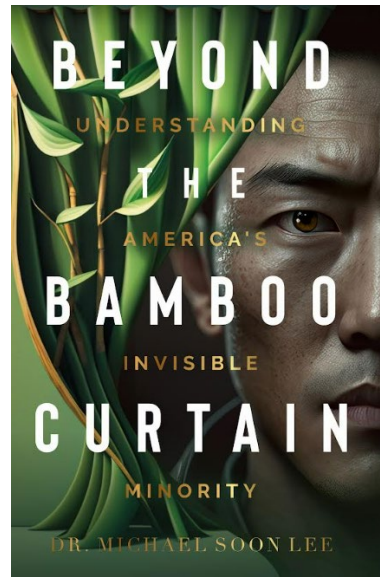


Beyond the Bamboo Curtain

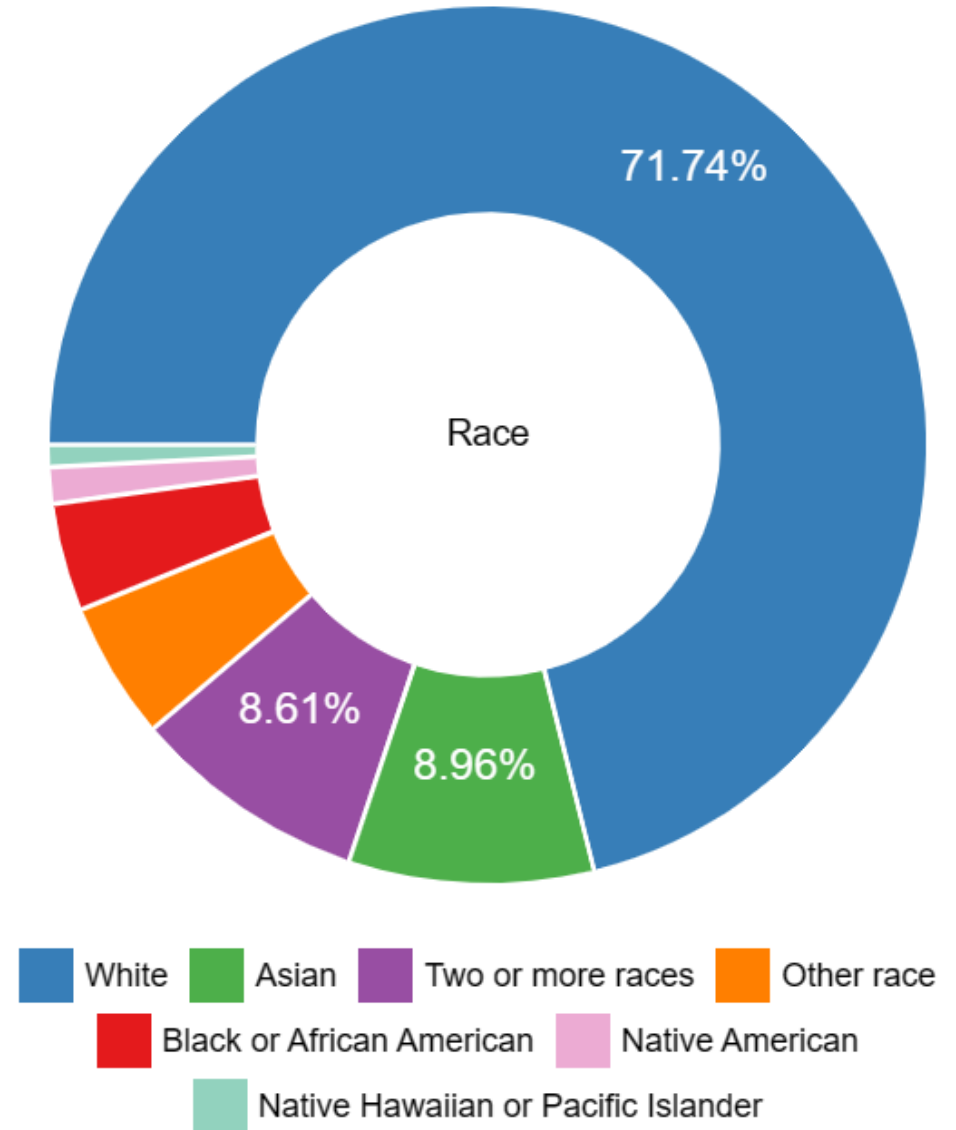
Understanding America's Invisible Minority



