

Diversity, Equity And Inclusion Forum

Effecting Change In The Promotional Products Industry



ppai.org/advocacy/diversity-inclusion #PPAlinclusivediversity

### PPAI Diversity, Equity And Inclusion Team



Julie Kwan



Maurice Norris



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### Agenda

- What's going on in the world today?
- What are diversity, equity and inclusion?
- What are some best practices for diversity & inclusion in business?
- What can you do to effect change in your business?





### Making The Most Of This Session

Be fully present

Ask questions

Participate in roundtable discussions

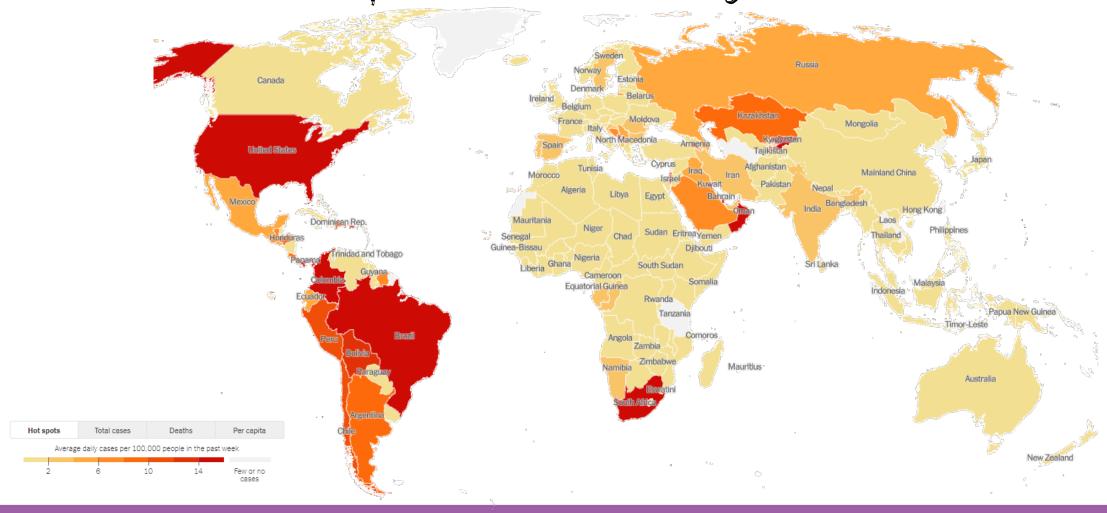
Share your expertise

Honor confidentiality Focus on productive, business-oriented conversations





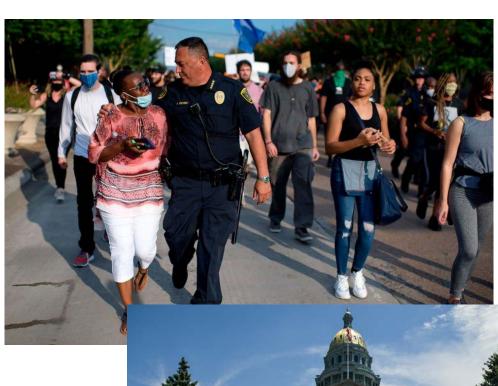
## Coronavirus pandemic changes the world





# Murder of George Floyd calls attention to systemic racism













# Amazon donates \$10 million to organizations supporting justice and equity

Donations to the NAACP, National Urban League, and United Negro College Fund, among others, seek to support education and justice for Black communities across the U.S.

CONTINUE READING



Working at Amazon

#### dayon

## Expanding the path for Black leaders of the future

Amazon holds student conference for future Black leaders with career exploration, networking, and workshops designed to enhance skills and maximize student potential.

CONTINUE READING

#### **AT&T Latest News**



#### Business Roundtable Calls on Congress to Pass Bipartisan Policing Reform Before August Recess

The Racial Equity and Justice Subcommittee on Equitable Justice, led by Randall Stephenson, released policy principles today for policing reform.

