Beyond Diversity, Equity & Inclusion:
12 Things Companies Can Do to Be Better About Race

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1. Create sharing opportunities among team members to discuss race relations and racial injustice.

- Need safe spaces to get out of your comfort zone.
- Need trained and prepared moderators.
- Empower team members to share stories, perspectives, concerns and fears.
- Don't discourage honesty; embrace it.
- Listen to Black team members and other people of color.
  - 1:1 breakouts with intentional listening.
- *Do something* with the information.
- This is not a one-time thing.



2. Communicate internally regarding who you are and what you stand for.

- Internal Solidarity and DE&I Values Statements – pros and cons.
- Mitigate Risk – will be held accountable for what is said, could be used as evidence if no follow through or, worse, bad things happen instead.
  - Must be authentic – do not overstate
  - Must be specific – what exactly are you committing to do?
- Be intentional about who the messenger is.
  - Board, CEO or others who are viewed as "authority" to act.
  - Understand employees will hold the company accountable!



3. Communicate externally regarding who you are and what you stand for.

- What you communicate is a key part of your Company brand.
- Be thoughtful about public solidarity statements.
- Must be authentic.
- Must be specific.
- Be intentional about who the messenger is.
- Who faces are on your website?



4. Embrace and promote allyship and mentoring.

- Be an authentic and not optical ally.
- Get comfortable with being uncomfortable.
- Broaden your experiences and influences.
- Listen to understand first, and then to be understood.
- Be a mentor (formally or informally).
- Make your colleague's concerns your own.



5. Provide internal opportunities and resources to learn about racism.

- Recommend books to read:
  - Ibram X. Kendi, "*How to Be an Antiracist*."
  - Dr. Robin DeAngelo, "*White Fragility: Why It's So Hard for White People to Talk About Racism*."
- Watch videos:
  - Jane Elliott's, "*A Class Divided: Blue Eyes/Brown Eyes*" anti-racism exercise on YouTube (PBS- Frontline).
- Understand White privilege:
  - Peggy McIntosh, "White Privilege: Unpacking the Invisible



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First appeared as part of the conference materials for the
2020 Essential Employment Law: A Practical Course in the Basics session
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