Dr. Michael Soon Lee (michaelsoonlee@gmail.com)

Washington State

- White: 71.74%
- Asian/Pacific Islander: 9.63%
- Black or African American: 3.85%
- Native American: 1.19%



2023 American Consumer Survey

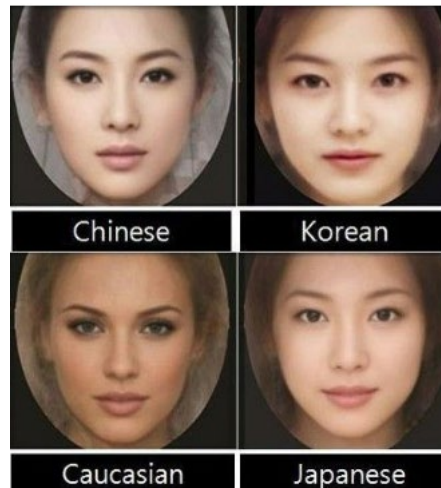
AAPI Background

There are 22 million Asians in America

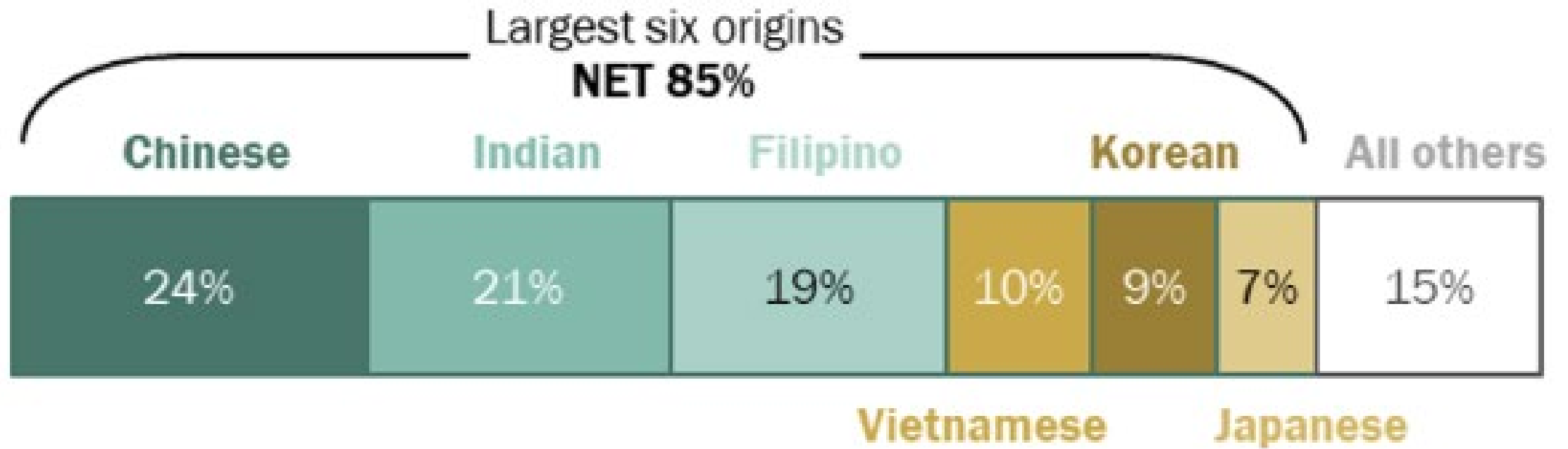
Nearly 7% of the US population

They are not one homogeneous group

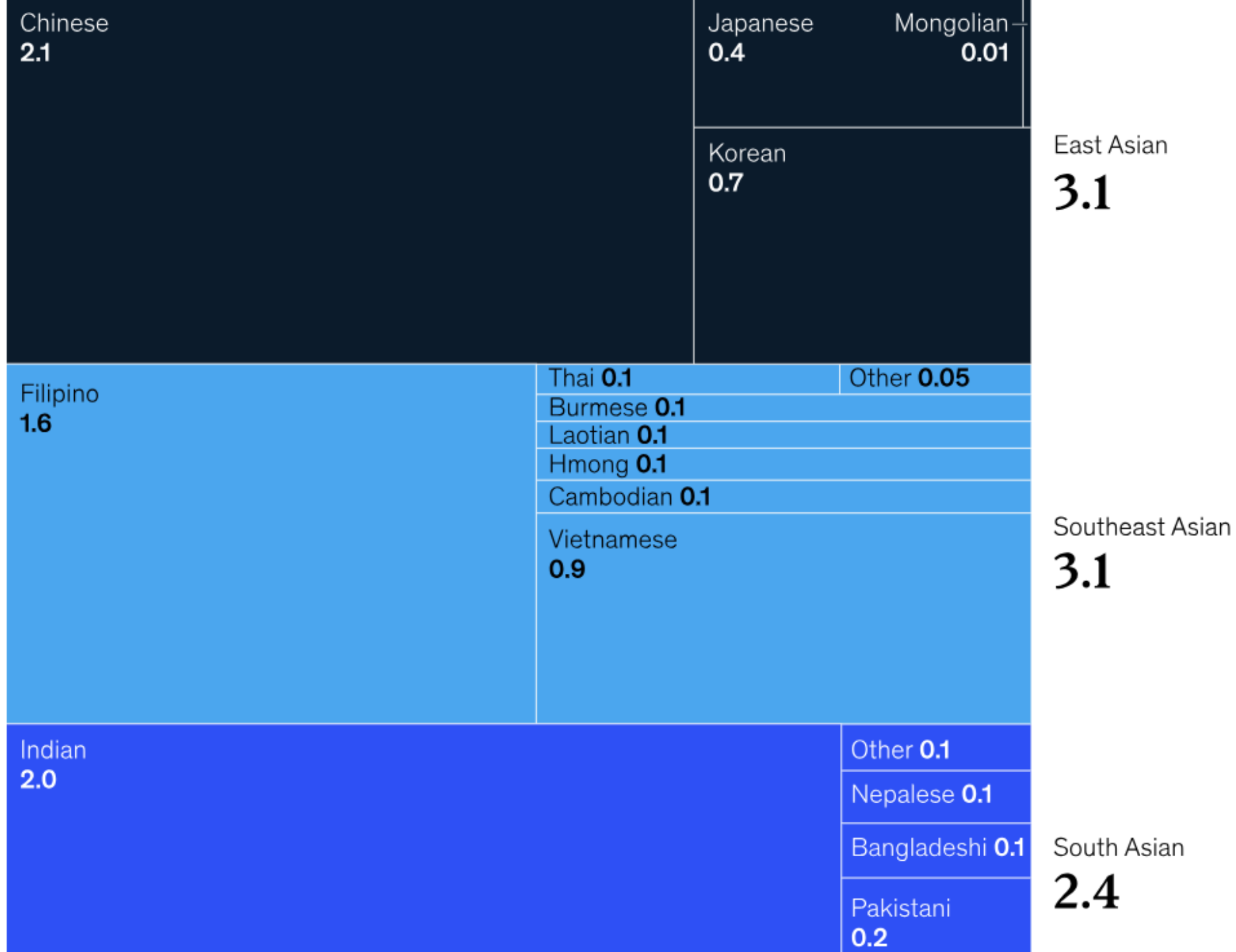
Have different languages, foods, religions, and more