Read More -->



#### AT&T Chairman and CEO Randall Stephenson joins conversation on racial equality with the U.S. Chamber of Commerce and others

Speaking with CBS anchor Gayle King, Randall highlighted AT&T's efforts to end racial inequality and discussed why he's leading a committee on criminal justice for the Business Roundtable's Task Force on Racial Equality and Justice.

Read More →

"This is America's moment to seize the opportunity for change, and business leaders cannot sit this one out."

- Randall Stephenson

#### The Mandate for Equitable Justice

An Open letter from Randall Stephenson to our federal, state and local elected officials

Read More →

### **Warner** Media

#### Listen, Understand & Act: A Conversation on Race

WarnerMedia gathered together for a conversation about racism, empathy, and initial steps in taking action. To hold ourselves accountable, we want to share with you as well.

Read More →

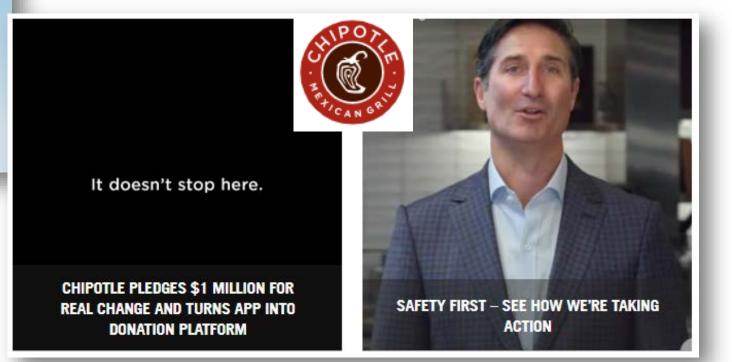




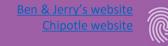


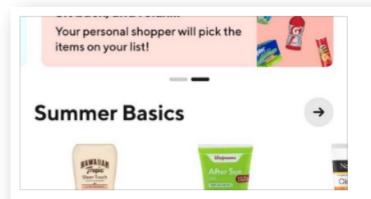
Silence Is NOT An Option

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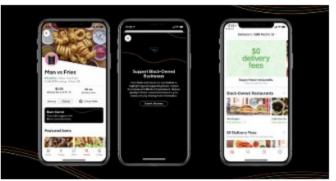


### Walgreens now available on DoorDash

Expanding our convenience vertical to provide on-demand access to more everyday essentials



Jul 16 · 2 min read



### Introducing New Initiatives to Support Black-owned Businesses on DoorDash...

Today, we're launching new initiatives to support Black-owned restau DoorDash and Caviar platfor new initiatives come...



DoorDash

Jul 8 · 4 min read

### **Our Focus**

Nike is a company of purpose, growth and innovation. We are committed to fostering an inclusive culture at Nike and to breaking down barriers for all athletes.







**Equal Playing Fields for All** 



Breaking Down Barriers for All Athletes











### To employers...



"Check-the-box" human resources approach that calls for a healthy mix of genders and races





### Diversity is...

The representation of varied identities and differences, collectively and individually.

## Demographic diversity:

- Gender
- Age
- Race
- Ethnicity
- Sexual orientation
- Etc.

## Experiential diversity:

- Skills
- Expertise
- Education
- Affinities
- Hobbies
- Abilities

### Cognitive diversity:

 Approach to thinking about things and solving problems.







### E - I - E - I...Oh!

Equality

The fair treatment of every person

## Inclusion

The cultivation of an environment where every person is valued

## Equity

The assurance of fair treatment and equal opportunity for every person







**EQUALITY** 















# Maurice Norris

Public Affairs Manager PPAI











### Coronavirus

- Work-life challenges:
  - Impact on parents and caregivers
  - Accommodations for people with disabilities, hearing or visual impairment
  - A sense of community and belonging for diverse employees
  - Leading and managing diverse employees





