

## Developing a focused explainer topic

As I've been reading through others' suggested additions to our canon, here are some issues that especially interest me:

- Generation gap
- Language Diversity
- Organizational Activism

Here are some ways in which these issues connect to other things we've read and/or to prior interests I have:

- Organizational Activism is of particular interest to me, because I feel as though it works in both directions. I cheer when someone like Ben & Jerry's takes a stand that I'm in agreement with. It allows me to eat their ice cream without guilt. What happens, though, when the owner of one of your favorite bars starts tweeting racist nonsense? Instinct is to stop going to that bar. Doesn't mean it's easy to do so.
- Language diversity resonates with me because I have several direct reports whose first language is not English. I have to make a strong effort to really listen, and to of course be careful to not use clichés that may not easily understood. I don't want to make anyone feel self-conscious.
- I have spent some time thinking about the "OK Boomer" trend and pondering its merits. As a GenXer, I often feel as if I have one foot in each world. I would say I lean much more toward millennial sensitivities, but I certainly have some Boomer influences, not the least of which my taste in music!

Looking at this list of connections, highlight key foundational concepts/ideas/terminology—list those here.

- Opinions
- Values
- Perspectives
- Identity

Review your list to the left—which of these issues do you think a person would need to understand in order to understand why this broader topic interests you? Circle them and prioritize—what's really important? What really intrigues you? Why?

1. Identity – How we choose to identify ourselves will invariably affect how others choose to respond.
2. Values – To truly understand someone, you must learn to understand what it is they value.

Frame your project statement here: I think [X] is a really important topic in organizational culture, so I'm going to explain this foundational idea [Y] to you all. *[In other words, you're going to focus on some very specific component that is essential to our understanding of the larger whole; you're going to articulate both the small bit and the Big Picture here.]*

I think identity is a really important topic in organizational culture, so I'm going to explain this foundational idea of understanding others' values to you all.