AAPI Background



Pew Research



Chinese 2.1	Japanese 0.4	Mongolian 0.01	East Asian 3.1
	Korean 0.7		

Filipino 1.6	Thai 0.1	Other 0.05
	Burmese 0.1	
	Laotian 0.1	
	Hmong 0.1	
	Cambodian 0.1	
	Vietnamese 0.9	

Southeast Asian
3.1

Indian 2.0	Other 0.1
	Nepalese 0.1
	Bangladeshi 0.1
	Pakistani 0.2

South Asian
2.4

2021 Median Household Income

\$ 70,784 U.S.

\$138,418 Asian Indian

117,652 Taiwanese

96,883 Filipino

\$ 75,424 Cambodian

66,641 Bangladeshi

62,352 Burmese

Income Inequality

Asian Americans have the highest income inequality in the U.S.

Are overrepresented in low-paying occupations

12% of South Asian men/21% of women earn less than \$30,000/year

Overrepresented in high-paying professions



Income Inequality

About 20% of AAPIs live in poverty

Some ethnicities have higher poverty rates than the US average

Chinese Americans are almost one-third



Income Inequality

Asian Americans earn \$0.93 for every dollar earned by Whites

Not all Asian Americans are excelling

The earnings gap correlates with underrepresentation as managers

(Diverse outcomes and hidden challenges (2022) McKinsey & Company)



Stereotypes About AAPIs

Stereotypes about AAPIs affect their workplace experiences

Seen as compliant, quiet, passive but hardworking outsiders

There's also the myth that all Asians are successful.



AAPI Stereotypes

Asian Americans are often seen as doers and not leaders.

In large companies Asian Americans are 9% of SVPs

Just 5% of promotions from senior vice president to the C-suite

Asian American women are less than 1% of these promotions.

(Women in the Workplace Survey (2021) McKinsey & Company)



Stereotypes About AAPIs

“Model minorities” are characterized as diligent

Lack the strong persona to make effective leaders

AAPIs are often excluded from opportunities for advancement

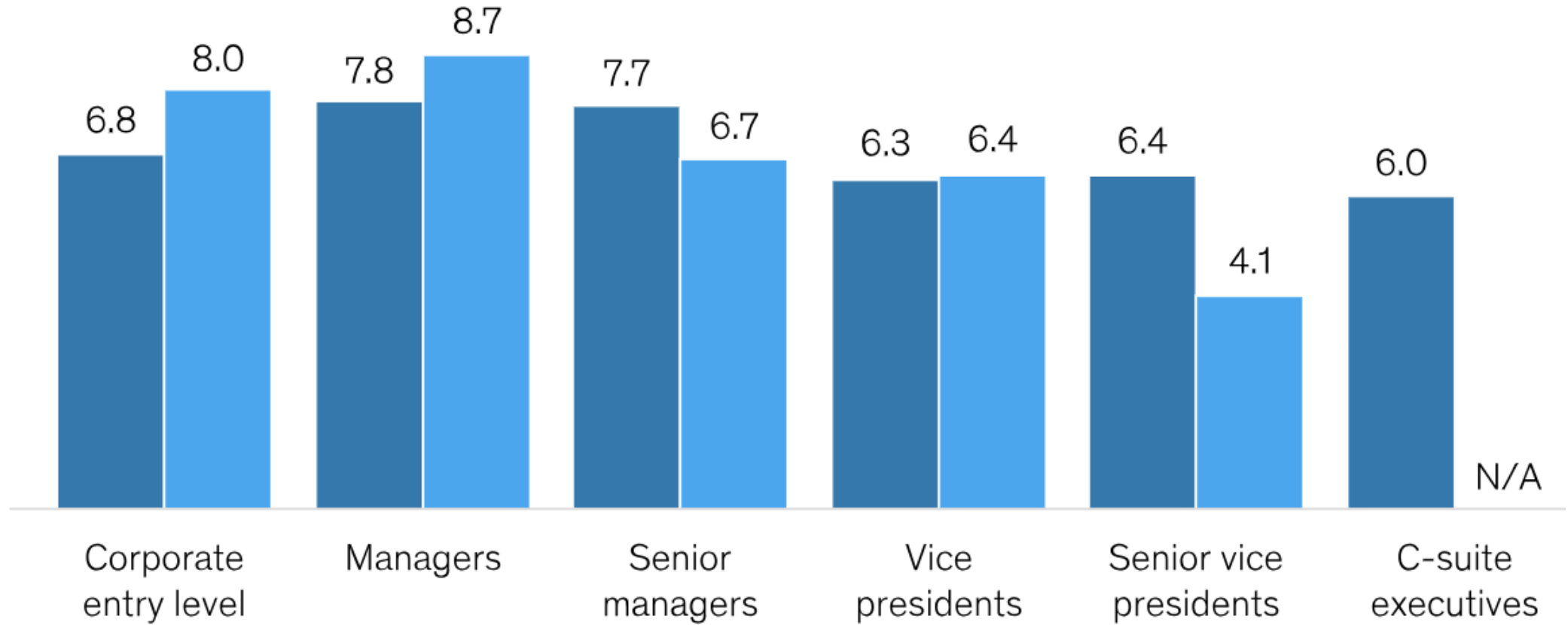
Demographic data about AAPIs is rarely collected



