

The Name

— Dialogue Guide for Individuals —

To request the Dialogue Guide for Businesses & Organizations, email name.im@pg.com

Co-Created by P&G & Lean In

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A Note from P&G

At P&G, we believe we have a profound responsibility to use our voice and resources to be a force for good and an advocate for equality and inclusion. As senseless acts of violence and bias against Asian American Pacific Islander (AAPI) individuals continue to capture headlines all across the U.S., P&G is rising up in solidarity with the AAPI community to fulfill our ongoing commitment to creating a better community for all.

We hope this dialogue guide will provide you with practical, yet meaningful steps towards becoming a better ally and advocate.

P&G worked hand-in-hand with AAPI employees across our brands and leading community-based organizations to explore ways we can all start to affect genuine change.

It turns out, it starts with a name.

A Note from Lean In

Since 2013, Lean In has worked with companies all over the world, including P&G, to create workplaces in which women of all identities are valued, respected, and given equal opportunities to advance.

LEAN IN

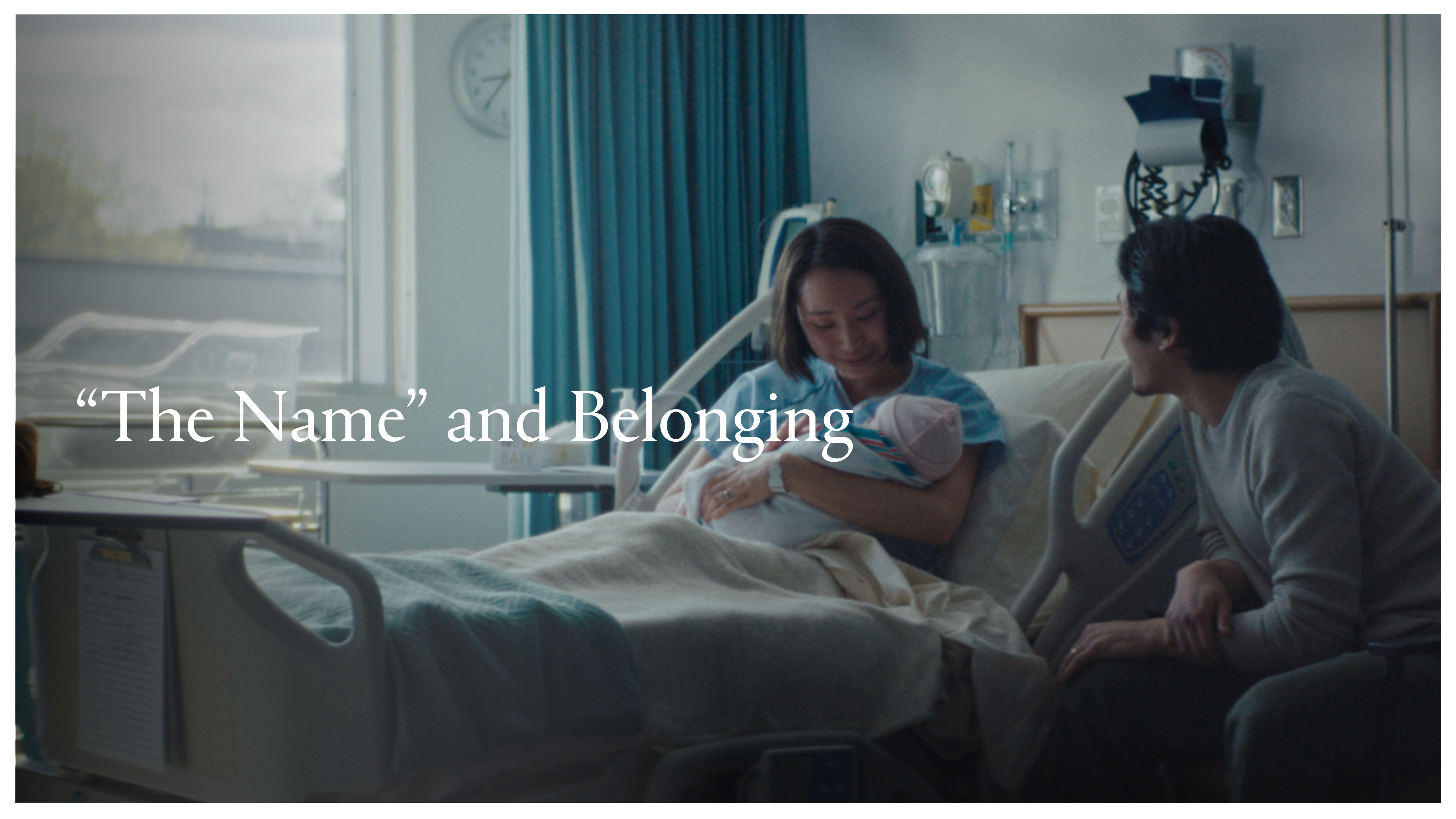
The P&G logo, featuring the letters 'P' and 'G' in a large, blue, serif font, with an ampersand between them.

