

Roundtable members who are valuable resources for you as you lean in on issues of equity and inclusion.



**Joseph B. Jordan III, Brand Management Consultant**

[Josephjordan919@gmail.com](mailto:Josephjordan919@gmail.com)

<http://jjordanandassociates.com>



**Maleah Jackson, Management Consultant**

[maleahj@makariconsulting.com](mailto:maleahj@makariconsulting.com)

425-390-4510

<https://www.linkedin.com/in/maleahj/>



**Karen Forner, Managing Partner**

[Karen@EmployerSolutionsLaw.com](mailto:Karen@EmployerSolutionsLaw.com)

425-246-4210

<https://employersolutionslaw.com/>



**Mary Marshall, Executive Coach, Consultant, and Author**

[mary@mary-marshall.com](mailto:mary@mary-marshall.com)

<https://mary-marshall.com/>



**Veronica S. Smith, Culturally Responsive Lead Scientist**

[veronicasmith@data2insight.com](mailto:veronicasmith@data2insight.com)

206-290-0374

<https://data2insight.com/>

<https://www.linkedin.com/in/veronicasmith/>

## Glossary of terms

---

<b>Antiracism</b>	Opposed to racism. Source: <a href="https://www.merriam-webster.com/dictionary/anti-racist">https://www.merriam-webster.com/dictionary/anti-racist</a>
<b>Allyship and Optical allyship</b>	<p>Allyship is an active and consistent practice of using power and privilege to achieve equity and inclusion while holding ourselves accountable to marginalized people's needs.™ Source: <a href="https://medium.com/awaken-blog/allyship-vs-accomplice-the-what-why-and-how-f3da767d48cc">https://medium.com/awaken-blog/allyship-vs-accomplice-the-what-why-and-how-f3da767d48cc</a></p> <p>Optical allyship is allyship that only serves at the surface level to platform the 'ally.' It makes a statement but doesn't go beneath the surface and is not aimed at breaking away from the systems of power that oppress. Source: <a href="https://www.bustle.com/p/what-is-optical-allyship-3-ways-to-be-actively-anti-racist-22956518">https://www.bustle.com/p/what-is-optical-allyship-3-ways-to-be-actively-anti-racist-22956518</a></p>
<b>Bias</b>	An attitude that always favors one way of feeling or acting especially without considering any other possibilities Source: <a href="https://www.merriam-webster.com/thesaurus/bias">https://www.merriam-webster.com/thesaurus/bias</a>
<b>Color blindness</b>	<p>Colorblindness is the racial ideology that states the best way to end discrimination is by treating individuals as equally as possible, without regard to race, culture, or ethnicity. Color blindness relies on the concept that race-based differences don't matter and ignores the realities of systemic racism. The idea of a colorblind society, while well intentioned, leaves people without the language to discuss race and examine their own bias.</p> <p>Sources: <a href="https://www.oprahmag.com/life/relationships-love/a32824297/color-blind-myth-racism/">https://www.oprahmag.com/life/relationships-love/a32824297/color-blind-myth-racism/</a> <a href="https://www.psychologytoday.com/us/blog/culturally-speaking/201112/colorblind-ideology-is-form-racism">https://www.psychologytoday.com/us/blog/culturally-speaking/201112/colorblind-ideology-is-form-racism</a></p>
<b>Diversity</b>	Includes but is not limited to race, color, ethnicity, nationality, religion, socioeconomic status, veteran status, education, marital status, language, age, gender, gender expression, gender identity, sexual orientation, mental or physical ability, genetic information, and learning styles. Source: <a href="https://community.nacweb.org/blogs/karen-armstrong1/2019/06/25/what-exactly-is-diversity-equity-and-inclusion">https://community.nacweb.org/blogs/karen-armstrong1/2019/06/25/what-exactly-is-diversity-equity-and-inclusion</a>
<b>Discrimination</b>	<p>1: Prejudiced or prejudicial outlook, action, or treatment</p> <p>2: the act, practice, or an instance of discriminating categorically rather than individually Source: <a href="https://www.merriam-webster.com/dictionary/discrimination">https://www.merriam-webster.com/dictionary/discrimination</a></p>

