

# #RESPECT or #ICommit

## TRAINING MODULES

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### Module 1: What does it mean to have a culture of respect and civility? (estimated length: 4 minutes)

**Purpose: Connect with the audience, establish that there is a problem, pivot cognition from not doing bad to affirmatively doing good**

*The video begins with three introductory vignettes to introduce characters and scenarios that will be important for making a personal connection, providing a concrete anchor to learning, and to keep people's attention through all of the videos.*

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#### **Scenario 1 (20 seconds): Light rail car**

*[The interior of a light rail train, a tech woman is standing, a tech woman of the same company is sitting a few feet away. A man crowds into one woman's personal space.]*

**Man:** "You're too attractive to be in tech. I'm three stops away from where I'm going, we should leave together"

**Woman:** "No thanks, I remain uninterested. Please, just...leave me alone."

*[Cut to, or zoom in slightly on the bystander's expression to show that she hears what is going on and is frustrated]*

*[Darken the scene to signal an internal monologue]*

**Voice of internal monologue:** (upset and concerned) "How many times do I have to say it? I hope this doesn't become a problem."

#### **Scenario 2 (20 seconds): Office hallway outside of bathroom**

*[Two men are walking down the hall in conversation. They pass by an all-gender bathroom sign. One other individual, who visually has masculine characteristics, is in the scene off to the side.]*

**Coworker 1:** (laughing) "Oh man, check this out. I don't want anyone but another dude in the bathroom that I'm using. That's just so... you know..."

*[Coworker 2 remains silent, with a neutral expression]*

*[The other individual remains silent, and looks hurt]*

*[Darken the scene to signal an internal monologue]*

**Voice of internal monologue, sounding upset and concerned:** “Why is it so hard for them to just accept people who happen to be different from them?”

### Scenario 3 (20 seconds): Game developer conference after-party

*[Two female characters enter the party venue. Recommend at least one be a woman of color. The room is crowded, with silhouettes of mostly men. We can see a stage and dancers who are only visible from their calves downward].*

**Woman 1:** “Whoa, this is a company-sponsored event? Those outfits are beyond risqué. I feel uncomfortable here.”

**Woman 2:** “I know, this is ridiculous, but all of the influential partners and leaders are here. I really need to network...”

*[Darken the scene to signal an internal monologue]*

**Voice of internal monologue:** (exasperated) “Why do we have to accept *this* just to get an opportunity to network?”

*[Transition to instruction/training content. Visualizations to be developed by ideamachinestudio]*

**Narrator:**

<p>It’s a sad truth that harassment and disrespectful behaviors still exist in our world today. In countries like the UK, United States and Brazil, more than 60% of women have experienced some kind of public harassment. In Egypt, the numbers climb as high as 99% for women surveyed who had experienced sexual harassment.</p>	<ul style="list-style-type: none"><li>● Start with select stills from the previous animations and then transition to show the specific numbers and figures in an infographic, such as a pie graph, for each country.</li><li>● Brazil → 86% of women have been subjected to harassment or violence in public.</li><li>● UK → 64% of women have experienced unwanted sexual harassment in public places.</li><li>● U.S. → 65% of women surveyed had experienced street harassment.</li><li>● Egypt → 99% of women surveyed had experienced sexual harassment. [note: will include references to sources in the visualization]</li></ul>
<p>But what if it didn’t have to be that way?</p>	<p>Focus on one of the pie chart circles, it becomes filled and shaded more like a sphere and flies off as the camera follows it.</p>

<p>What if there was a real opportunity to end harassment and incivility? And what if we started in the workplace?</p>	<p>Show one of the previous workers, with their hands outstretched. The ball from before hovers above their hands and starts to glow. They look confused.</p>
<p>There <i>is</i> a different way.</p>	<p>The ball bursts into smaller circles with a “transcendent” light.</p>
<p>What if instead of learning about how not to “cross the line,” we learn how to better respect and actively show consideration for our colleagues instead?</p>	<p>One of the smaller circles expands to show the first scenario from before, except all people are actively involved and talking to each other respectfully.</p>
<p>What if we thought about how to care for and support the well-being of the people we work with?</p>	<p>A second circle expands, showing the second scenario, except the two men have actively considered their colleague and are engaging them in the conversation, instead of alienating them.</p>
<p>Instead of making sure we stay out of trouble, what if our goal was to make our workplace a better environment for everyone?</p>	<p>Another circle expands to show the two women from the third scenario at a smaller social event, effectively talking to someone they wanted to network with.</p>
<p>We have an opportunity to aspire to more, collectively. As part of working toward a more diverse and inclusive workplace, we strive for a culture of <b>respect</b> and <b>civility</b>.</p>	<p>The circles become smaller again and we see workers starting to gather in a group. They become propped up by two platforms labeled respect and civility.</p>
<p>One where we recognize that the dignity and well-being of our co-workers is as important as our own. By working together, we have a real chance to end harassment in the workplace for good.</p>	<p>The workers shake hands and start to acknowledge each other</p>
<p>This impacts how well we can deliver and perform as an organization. Research shows that the stress of working in an environment lacking respect and civility lowers productivity, and increases absenteeism and turnover.</p>	<p>Represent the information in a kind of simplified infographic to represent the data. For example show a line graph where stress goes up and lines for productivity go down while ones for</p>

	absenteeism and turnover go down proportionally.
But honestly, there's a more important reason to do this beyond the numbers—the well-being of our people.	Zoom out to show the graph is on the laptop of a worker who at first looks concerned but smiles and looks toward the camera when “well-being” is mentioned.
We shouldn't be thinking about how close to “the line” we can get before we cross it. We should create an environment that keeps us from reaching the line in the first place.	Show the gathering workers from before as a circle (“the line”) starts to encroach upon them. They look worried, but then the circle quickly dissipates and they are relieved.
This is an invitation for all of us to take a growth mindset to embrace a new paradigm, with each of us doing our part to foster a vibrant culture of respect and civility.	Pan further to show a growing crowd of people, they raise their hands and lines of light flow out and they entwine to spell “Respect & Civility” in a stylized way.