The PRISM 4-Point Diversity Communication & Learning Model is designed to:

1. Create and present a compelling fact-based business case for diversity
2. Present the organization’s diversity strategy in an intense, comprehensive and meaningful way
3. Involve participants in understanding the diversity strategy through an engaging intervention
4. Measure immediate understanding, buy-in and support

Research indicates the optimal learning environment promoting change is one in which participants are immersed in a learning experience that’s relevant to their own situation. Such an environment needs to contain a process where they can explore, collaborate and share views using a dialogue-based methodology. This is the learning environment that PRISM created using Knowledge Map™ technology.

An Effective Communication and Learning Experience

Knowledge Maps™ create a learning environment in which the experience is the communication. CIGNA HealthCare, Duke Energy and Nestlé are some of the many organizations using Knowledge Maps™ successfully. Their employees are engaged in a learning process that enables them to understand the critical factors driving their business.

The Knowledge Map™ experience provides individuals with the opportunity to collaborate with peers to draw their own conclusions by exploring new marketplace information. As people shed old assumptions and draw new conclusions, they identify new roles and responsibilities and provide an impetus to act on them.
Getting Employees On Board

The Changing Landscape

A series of conversation questions and data cards promotes dialogue. The conversation questions ask participants to interpret information and draw conclusions regarding what that information means to them. The conversation questions also ensure a common experience is had by all participants (in various other Diversity Map sessions) and can be shared after the session. The data cards are used to provide real context to what participants are being asked to discuss and act upon. They also bring interactivity to the session.

Participant handbooks are provided so participants can take notes, record their thoughts and access key information explored during the Diversity Map session. The participant handbooks also serve to improve retention and act as a reference after the session.

The Diversity Map utilizes a fact-based learning method. This enables participants to challenge their assumptions. Rather than telling participants what to think, they draw their own conclusions that can lead to changes in thinking and behaviors.

The Learning is the Change

After a two-hour On Board With Diversity Knowledge Map™ experience, employees understand the big picture of diversity. They have a shared mental picture of the strategy and are able to communicate it using a common language. Phil Reed, Diversity Manager for the Siemens Corporation in Chicago, remarks: “The Diversity Map brings in everyday situations and shows how they impact us. It’s a more creative way of learning, of getting people to understand what diversity is all about—it’s a great tool.”

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