### Coronavirus

Disproportionate impact on marginalized communities

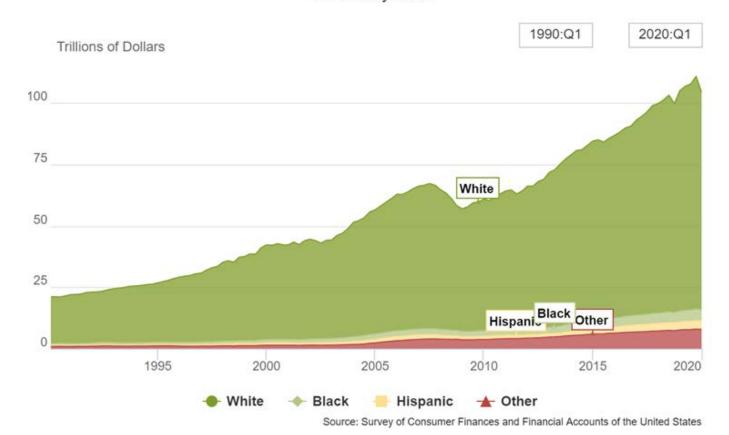
Violence caused by "Chinese virus"





### The systemic racism conversation

### Wealth by race





### **Business Best Practices**

- Change job descriptions
- Round robin technique in meetings
- Point out interruptions during meetings
- Invite a guest speaker to speak to your company
- Sponsor/partner with organizations
- Values statement
- Implement internal plan





## PPAI Diversity, Equity And Inclusion Playbook

Practical, powerful strategies for building diversity, equity & inclusion into your business practices

Free for PPAI members

https://www.ppai.org/advocacy/diversity-inclusion/







| Team or Division: Sales Team                                                                                                                                                                                       |                                                                                                          |                    |                               |                            |                                                     |      |                                                                                                                             |                                                                       |                                                           |                                                                                 |                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------|-------------------------------|----------------------------|-----------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Type of Diversity                                                                                                                                                                                                  |                                                                                                          | roups<br>resented  | Groups Not<br>Represented     | 1                          | Majority Groups                                     | Mino | ority Groups                                                                                                                |                                                                       |                                                           |                                                                                 |                                                                                                                         |
| Demographic Diversity Age, gender, ethnicity, race, religion, sexual orientation, etc.  Experiential Diversity Job roles, skills expertise, abilities, hobbies, education, background in industry vs. non-industry | Example:<br>Gen X; Wh<br>African Ar                                                                      | nite, Hispanic,    | Millennials, Asians,<br>Gen Z | m                          | /hite and Hispanic<br>nales; White females;<br>en X |      | ers; African<br>cans, Middle<br>ners                                                                                        |                                                                       |                                                           |                                                                                 |                                                                                                                         |
|                                                                                                                                                                                                                    | Middle Ec<br>and femc<br>B2B sales                                                                       | Aspects Of Culture |                               | V                          | hat are the<br>that d                               |      | es, goals<br>my comp                                                                                                        |                                                                       | Is it obs                                                 | ervable?                                                                        |                                                                                                                         |
|                                                                                                                                                                                                                    | sales, con<br>design ex,<br>non-indu:<br>experienc<br>degree; sl<br>building r<br>lead gene<br>consultat | Values             | Values                        |                            | amnle:                                              |      |                                                                                                                             |                                                                       |                                                           |                                                                                 |                                                                                                                         |
|                                                                                                                                                                                                                    |                                                                                                          |                    |                               |                            | ARTS Category                                       |      | Current Strategies                                                                                                          |                                                                       | S                                                         | Impact                                                                          |                                                                                                                         |
|                                                                                                                                                                                                                    |                                                                                                          |                    |                               |                            | Attracting The Community                            |      | Example:  1. Sponsor events for the local food bank                                                                         |                                                                       | Example:  1. Community exposure and good will for the     |                                                                                 |                                                                                                                         |
| Cognitive Diversity Approach to thinking about things and solving problems                                                                                                                                         | Team me individual customer think crec customer create protogenera                                       | Goals  Norms       |                               |                            | 2                                                   |      | 2. Offer one or two internships each summer                                                                                 |                                                                       | company  2. Three interns have become full-time employees |                                                                                 |                                                                                                                         |
|                                                                                                                                                                                                                    |                                                                                                          |                    |                               |                            | Recruiting New<br>Employees                         |      | 1. Post new jobs on company website 2. Offer \$500 incentive for employee referrals that are hired                          |                                                                       | open position.                                            | trickle in and it takes a while to fill<br>s<br>ess with employee referrals who |                                                                                                                         |
|                                                                                                                                                                                                                    |                                                                                                          |                    |                               | Training Current Employees |                                                     |      | 1. Approve/deny employee requests to participate in external training 2. Require all employees to complete Prop 65 training |                                                                       | •                                                         | nployees request training, but<br>s are approved if they are job-<br>ance       |                                                                                                                         |
| Asse                                                                                                                                                                                                               | ZSV                                                                                                      | nessi              | 45                            |                            | Sustaining Currer<br>Employees                      | nt   | review<br>2. Monthly birtl                                                                                                  | s receive an annual p<br>hday celebrations for<br>mer hours for emplo | employees                                                 | managers<br>2. Helps mainto<br>3. Many employ                                   | taken seriously by some<br>ain positive employee morale<br>yees opt in and it does not<br>activity, but it helps morale |