---

<b>Equity</b>	Equity is the act of ensuring that processes and programs are impartial, fair and provide equal possible outcomes for every individual. Source: <a href="https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace">https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace</a>
<b>Equality</b>	Everyone gets treated the same. Source: <a href="https://www.youtube.com/watch?v=MIXZyNtaoDM">https://www.youtube.com/watch?v=MIXZyNtaoDM</a>
<b>Inclusion</b>	Inclusion is the practice of ensuring that people feel a sense of belonging in the workplace. This means that every employee feels comfortable and supported by the organization when it comes to being their authentic selves. Source: <a href="https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace">https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace</a>
<b>Diversity, Equity &amp; Inclusion (DEI)</b>	DEI is vital to creating and maintaining a successful workplace; one founded on the principle that all people can thrive personally and professionally. Before you begin to reevaluate your efforts and implement new practices, it's important that you fully understand each component, both individually and how they work together. Source: <a href="https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace">https://builtin.com/diversity-inclusion/what-does-dei-mean-in-the-workplace</a>
<b>Intersectionality</b>	<p>1: Also called intersectionality theory, intersectional theory. the theory that the overlap of various social identities, as race, gender, sexuality, and class, contributes to the specific type of systemic oppression and discrimination experienced by an individual (often used attributively)</p> <p>2: the oppression and discrimination resulting from the overlap of an individual's various social identities</p> <p>Source: <a href="https://www.dictionary.com/browse/intersectionality">https://www.dictionary.com/browse/intersectionality</a></p>
<b>Microaggressions</b>	Microaggressions are common verbal, behavioral, and environmental communications, whether intentional or unintentional, that transmit hostile, derogatory, or negative messages to a target person because they belong to a stigmatized group. Source: Maleah Jackson @ Makari Consulting
<b>Prejudice</b>	<p>1: preconceived judgment or opinion</p> <p>2: an adverse opinion or leaning formed without just grounds or before sufficient knowledge</p> <p>3: an irrational attitude of hostility directed against an individual, a group, a race, or their supposed characteristics</p> <p>Source: <a href="https://www.merriam-webster.com/dictionary/prejudice">https://www.merriam-webster.com/dictionary/prejudice</a></p>
<b>Racial equity</b>	When social, economic, and political opportunities are not predicted based upon a person or group's race. Source: Maleah Jackson @ Makari Consulting

## Why should businesses and professionals lean in on issues of races?

- Greater DEI leads to greater innovation, revenue, profit, better governance and problem solving [Business case for diversity in the workplace.](#)
- The ideals of diversity, equity, inclusion have never been more relevant than in 2020. Here's a brief overview of what businesses need to know. [Diversity Done Right Matters – Now's The Time To Do It](#)

## Racial issues are complex. Where do we start?

- [“Unlearning” to Create Change](#) by Mary Marshall
- [On white privilege](#) by Tim Wise
- [Dear White People: Here Are 10 Actions You Can Take To Promote Racial Justice In The Workplace](#) by Dana Brownlee
- HUB International DEI resources:  
[Start with a Meaningful Statement on Diversity, Equity and Inclusion](#)  
[Steps to Set the Space for Crucial Conversations on Diversity, Equity and Inclusion](#)
- [Allyship \(& Accomplice\): The What, Why, and How](#) by Michelle Kim
- [The Myth of White Victimhood and the Reality of White Fragility](#) by Tim Wise
- Brené Brown on [The Difference Between Guilt and Shame](#)
- [Unlocking Us](#) podcast—exploring what it means to being human by Brené Brown
- [It's not my fault \(but it's my responsibility\)](#) by Bernadette Smith

## How can businesses incorporate organizational assessment around race and inclusion?

- A DEI or racial equity organizational assessment is a systematic process for collecting, analyzing, and making meaning of data (e.g. interviews, surveys, document and practice review) that paints a picture of an organization on key DEI dimensions. This is a critical step to identifying where the organization as a system is and where it wants to go on the continuum of multicultural organizational development. The result of this process is a road map for getting from where you are to where you want to go. This road map should be incorporated into the organization's strategic and operational planning. For more information about organizational assessment go to: [Data2insight Equity and Inclusion Organizational Assessment](#)
- Check out [Washington Race Equity and Justice Initiative's organizational tool kit and guide](#) for a DIY approach to organizational assessment
- [Human Value Initiative](#)—a resource for DEI organizational initiatives

## What are some ways businesses can come up with a strategic plan and antiracist goals that can be met?

- [Diversity, cultural of humility \(AKA cultural competence\), equity and social justice](#) Interview with Dr. Heather Hackman
- [Building DEI Initiatives: The Importance of Psychological Safety](#) by Jennifer Brown
- [Culture \[Dis\]Connect](#) by Mary Marshall A how-to guide for creating and fixing culture for both financial and personal satisfaction.
- [Good Culture is Good Business](#) by Mary Marshall
- [Leader as Cultural Strategist](#) by Mary Marshall
- [Don't change beliefs, change behaviors](#) by Khalil Smith

## What are some of the biggest mistakes we see businesses make when trying to lean in on issues of race?

- [How NOT to Leadership Series](#) by Mary Marshall and Kim Obbink
- Performative (or optical) allyship is when an individual, group, or organization takes actions that are primarily for self-promotion and to show marginalized/non-dominant people/groups that you support them. Performative allyship can weaken trust and credibility in your business. Not only can it be hurtful for communities of color, it can also put the messaging into a context that can feel like your business is tossing some money at the diversity issues and hoping they will go away.

[How brands can go from performative allyship to actual allies.](#)

**[Free online padlet](#) with more online resources for you and your friends and colleagues. Please share your own resources, questions, and ideas here to continue our courageous conversations!**

**Data2insight has more [equity and inclusion resources](#) for you at their website.**