Workshop title: “I Could Never Do That Job”: Learning How to Respond to Occupational Stigma as a Skill of Career Sustainability

Presenter 1 (Lead Presenter) Name: Johnanna Ganz, Ph.D.

Job title of lead presenter: Consultant
Organization: J. Ganz Consulting, LLC

Address: PO Box 16469
City: St. Paul
State: MN
Zip: 55116

Preferred phone: 612-564-3118
Email: ganzconsulting@gmail.com

Organizational if applicable or personal web site: https://www.jganzconsulting.com/

Presenter 1: Johnanna Ganz, Ph.D., is a highly analytical, data-focused pragmatist who turns ideas into action. Dr. Ganz earned her doctorate studying occupational and organizational identity development in victims’ services agencies. Johnanna took this knowledge into a wide variety of mission-driven positions such as Professor of Sociology and Women’s & Gender Studies, Domestic Violence Victim Advocate, Sexual Assault Response Team Leader, Rural Projects Coordinator promoted to Director of national training and technical assistance, and Training Manager in memory care. As a consultant and coach, Johnanna collaborates with mission-driven staff and leaders to build sustainable mission-driven careers and healthy work cultures.

Interactive/skill-building: The majority of the time is spent on participant activities in breakout rooms. This format has attendees and facilitators using their cameras and audio for the most integrated experience. Interactive says it all, and attendees will be notified in advance that there is an expectation of participation! This would be a high-tech session with all functions going for the most inclusive experience of learning online.

Please indicate the level of your presentation: □ Foundational □ Advanced

Proposed Length: □ 30 minutes □ 60 minutes □ 90 minutes

Is this intended as an “Informal Friday” session? □ Yes □ No

What is the optimal range for the number of participants in your proposed session?

□ No preference/up to maximum capacity
□ Maximum 24 (all attendees can be seen on one Zoom screen)
□ Maximum 50
□ Maximum 100
Workshop Session Description

Description: Most people working in victims’ services have heard the words, “I could never do your job” or “You’re such a good person” in response to telling others about their vital work. These types of comments are expressions of occupational stigma—harmful or limiting stereotypes that create psychological distance from discomfort. Occupational stigma has a significant impact on career sustainability and amplifies experiences of work-related stress. Yet, many agencies do not know how to coach staff on responding to these daily interactions. If you’ve ever been exhausted by these conversations or tried your best to avoid them, then, this session is for you! We will focus on building participants’ knowledge about positive and negative stigma associated with victims’ services work and then, work to co-create strategies to respond. Come ready to learn, collaborate, and build new ways of managing the polite comments, the cruel jokes, and everything in between.

Educational Objectives (provide three things you want participants to remember from your presentation):

Objective 1: Define and identify positive and negative types of occupational stigma in victims’ services work
Objective 2: Spend 45 minutes working in collaboration to identify response strategies
Objective 3: Select 1-2 strategies to practice for career sustainability from ideas generated