Let's discuss to...

- Understand the positive impact a name can have for the Asian American Pacific Islander community
- Commit to learn more about the Asian American Pacific Island community

Discussion Guidelines

- We are creating a safe space to learn
- We are all on a journey
- Let's use "I" statements
- We are here to listen to understand
- Let's respond and validate each person

A woman in a light blue hospital gown is sitting up in a hospital bed, cradling a newborn baby wrapped in a white blanket. The baby is wearing a pink hat. A man in a grey long-sleeved shirt is sitting on the edge of the bed, looking at the baby. The room is a hospital room with a window, a clock on the wall, and medical equipment. The text "The Name" and Belonging is overlaid on the image.

“The Name” and Belonging



Reflect on the film “The Name”

- What does this film make you think about?
- What emotions are you feeling?

Reflect on a time when you didn't feel like you belonged

- Walk us through the situation
- What thoughts and emotions did you have in that moment?
- Is there anything you would've done differently if you had the chance to go back to that moment?
- What could others have done to make it better in that situation?

Your Commitment for Action

VERBALLY share with the group ONE THING you commit to do leaving this discussion.

Examples:

- “I will ask each person, ‘can you teach me how to say your name?’”
- “I will watch the PBS Asian American Documentary.”
- “I will speak to one APA colleague about their experience as an Asian American.”
- “I will ask ____ to be my accountability partner.”

What can you do?

If you're reading this, you've already taken an important step to learning how to be a better ally and advocate for our AAPI community.

Here are three simple ways to get started.

To learn how you can do more, visit pg.com/names.

1. Share “The Name”

Visit pg.com/names and share “The Name” with friends, family, and colleagues.

2. Share your personal story on social media with #OurNamesBelong

Visit pg.com/names and teach the world how to correctly pronounce your name with our name pronunciation generator and share it on your social media channels.

3. Start a conversation with friends, family, and colleagues using this Dialogue Guide*

Belonging starts with a name, but it's just the beginning to so much more. Use this Dialogue Guide, co-created with Lean In, to start the journey with others in your life.

*For more resources from Lean In, click [here](#).

AAPI Dynamics and Concepts

The views expressed in the included resources do not indicate the author's endorsement of P&G and likewise, do not indicate P&G's endorsement of the views of the authors.

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<https://www.today.com/tmrw/what-bamboo-ceiling-here-s-what-asian-americans-want-you-t212014>

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AAPI Dynamics and Concepts

Pan-Asian-American Debate

The term to describe Asian Americans (AAPI, APA, API) describe a group of people from the Asian continent. Asia holds around 50 countries and 2300 languages. And Asian Americans also have varying different perspectives and culture based on what generation of immigrant you are in the United States. (1gen, 1.5gen, 2gen, 3gen, etc.) This matrix of people is what makes up as we categorize as Asian Pacific American.

There has been a long unresolved debate in Asian American Pacific Islanders advocacy on the role of Pan-Asian American advocacy vs. each “ethnic” group within APA to advocate themselves.

AAPI Dynamics and Concepts

The Perpetual Foreigner

The perpetual foreigner dynamic suggests that members of Asian Americans will always be seen as the “other” in the United States.

The Model Minority

Asian Americans have often been called the “Model Minority” whose members are perceived to achieve a higher degree of socioeconomic success than the population average. This was often used to put a racial wedge between Asian Americans and other US ethnic minorities. This created the illusion and excuse for a lack of support for Asian American racial issues, often through gaslighting.

AAPI Dynamics and Concepts

Dual Identity

Often AAPIs face dynamics where they feel the need to identify with their “Asian-ness” or their “American-ness.” This can lead to several ways AAPIs feel a sense of belonging: sense of belonging as an Asian, sense of belonging as an American, sense of belonging to both or a no sense of belonging to both. However, regardless of how AAPIs identify themselves, their identities are often projected on them by others

AAPI Dynamics and Concepts

Gaslighting

Gaslighting is defined as manipulating someone into thinking they're wrong even when they're right. A form of emotional abuse, it can be used to make the victim question their own mental wellbeing.

Xenophobia

Xenophobia is a fear and hatred of strangers or foreigners or of anything that is strange or foreign. Asian Americans have been victims of xenophobia throughout United States history. Some examples are Chinese Exclusion Act, Japanese Internment Camps, Muslim Ban and "China-Virus."

AAPI Dynamics and Concepts

Asian Americans in Hollywood

Hollywood has been heavily criticized for Yellowface (Asian characters played by white actors) in history and today. They are also criticized by their portrayal of Asian Americans in their films. Asian Women are typically hypersexualized and exoticized whereas Asian Men are typically subject to emasculation.

“Bamboo Ceiling”

The “Bamboo ceiling” refers to the processes and barriers that serve to exclude Asians and Asian-Americans from executive positions on the basis of subjective factors such as "lack of leadership potential" and "lack of communication skills" that cannot actually be explained by job performance or qualifications.



Situations to Discuss

While this section is specific to the workplace, these situations can be utilized in many places in your community.