| Attracting The Community                                                                                                                                                              | Recruiting New                                                                                                                                                                                                                                                                                                                                                                                                         | Training Current                                                                                                                                                                                                                                                                                                                                                            | Sustaining Current                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                       | Employees                                                                                                                                                                                                                                                                                                                                                                                                              | Employees                                                                                                                                                                                                                                                                                                                                                                   | Employees                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul> <li>Tell the story of your business</li> <li>Develop your social media presence</li> <li>Connect with your community</li> <li>Partner with local schools and colleges</li> </ul> | <ul> <li>Build a diverse management team</li> <li>Evaluate the language in your job descriptions</li> <li>Post job openings in a variety of networks, media and publications</li> <li>Ask employees for referrals</li> <li>Adopt a blind recruitment process</li> <li>Define your interview process and diversify your pool of interviewers</li> <li>Allow potential candidates to see your company culture</li> </ul> | <ul> <li>Build a solid onboarding program</li> <li>Enable your employees to attend external training</li> <li>Implement bias training</li> <li>Offer leadership and management training</li> <li>Cross-train your employees</li> <li>Ask subject matter experts to train and share knowledge with others</li> <li>Encourage coaching and mentoring opportunities</li> </ul> | <ul> <li>Foster a culture of feedback</li> <li>Offer great benefits and perks</li> <li>Implement a rewards and recognition program</li> <li>Develop a list of skills, talents and specialties</li> <li>Involve the team in decisions</li> <li>Encourage collaboration</li> <li>Organize team outings and teambuilding activities</li> <li>Volunteer together</li> <li>Sponsor high potential talent</li> <li>Conduct exit interviews</li> </ul> |







## Seth Weiner

President, Sonic Promos







### Roundtable Instructions

- You will be placed randomly in a group
- Turn on your webcam and unmute your microphone
- Share your questions, thoughts, experiences
- Focus on productive, business-oriented conversations
- Click Join to move into your roundtable
- Click Leave Room to return to the main room





### Roundtable Questions - Breakout 1

 In light of current events, what have you learned about yourself or the people around you regarding diversity, equity and inclusion?

- In what ways have you changed your approach to diversity, equity and inclusion in your work as a result of current events?
- What are some of the challenges or barriers to your business or our industry when it comes to diversity, equity and inclusion? What can be done to overcome those challenges or barriers? How might you contribute to a solution?
- What are you or your company already doing to promote diversity, equity or inclusion in the workplace?
- What can you or your company start or stop doing to promote diversity, equity and inclusion in the workplace?







What insight from your roundtable would you like to share?







## Lathlere Brethown

Volunteer Programs Coordinator PPAI





# Effecting Change In Your Business



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### In General...

