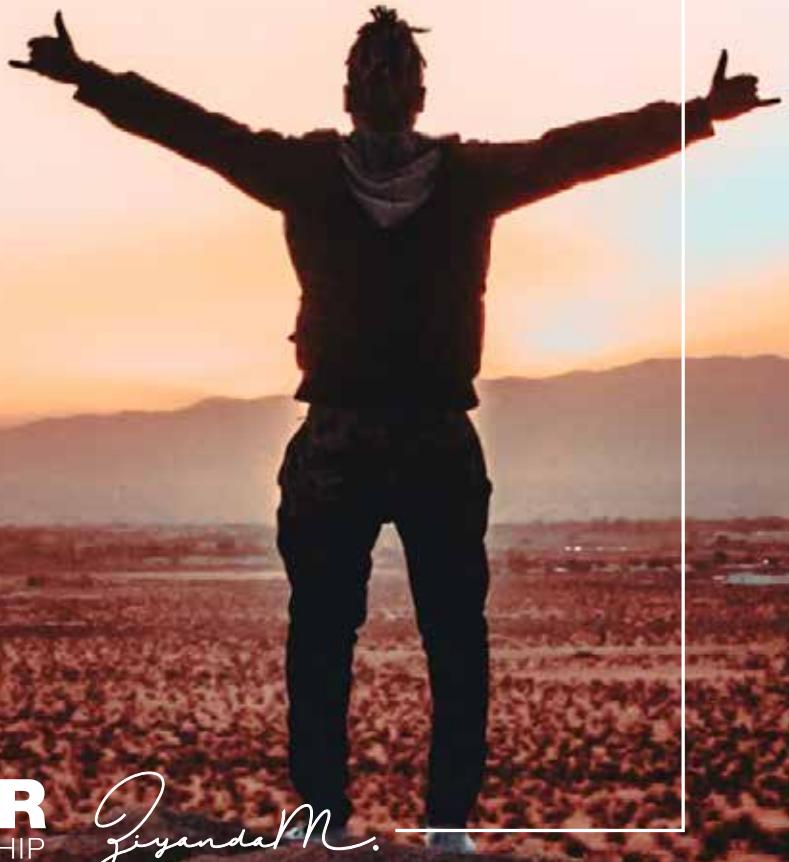


FROM PREJUDICE  
TO OPEN HEARTED



**STAR**  
LEADERSHIP  
be real • be true • be you

*Ziyanda M.*

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“It is not our differences that divide us.  
It is our inability to recognise, accept,  
and celebrate those differences.”

AUDRE LORDE

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# THE CHALLENGE

Fix the toxic impact of prejudice and  
**MAKE SOUTH AFRICA A BETTER PLACE  
ONE PERSON AT A TIME**

In the business world we operate in today, prejudice can significantly impact a company's ability to create a working environment that capitalises on strengths, diversity and inclusion, a known enabler for creativity, innovation and customer satisfaction. Prejudice damages the bottom line, adversely affects workplace morale and lowers productivity.

This programme seeks to create the right conditions to cause a shift in this area. It will include understanding, appreciating and accepting the differences between various ethnic or social groups, cultures and religions, will enable managers and employees to let go of any remnants of divisive or hurtful thinking, and empower them to leave with open hearts and open minds.

The final outcome will be a facilitated dialogue where people get to voice their views, feel heard, and together create a new way to move forward.

## PREJUDICE\*

\*A preconceived opinion that is not based on reason or actual experience. Harm that may result from some action or judgement.

ETHNIC AND RELIGIOUS BIAS • RACISM • AGEISM  
NATIONALISM • SEXISM • CLASSISM

It is prejudice that often leads to discrimination, the prejudicial and/or distinguishing treatment of an individual based on their actual or perceived membership in a certain group or category 'in a way that is worse than the way people are usually treated.'

*To cause the sustainable shift we are seeking,  
requires a shift in thinking.*

## THE EFFECTS OF PREJUDICE

Prejudice poisons the atmosphere of trust that we need in order to live peacefully. The effects of racial, sexual, and religious prejudice have both mental and physical consequences such as: depression, stress and anxiety. The three most prominent effects are inferiority, fear, and anger.

Stereotypes do not only affect the productivity and profits in an organisation but it also hurts the self-esteem of the employees.

Stereotyping can cause people in a workplace to treat individuals or groups a certain way based on preconceived notions about that person or group. Promoting a non-discriminatory workplace with openness and acceptance of individual differences helps in preventing common negative effects.

5 ways prejudice affects well-being:

1. POOR PERFORMANCE
2. PHYSICAL HEALTH PROBLEMS
3. MENTAL HEALTH PROBLEMS
4. ALCOHOL & DRUG USE
5. SELF-SABOTAGE

## THE EFFECTS OF INCLUSION

Research by the Denver Foundation and Hire Level provided clear evidence that reducing prejudice by being more inclusive delivers measurable business benefits such as:

- Lower employee turnover;
- Improved productivity and problem-solving;
- Increased creativity, innovation and resilience; and
- Higher levels of employee job satisfaction, morale / engagement.

A study by Laurie Rudman, Richard Ashmore, and Melvin Gary in 2001 showed that students who had enrolled in a prejudice and conflict seminar showed significant reductions in their levels of prejudice (both conscious and unconscious) compared to a similar group of students who took a research methods course. This study reminds us that our biases are malleable: Learning about them can give you the self-insight and motivation you need to undertake the journey of change.

*Rodolfo Mendoza-Denton*

# THE PURPOSE OF THE PROGRAMME

To help people more constructively manage their own prejudices

## PROCESS



## OUTCOMES

- A more open-minded culture, enabling a higher application of diversity and inclusion resulting in a more productive, efficient and innovative workforce
- An individual equipped to deal with personal and interpersonal biases in a more constructive manner
- A more inclusive culture, enabling higher levels of employee engagement and commitment
- Local communities and stakeholders willing and able to support your enterprise



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# THE PROCESS

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## WHO WE ARE

Star Leadership was formed in 2013 by Savannah Steinberg, with a primary focus on offering Coach Training and Leadership Development programmes to individuals and organisations. We have since grown into one of South Africa's top coaching companies, offering a wide variety of development programmes based on latest global trends in leadership thinking.

Our values are: be real, be true and be you and our material is designed to significantly impact how you think, decide and act - thus empowering a real and sustainable shift in yourself by raising your levels of Consciousness, Self-Awareness and promoting genuine Self-Love. The effect of this is a shift from the need to be the best "in" the world, to a desire to be the best "for" the world.

This programme is a special collaboration between Savannah Steinberg and Ziyanda Masiza. With each being a specialist in their field, they've come together bringing individuals and organisations uniquely created content to cover sensitive topics such as racism, ageism, nationalism, sexism and classism; and therefor create real and sustainable shifts on a personal level as well as in the workplace.



## BEING THE CHANGE

“It was during those long and lonely years that my hunger for the freedom of my own people became a hunger for the freedom of all people, white and black. I knew as well as I knew anything that the oppressor must be liberated just as surely as the oppressed. A man who takes away another man’s freedom is a prisoner of hatred, he is locked behind the bars of prejudice and narrow-mindedness. I am not truly free if I am taking away someone else’s freedom, just as surely as I am not free when my freedom is taken from me. The oppressed and the oppressor alike are robbed of their humanity.”

NELSON MANDELA

“No one is born hating another person because of the colour of his skin, or his background, or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love, for love comes more naturally to the human heart than its opposite.”

NELSON MANDELA



Embedding a culture of emotional safety,  
transparency, authenticity and responsibility  
into your organisation.

## CONTACT US

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