Asian men

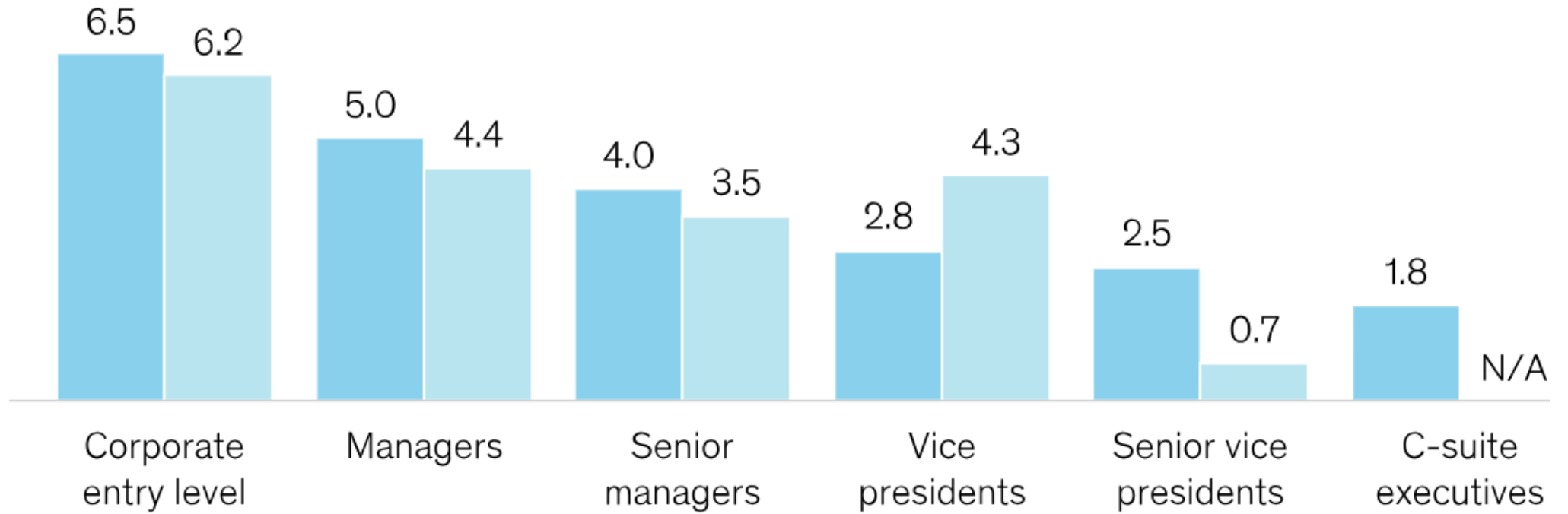
■ Share of workforce

■ Share of promotions into the next level



Asian women

- Share of workforce
- Share of promotions into the next level



Prejudice Against AAPIs

33% of AAPI professionals have experienced racial prejudice

75% of Chinese Americans have experienced racial discrimination

67% feel a need to stay vigilant about hate crimes or harassment



Belonging

Companies are changing their goals to “Diversity & Belonging”

Workers want to feel like they belong

Inclusion has become a very charged word

80% of AAPIs don't fully feel they belong and are accepted



Belonging

20% of AAPIs have hidden a part of their heritage

Many times out of fear of embarrassment or discrimination

(Pew Research)



Belonging

Only 60% of Asian workers can be themselves at work

13% of AAPIs consider safety conditions to be fair or poor



Quiet Quitting

Workers all over the world are “quiet quitting”

Fighting back against demanding jobs

Don't want work to take over their lives



Quiet Quitting

People are only performing the duties in their job description

Declining to take on any more responsibilities or work longer hours

This concept started in China



Quiet Quitting

China is known for its strict work ethic

Derived from a movement that swept through China in 2021

Known as “lying flat” or tang ping.

躺平



Quiet Quitting

In 2022 quiet quitters made up over 50% of the US workforce

The drop in productivity cost the global economy \$7.8 trillion

Accounted for 11% of overall US GDP



Quiet Quitting

Young workers ranked work lower on their list of priorities

82% said the idea of doing the minimum was appealing

15% said they were already doing so

(The Generation Lab and Axios 2022)



Quiet Quitting

Quiet quitting creates a negative feedback loop

Disengagement elevates anxiety, frustration, and burnout at work

Negatively impacts their health and wellbeing outside the workplace

Then follows them back to the office



Quiet Quitting

The COVID-19 pandemic led to reprioritization of work-life balance

Many are not being given the chance to become stakeholders