Take a photo of this slide

Discussion Questions

As a reminder, this training and the dialogue it creates are intended to create and maintain an inclusive and respectful workplace.

1. Read the situation + Why It Matters
2. Discuss the situation
 - a. Has anyone experienced something like this before?
 - b. How would you respond in this situation?
3. Read the What to Do + Why It Happens

For additional support on moderating this discussion, please see the full moderator guide [here](#).

Lean In Cards

All of the situation cards in this section have been adapted from Lean In's 50 Ways to Fight Bias program and are based on rigorous research. For citations and more information, please visit <http://leanin.org/50ways>.

Who is Lean In?

Lean In was founded on the belief that in order to build a more equal world, we need to make work fair and inclusive for all women.

We do this by:

- Drawing on extensive research to identify the biggest obstacles facing women at work.
- Developing [resources](#) to help companies directly target those obstacles—whether through policy changes, employee training, or programs that focus on directly supporting and empowering women.



Who is Lean In?



All of our programs are

Grounded in research

We rely on real-world workplace data to identify barriers holding women back, and we design our programs to target critical issues that are often overlooked or underestimated.

Developed with experts

We partner with respected academic experts and DEI practitioners to ensure our training advances proven best practices.

Deeply intersectional

Our programs specifically address the unique barriers facing women of color, LGBTQ women, women with disabilities, and women with other marginalized identities



50 WAYS TO FIGHT BIAS

[50 Ways to Fight Bias](#) is a digital program, created by Lean in, to empower all employees to identify and challenge bias head on.

The program highlights almost 100 specific examples of workplace bias, including the compounding biases women experience because of their race, sexual orientation, disability, or other aspects of their identity.

In small groups, participants discuss situations, brainstorm solutions together, and learn research-backed recommendations for what to do.

Impact:

- **95%** of program participants are more committed to challenging bias
- **96%** of managers feel better equipped to talk about bias with their teams.

Companies such as Amazon, SurveyMonkey, PayPal, and WalMart have all run 50 Ways Programs at their organizations



SITUATION

A co-worker says to a newly hired Asian American employee, “Your name is really hard to pronounce. Do you go by something else?”

WHY IT MATTERS

This statement is disrespectful because it suggests that some names (and therefore people) are not worth taking the time to get to know. It can also make the new hire feel like an outsider, signaling that they have to change who they are in order to fit in at work.

A co-worker says to a newly hired Asian American employee, “Your name is really hard to pronounce. Do you go by something else?”

WHAT TO DO

You could repeat their name, demonstrating that it’s not hard to pronounce, and point out to your co-worker that it’s a sign of respect to pronounce someone’s name correctly. You can also explain **WHY IT MATTERS**.

WHY IT HAPPENS

Your colleague may be falling into the trap of considering anglicized names the norm and therefore not realize how inappropriate their question is. If their own name has always been easy for classmates and colleagues to pronounce, they may never have had their name questioned like this and not understand how it feels.

SITUATION

A co-worker asks an Asian American employee where they're really from.

WHY IT MATTERS

People of color hear this far more often than white people do, and the net effect is to make them feel that they are foreigners who don't belong. Research shows that when heard repeatedly, this question can contribute to depression and anxiety for American-born people of color.

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WHAT TO DO

You could address this comment in the moment: “You probably don’t realize this, but Asian Americans get this question all the time, and it can make them feel like outsiders.” Or you could take your co-worker aside privately to explain why the question might make the employee feel marginalized, even if their intention is to try to get to know them.

WHY IT HAPPENS

Your colleague may be genuinely interested in where the person is from and may not realize that the question can be offensive. They may also have a lack of awareness of the diversity of Americans, since the question implies that non-white Americans are not American. This assumption is known as “the perpetual foreigner stereotype.”

SITUATION

The day after a high-profile attack against an Asian American person, co-workers are discussing the news but nobody brings up this story.

WHY IT MATTERS

The silence suggests that non-Asian American colleagues are not outraged at the injustice or that they aren't aware of the Asian American community's grief and trauma. Left unaddressed, these perceptions — accurate or not — can contribute to a workplace where Asian American employees feel like they don't belong. When an Asian American person is attacked, it reminds all Asian American people of the violence that threatens their lives. It can make it hard to focus on work, and depression and anxiety can follow.

The day after a high-profile attack against an Asian American person, co-workers are discussing the news but nobody brings up this story.

WHAT TO DO

In the moment, say something. Mention the incident and how awful it was. Depending on your relationships with Asian American co-workers, let them know you are there to talk if they need to. Be understanding if Asian American co-workers seem distracted or not themselves. If you're a manager, check in with Asian American members of your team to see how they're doing and if they need any additional support.

WHY IT HAPPENS

Non-Asian American co-workers may believe it's insensitive to mention attacks against Asian American people. But in fact, doing so conveys that they care. They also may not realize how traumatic these events are to the entire Asian American community, perhaps seeing them as isolated one-offs instead of ongoing systemic abuse.

Thank you.

