



# KELLY MCDONALD

AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOUR NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

## Why Do I Have to Be Politically Correct?

### ABSTRACT:

Mention the words "politically correct" and you can almost see people's eyes roll. The words have come to mean tip-toeing around subjects, issues, phrases or people so as not to step on a landmine and offend a person or group of people. The eye roll comes from feeling so constrained in expressing yourself that you're not able to actually speak your mind at all.

From a work standpoint, it can also mean taking the "safe" route: fear of saying the "wrong" thing to the "wrong person" in the "wrong way" can result in severe consequences, such as formal reprimand or termination.

So employees and associates stay quiet. They say nothing. But inside, they're frustrated, exasperated or resentful. They resent having to be "politically correct" just to stay afloat at work. And their fear and silence mean real issues, real problems and real situations may not get discussed or addressed because the topic is just too provocative.

For business, that's not healthy. We need to be able to identify and discuss the issues that can become barriers at work or that hinder teamwork and productivity.

This session tackles what's behind "political correctness" and how employees and associates can move past this restricting mindset to better work with each other, through all kinds of issues.

### KEY POINTS:

- Why the phrase "political correctness" is associated with so much negative baggage now
- How being "PC" can co-exist with freedom of speech. How you can express what you're really thinking and feeling AND not get in trouble for it
- How to have difficult conversations respectfully and constructively
- How to communicate, empower and lead diverse teams without being bogged down by being "PC" – and without getting fired