Don't see why they should invest more than the bare minimum



Employee Engagement

The biggest source of disengagement is “unfair treatment at work”

- Unmanageable workload
- Lack of manager support
- Unreasonable time pressure.

(State of the Global Workplace 2022 Gallup Report)



Employee Engagement

Another sore point is promotions based on favoritism

Asians believe in meritocracy

Resentment create a toxic culture



Employee Engagement

Lack of Appreciation is another issue

Lack of recognition for their accomplishments

Kills the desire to continue to do more.



Employee Engagement

Millennials are known for wanting work to have meaning

Also want to make a difference

Millennials are rising into leadership positions



Employee Engagement

Organizations must create and share their vision

Everyone wants to feel pride in their work and organization

This is becoming increasingly important



Employee Engagement

Asian Americans are most likely to participate in ERGs

Least likely to feel sufficiently supported within their companies

Feel left out of corporate DEI initiatives.

(AAPI Data and polling firm Momentive research)



Employee Engagement

Almost 25% of AAPIs feel excluded from DEI discussions

Only 25% said they have seen themselves represented in leadership

Only 25% felt supported to take on leadership opportunities



Employee Engagement

AAPIs participate in ERGs at 16% vs. 8% of workers overall

52% want to connect with others

44% were driven by professional growth opportunities

39% cited the opportunity to raise awareness

Most ERGs just meet and eat ethnic food



Employee Engagement

ERGs often serve as places to share and connect

They're also often able to find some peer support

A venue for AAPIs to talk about the increase in anti-Asian violence



Employee Engagement

Only half of U.S. workers are satisfied with their job overall

Only 28% of AAPIs are with how much they are paid

Asians are least likely to feel their contributions are valued



The Business Case For Diversity

Top companies are 35% more likely to have financial returns above
100 Best Companies to Work For outperform the stock market

