>
<td>1990</td>
<td>40</td>
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<tr>
<td>2000</td>
<td>47</td>
</tr>
<tr>
<td>2010</td>
<td>52</td>
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Forecast for 2020: 65
4 States & the District of Columbia have Minority Majority Populations

- Minorities account for more than 50% of the population in California, Hawaii, New Mexico, Texas and Wash DC.

States with Minority Majority Among Children

- In 10 states, the share of children who are minorities has already passed 50%, up from five states in 2000:

  - Mississippi
  - Georgia
  - Maryland
  - Florida
  - Arizona
  - Nevada
  - Texas
  - California
  - New Mexico
  - Hawaii
1 in 6 marriages is to a spouse of a different race or ethnicity

Multiracial Americans

• 7% of the U. S. pop.
Percentage of Whites Declining

- Whites’ share of the total U.S. population dropped over the last decade from 69% to 63%
- Will be minority by 2041

Not Just Racially & Ethnic Diversity

- Politically
- Socially
- Fiscally
- Religiously
Percentage of White Christians Declining

- When Jimmy Carter was president, accounted for 80% of U.S. population
- By 2008, that dropped to 54%
- Now account for 43%

The Rise of the “Nones”

- Those with no religious affiliation
- 24% of population is “Nones” (up from 16% in 2007)
- The non-religious are now the country’s largest religious voting bloc
  - 20% of all registered voters
Young People Postpone Marriage

• Married 25-34 yr olds dropped from 55% in 2000 to 45% in 2010
• Lowest level since 1862
• In the 1960’s, more than 80% were married

50% Drop in 4 Decades

Percent Married Among 18-to 34-Year-Olds: 1978 and 2018

United States Census Bureau

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Reasons Why

• Focusing on their personal goals
  – Finishing school
  – Establishing a career

• Don’t feel “economically ready”
• Skeptical
  • “Look how that turned out for my parents”

• Yet they’re not willing to wait to have a kid, so they have one
"The iconic American family -- married couple with children – accounts for a mere 22% of households."

“Family” Becomes Redefined

- A generation that was raised by blended or merged families
- Gay couples
- Non-married couples with children
- “Grandfamilies”
Societal Shifts

Less stigma in having a baby outside of marriage

“Just because my boyfriend and I aren’t married doesn’t mean we’re not a family”

What Was Once Stigmatized is Now Normal

- Divorce
- Women working outside the home
- Tattoos & piercings
- Colored hair
- Interracial dating & marriage
Companies Adapt

Tattoos + High Income Mix
It Feels Like It’s Happening So Fast…

We’ve Been Changing All Along…
What's at the Heart of Political Correctness?

Merriam - Webster Definition

“Agreeing with the idea that people should be careful to not use language or behave in a way that could offend a particular group of people.”
It's Not Political!

We Teach Our Children to Be Civil
The Workforce 40 Years Ago

- Women fought for equal rights
- No accommodations for disabled workers
- Few minorities in management
- Openly hostile to gay & lesbian employees
- No protection against sexual harassment
PC’s Roots Are in HR…

Employee diversity training was initially created to avoid lawsuits and litigation
I don’t have to like you to respect you

Nor Do I Have To...

- Agree with you
- Hang out with you

- But *leaders and leadership set the example*
What About Freedom of Speech?

PC? Or Simply Aware of Others?

“It is just making sure that you don’t offend somebody with your freedom of speech.”
Why We Can Be Insensitive

We often don’t know words or phrases are offensive because we don’t experience them personally
Brady from Tulsa

Retail sales associate:  
“You speak English really good!”

Brady:  
“No. I speak English really well.”

Leaders Demonstrate Respect

• “I see you”
• “I get you”
• “I care about you”
Respect. It’s Good for People, Too

Let’s Make Some Change

RESTORE CIVILITY
Your Turn

Turn to your neighbor and discuss one thing you learned today that you can apply to be a better leader or colleague.

Mutual Respect

- Met on 1992 campaign trail
My Book Can Help

One of the Top 10 Bestselling Business Books

Thank You
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Questions? Thank you!

Up Next: 11:45 am
Lunch in Ballroom Lawn

Plenary Session: 12:45 – 1:45 pm
When Good Jobs Go Bad - Neil Swidey
in Grand Canyon Ballroom

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