- Lead by example
- Listen to understand differences
- Actively seek opportunities to:
  - Expand your viewpoints
  - Spend time with those who are different than yourself
- Get comfortable being uncomfortable
- Build trust and acceptance
- Commit and seek accountability

| Your Role                           | Responsibility                                                                                                                                                                               | Examples                                                                                                                                                                                                                                                                       |  |  |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Business<br>Leaders                 | <ul> <li>Get involved</li> <li>Invite people to the table</li> <li>Expand the ways people can contribute</li> <li>Support people with tools and practices</li> </ul>                         | <ul> <li>Define company culture &amp; values</li> <li>Form a diversity council</li> <li>Seek diversity certification</li> <li>Diversify website imagery, products, models</li> <li>Publish diversity initiatives</li> <li>Distributors: Look for supplier diversity</li> </ul> |  |  |
| Human<br>Resources<br>Professionals | <ul> <li>Work with and support your business leaders</li> <li>Examine current practices and identify areas for growth</li> <li>Stay current on employment laws and best practices</li> </ul> | <ul> <li>Recruit diverse candidates</li> <li>Train employees in diversity &amp; inclusion</li> <li>Establish employee resource groups</li> <li>Evaluate benefits &amp; perks</li> <li>Build solid onboarding program</li> </ul>                                                |  |  |
| People<br>Managers                  | <ul> <li>Create safe space for your team</li> <li>Empower your team's voice</li> <li>Provide for different approaches to work</li> </ul>                                                     | <ul> <li>Organize team outings and teambuilding activities</li> <li>Check in regularly</li> <li>Give &amp; receive feedback</li> <li>Celebrate accomplishments</li> </ul>                                                                                                      |  |  |





| Your Role                                | Responsibility                                                                                                                                      | Examples                                                                                                                                                                           |  |  |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Individual<br>Contributor                | <ul> <li>Be courageous and speak up</li> <li>Build relationships with business<br/>leaders and influencers</li> <li>Be solution-oriented</li> </ul> | <ul> <li>Initiate change</li> <li>Ask to be part of the change team</li> <li>Participate in company activities</li> </ul>                                                          |  |  |
| Sales Representatives & Account Managers | <ul> <li>Meet the needs of your clients</li> <li>Represent products and services</li> </ul>                                                         | <ul> <li>Evaluate your marketing materials for diversity and inclusion</li> <li>Be consultative rather than prescriptive</li> <li>Distributors: Seek supplier diversity</li> </ul> |  |  |





"Now is the time to connect more than sell. Every single person on your list is scared and wants to hear a reassuring voice. Call to ask, 'How are you doing?'

...You don't necessarily need to sell to them right now. Just be open and transparent. It'll pay off long-term.

...Being nice pays incredible dividends. They'll come back with the order when the time is right."



- Mark Cuban





## Latria Graham

President, Graham Leak Branding







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### Roundtable Questions - Breakout 2

- Thinking about your clients and coworkers, what could you do to seek, practice or encourage increased diversity, equity and inclusion practices?
- How do you get your colleagues engaged in the topic of diversity, equity and inclusion?
- How can you encourage leadership to have intentional conversations about diversity, equity and inclusion?
- In your role today, what is one thing you will do differently after this session?
- What are some of your key takeaways from the session?







What insight from your roundtable would you like to share?





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### PPAI Diversity, Equity And Inclusion Team



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Kathlene Brethown



### Additional References

- Diversity, Equity And Inclusion: What The Coronavirus Teaches And How We Must Respond
- 4 Opportunities To Open Up On Diversity After The Coronavirus
- The New Coronavirus Affects Us All. But Some Groups May Suffer More.
- Coronavirus: What Attacks On Asians Reveal About American Identity
- The Economics Behind Racial Coronavirus Disparities
- <u>Microaggressions Are A Big Deal: How To Talk Them Out And When To Walk Away</u>
- <u>50+ Ideas For Cultivating Diversity And Inclusion In The Workplace</u>