McKinsey research



The Business Case For Diversity

The word “diversity” is being hijacked and weaponized

For some diversity means discrimination against White people

For others it means some will get a promotion due to their skin color

Diversity is nothing more than differences



The Business Case For Diversity

Differences are good and being the same is boring

More ways to solve problems

New markets to reach out to



The Business Case For Diversity

Diversity can be a source of competitive advantage:

- Identify and seize opportunities
- Anticipate and mitigate risks
- Stimulate divergent thinking



The Business Case For Diversity

We are all afraid of people who are different from us

Now there's a fear that minorities will become the majority by 2042

The most visible change may be a few more ethnic restaurants



How AAPIs Can Benefit The Company

A diverse workforce brings different skills, perspectives, and insights
Diversity increases innovation, creativity and strategic thinking



How AAPIs Can Benefit The Company

Hofstede's Cultural Dimensions Theory,

Used to understand the differences in culture across countries

Distinguishes between national cultures and their impact on business



China ×

India ×

Japan ×

United States ×

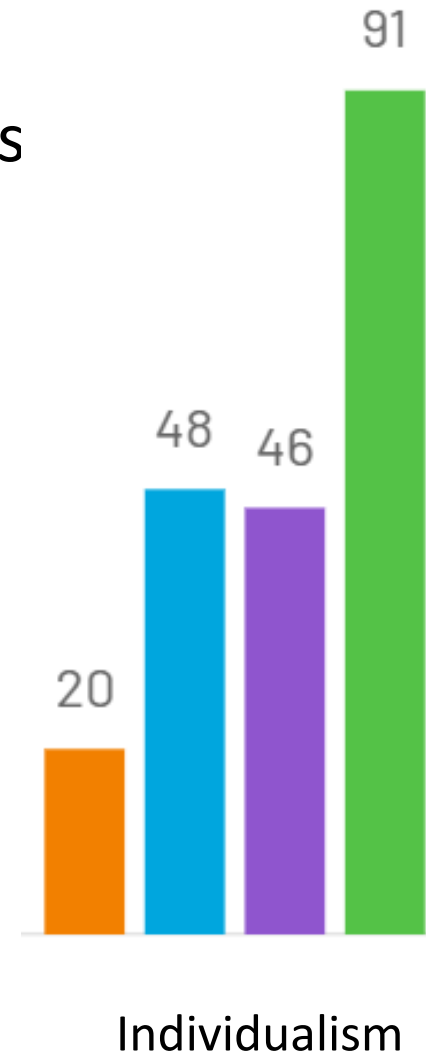
Individualistic societies stress achievement and individual rights

Collectivist societies place greater importance on the group

Individualistic communication tends to be more direct

Collectivists are more indirect

(Hofstede, 1980)



