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Latinos in the Workplace
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Resources

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We are happy to present two book reviews in this issue of *The Diversity Factor*. They are:

Are You Clueless? 7 Clues to Profit, Productivity & Partnership for Leaders in a Multicultural World, by Tom Finn, and

Immigrants and Boomers: Forging a New Social Contract for the Future of America, by Dowell Myers.

Are You Clueless? 7 Clues to Profit, Productivity & Partnership for Leaders in a Multicultural World , Tom Finn, ©2007, Kells Castle Press, Reston, VA

In his introduction Tom Finn says, "There are many books about making an organization culturally competent. This one targets a different level — the individual manager. The book addresses the leader who is in the middle of all the cultural shifts in today's workforces. It gives that leader ideas for things he or she can control every day."

Throughout this handy little book, Finn connects multiculturalism to the bottom line, showing through specific examples how businesses are losing customers by being unaware and unskilled in this arena. He defines culture as "the behaviors, ideas, attitudes, values, beliefs, customs, language and ceremonies of a people or group that are transferred, communicated or passed along."

Broken into four parts, it begins with *Part I: Faces of Cultural Cluelessness*. In this section he encourages readers to "get to know what you don't know..."

One example of multicultural dilemmas is the restaurant manager who cannot speak to a quarter of his workforce because he doesn't know their language. Finn shares about the "bank for white people" that shifted its reputation by hiring a Spanish-speaking customer service rep and basketball great Magic Johnson building theaters in African American communities.

In the second section *Part II: Clues for Cracking the Cultural Code*, Finn offers seven clues, covering everything from examining your organization's cultural guidelines (which give employees cultural guidance) to using group-level radar (encouraging readers to tune into other people's cultural experience). In Clue 4 — Apply Cross-Cultural Patterns — he expertly distills complex concepts, such as accumulated impact, into simple, understandable examples that can be applied immediately.

In *Part III: Opportunities to Turn Clueless to Competent*, 10 scenarios outline the wide workplace circumstances to which cultural competence may apply. These include employee-employee relationships, favoritism and glass ceilings, and political correctness, among others. He reinforces the seven clues presented in the previous section by encouraging readers to apply them to each of the scenarios.

Finn then concludes the book in *Part IV: Summing It All Up*, with the sentiment that "cluelessness lives." He believes there's a great deal we "don't know that we don't know" about the diverse people we manage, the customers we serve and the children we teach. He encourages his readers to crack the code.

Bottom Line: This small book packs a powerful punch for managers who want to learn about how our multicultural world is changing the business of profit-making and productivity.



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