

# HOW TO SUSTAIN YOUR COMPANY'S ALLYSHIP TO THE BLACK COMMUNITY

As DiversityInc CEO Carolynn Johnson often says, the goal of diversity and inclusion work is to create irreversible systemic change resulting in equity for historically marginalized groups. Although events like George Floyd and Breonna Taylor's murders or the recent violent insurrection at the U.S. Capitol may spark increased awareness, organizations and individuals should always be supporting the fight against racial injustice – whether or not it makes the headlines.

Here are some ways your organization can sustain its allyship to create lasting, systemic change:

## **INVEST IN BLACK COMMUNITIES.**

Donate and explore partnership opportunities with organizations such as supporting or partnering with grass-roots, Black-run advocacy groups. Pick which causes to align yourself with, whether it's prison reform, protecting the rights of Black transgender people, strengthening communities and/or supporting Black people's mental and physical health. Offer donation-matching programs for employees. Strengthening the Black community from the ground up is work that directly combats racism.

Support Black and minority-owned businesses through supplier diversity programs. As a company who needs to seek out suppliers, know that where you spend your money is powerful. Empower Black and minority suppliers that do ethical work and uplift young entrepreneurs of color.

Value Black consumers; ensure you are inclusive in your ad campaigns and online imagery. Hire a team of diverse professionals to target and connect to diverse communities and make sure your imagery is always uplifting and empowering.

## **TAKE CARE OF YOUR EMPLOYEES.**

Continually educate yourself and your workforce on the ever-growing number of resources that are available – from books to essays and even infographics. Provide these resources to your employees and have discussions about them. DiversityInc provides anti-racist [recommended reading](#) to leaders.

Commit to hiring and promoting Black employees. One of the most important action you can take lies within your preexisting diverse hiring and pipeline-building efforts. [This DiversityInc Best Practices webinar](#) on mitigating bias in recruiting contains some helpful tips. Advocate for Black employees entering positions of power – even when they're not in the room. Offer them high-visibility networking opportunities through mentorship and sponsorship programs.

Be clear and public about your anti-discrimination policies and enforce them. Clearly lay out behaviors your anti-discrimination policy seeks to prevent and be transparent about consequences. Conduct swift investigations into misconduct and quickly take disciplinary action when necessary.

Support Black employees' mental and physical health; wellness is crucial and racial fatigue is real. Aside from being there to listen and advocate, help connect your team to mental health and wellness resources and benefits your company may have in place. Informational resources and toolkits, inclusive physical and mental health benefits and even just space to speak out and feel heard are all important to those fighting racial injustice.

Sponsor and leverage your Black and multicultural resource groups. These groups are places where employees can speak to others who have shared experiences, where they are able to be their most authentic selves and have access to networking opportunities. They are also powerful resources for anti-racist education because they center the experiences and work of people of color.

### USE YOUR PLATFORM FOR GOOD.

Working within the diversity space, you have remarkable influence and can set the stage for how the rest of your organization will operate. Any opportunity to speak to your customer base and other leaders is an opportunity to speak out against injustice. Send out press releases, show support over social media, address racism as part of speaking opportunities, hold public and company-wide events to further anti-racist work and education — but always remember your work goes further than what you can say in a press release.



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### DISCUSSION QUESTIONS FOR EMPLOYEES

- How has our company already committed to irreversible, systemic change in our industry and community? What more can we do?
- What challenges come with publicly committing to racial justice? How can we overcome them?

### MORE RESOURCES:

[Strategies for Including Women of Color in Workplace Planning](#)

[Microaggressions: Crash Course](#)

[A Fireside Chat: White Women Allies in Action](#)

[Supplier Diversity Practices in the New Normal — The Impact of COVID-19 and Race on America](#)

[Best Practices in Recruiting Diverse Vendors](#)



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