China ×

India ×

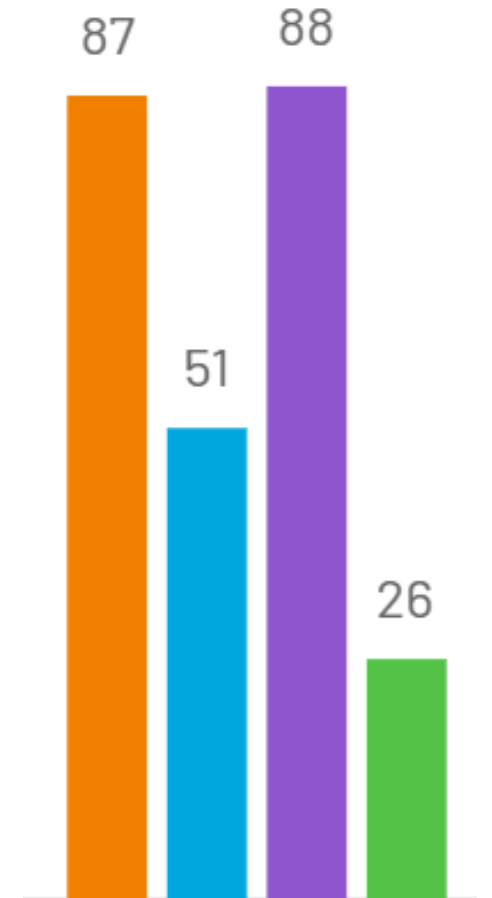
Japan ×

United States ×

Orientation is how cultures encourage delayed gratification

Long-term orientations societies focus on the future

Short-term orientation societies focus on the near future



Long Term Orientation

How AAPIs Can Benefit The Company

Diverse groups draw from a wider range of sources and experiences

Can make more educated decisions

Lead to better results for your business

Diverse teams make better decisions 87% of the time

(Dimensional Insights)



China ×

India ×

Japan ×

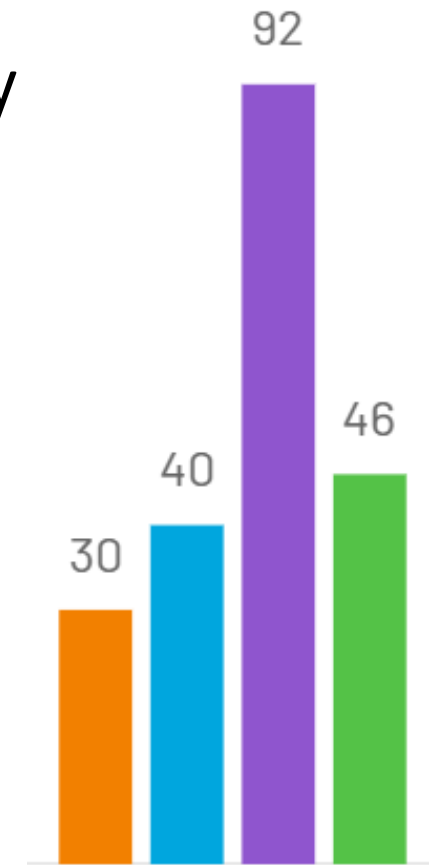
United States ×

High uncertainty avoidance shows low tolerance for uncertainty

Minimize the unknown through strict rules and regulations

Low uncertainty avoidance cultures accept uncertainty

Try to have as few rules as possible



Uncertainty Avoidance

How AAPIs Can Benefit The Company

Diversity can result in reduced rates of employee turnover

Employees feel more comfortable and satisfied in inclusive environments

Tend to be more loyal and are more inclined to stay longer



How AAPIs Can Benefit The Company

Diversity can improve the reputation of your business

Promote diversity seems more socially responsible

Can improve your overall brand reputation



How AAPIs Can Benefit The Company

Diversity can attract a more motivated, efficient workforce

This can increase productivity and profitability

55% of job seekers want to work at a company that prioritizes DEI

(Indeed Survey)



How AAPIs Can Benefit The Company

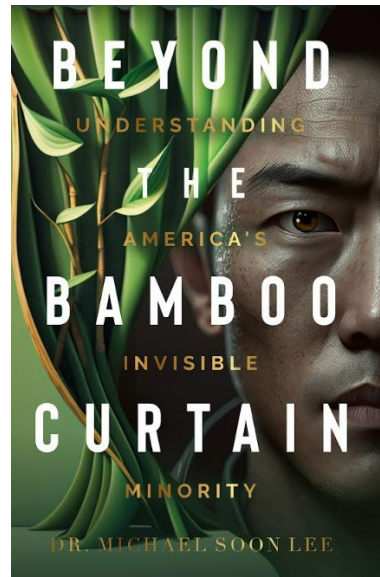
AAPIs can greatly benefit your company

You must know how to recruit, retain, and promote them



Beyond the Bamboo Curtain

Understanding America's Invisible Minority



Dr. Michael Soon Lee (michaelsoonlee@gmail.com)