

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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