

CULTURAL COMPETENCY

2.0 Credit Hours

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Introduction

This Cultural Competency course will examine biases, stereotypes, prejudices, and prior experiences that impact people's perceptions and interactions with people of various backgrounds. We will go over examples of past conduct that has gotten in the way of fostering widespread eliminations of biases and provide skills for effective engagement, intervention, and negotiation in professional environments within the real estate sector to promote inclusion, self-awareness, and equity.

Culture:

What is culture? Culture is a set of beliefs, values or behaviors shared by a group of people based on race, geography, or socioeconomic status.

Cultural competency:

Cultural Competency is defined as the ability to adapt, work, and manage successfully in new and unfamiliar cultural settings. Cultural competence embraces the principles of equal access and non-discriminatory practices in service delivery.

How to encourage and develop a more Culturally Competent environment in the Real Estate Community:

In order to assist in fostering a more diverse and inclusive environment, employers and organizations encourage their members to participate in implicit bias and cultural competency training. Companies often do or should encourage their team to experience working with groups that seek to bring cultural competency to different groups, organizations whether by donating time by volunteering in programs aimed at building a more unified environment.

Cultural competence is essential for the elimination of bias and to truly understand the clients, workplace, and community you serve.

Goal of the Course:

The goal of this course is to recognize your own biases and how they may affect your interactions with prospective and current clients. We will provide ideas and tools to ensure continued work to understand how gaining cultural competence will help you communicate more effectively and build positive community partnerships, networks or organizations which can be a new way to help take your business to a better place and help provide tools to help increase your ability to attract more referrals from a great geographical and demographic area than ever before.

This class will also cover how the Fair housing act has changed over time and how these changes have had a direct impact on increasing cultural competency in the

workplace and more particularly in Real Estate. The additional disclosure requirements and changes in law over the years has and will continue to help foster a society where biases do not play a part in conducting business, doing transactions, hiring staff, buying, and selling residential or commercial properties. By participating in movements that foster this growth will be key to encouraging future generations to make Cultural Competency a universal way of life and way of doing business in Real Estate.

- After each class all attendees will be required to provide three examples of what types of skills or experiences they have developed or would like to grow to provide greater Cultural Competency to their life.

