

## Stereotypes and Perception

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### Learning outcomes:

- Recognise how stereotypes are formed from our experiences and learning
- Indicate how our interactions can vary due to perceptions of status we apply to different people
- Give examples of the commercial impact to an organisation if we allow perceptions and stereotypes to go unchecked

### What you will need:

- Handout 11 – Stereotypes
- Handout 12 – Perception
- Sticky notes

### Content and suggested timings:

Stereotypes and how they impact how we communicate with customers	35 mins
A little about perception	25 mins
<b>Total duration:</b>	<b>60 mins</b>

## Stereotypes and how they impact how we communicate with customers

You may want to write the two questions on a flip chart before you start.

Split the delegates into two teams and allow each team to answer both questions.

**Question 1** - What are stereotypes? Suggest some definitions which they can then write on the sticky notes

**Here are some ideas of what they might suggest:**

"A widely held, but fixed and oversimplified image or idea, of a particular type of person or thing."

"Oversimplified, usually pejorative (negative), attitude people hold toward those outside one's own experience who are different. They are a result of incomplete or distorted information accepted as fact without question."

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