

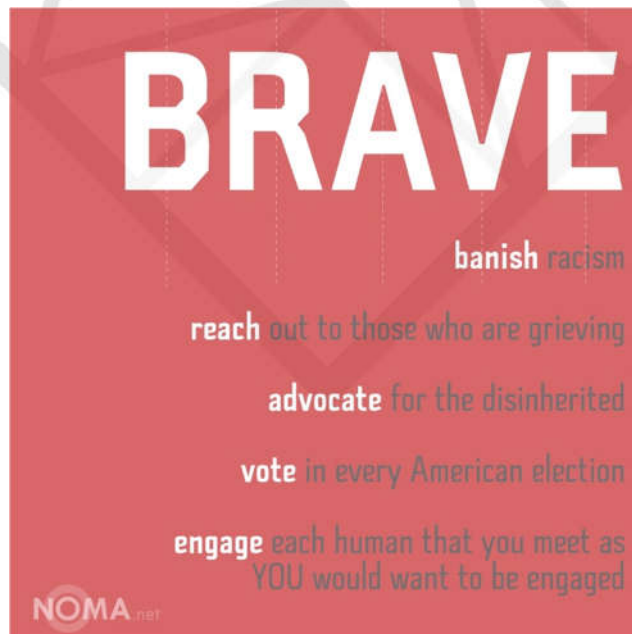
The TALK – Redirected

PURPOSE:

Minority communities and the individuals therein have too often elected to discuss amongst themselves the hardships they constantly face. These communities have come to terms that their struggle will not end and there is no power in voicing concerns to those who continue to brush their issues aside. The Talk these individuals have is amongst themselves. The Talk becomes the mantra that the senior staff in these communities pass on to new employees or the more seasoned pass on to the young. The internal conversations have not improved the state of affairs and are neither a long-term solution nor a sufficient bandage for the wounds they create. For The Talk to be effective, it needs to occur between the members of these minority communities and all others, it needs to be Redirected. As more institutions, companies, firms, clients, organizations, friends, and colleagues voice their willingness to have these conversations, the minority communities should be equipped with resources to make these conversations beneficial. NOMAtlanta aims to compile such resources and talking points for its members. The goal is not to be divisive, but to have the conversations which bring us closer together while overcoming barriers and injustices.

NOMA National B.R.A.V.E.

- **B**anish racism
- **R**each out to those grieving
- **A**dvocate for the disinherited
- **V**ote in every election
- **E**ngage each human you meet as you would want to be engaged



NOMA Atlanta Pillars – I.D.E.A.S.

- **Involve Students**
 - Support and volunteer in early development programs K-12
 - Guide and engage students at the college and university levels
- **Develop Members**
 - Develop and promote growth of associate and junior members
 - Mentor all levels to prepare for leadership and success
- **Elevate Diversity**
 - Promote elevation and advancement of diverse parties
 - Prominently display and showcase diverse leadership
- **Advocate Firm**
 - Provide level playing field for minority firms
 - Reduce and remove barriers faced by members and member firms
- **Support Communities**
 - Volunteer and give back to minority communities

5 THINGS TO KNOW -

1. **BE VOCAL:** WHETHER BLATANTLY EXPRESSED OR NOT, DIVERSE COMMUNITIES NEED TO HEAR THAT THEIR ORGANIZATION, DIRECT LEADERSHIP, CEO, PRESIDENT, BOARD OF DIRECTORS AND THOSE IN DIRECT CONTROL OF THE ORGANIZATION SUPPORTS THEM AND AIMS TO BE THE DIFFERENCE.
2. **NO TIME FOR BUZZWORDS:** MINORITY COMMUNITIES HAVE BECOME NUMB TO BUZZ WORDS SUCH AS DIVERSITY, INCLUSION, EQUITY, EQUALITY, AND THE LIKE. TO DATE, SUCH WORDS ARE SEEN AS MARKETING GIMMICKS FULL OF EMPTY PROMISES. SUCH BRANDING MAY NOT RECEIVE THE BEST APPRECIATION AND RESPECT. EMPLOYING THESE WORDS OR CONTINUATION OF PROGRAMS WHICH WERE UNFRUITFUL WILL BE SEEN AS DISINGENUOUS.
3. **GAIN TRUST:** IT IS LEADERSHIPS' RESPONSIBILITY TO RESTORE THE TRUST MINORITY COMMUNITIES HAVE IN THEIR WORDS AND INITIATIVES. IT IS IMPORTANT THAT THE ORGANIZATION'S WORDS AND ACTIONS ALIGN, TO ENSURE THAT THE USE OF THEIR WORDS BEGIN TO CARRY WEIGHT.
4. **RESPECT INDIVIDUALITY:** EACH MINORITY COMMUNITY IS DIFFERENT, AS IS EACH INDIVIDUAL. ORGANIZATIONS MUST BE WILLING TO "DO THE WORK" REQUIRED TO HEAR THE MANY VOICES THEY REPRESENT AND INTERACT WITH. NO ONE PERSON CAN GIVE YOU ALL THE ANSWERS AND REPRESENT AN ENTIRE COMMUNITY.
5. **ACKNOWLEDGE SENTIMENTS:** MINORITY COMMUNITIES ARE DESERVINGLY TIRED, EXHAUSTED, AND ENRAGED. YOUR BEST PEOPLE DO NOT SHOW SIGNS OF IT, BUT THE STRUGGLES THAT THEY HAVE OVERCOME AND THE ONES CURRENTLY IN THEIR PATH ARE INDEED TIRING. DO NOT ASSUME THAT BECAUSE THERE IS NO OUTWARDLY EXPRESSION OF THE ISSUE, THAT EVERYTHING IS FINE. MANY ARE NOT FINE.

15 ACTIONS FIRMS CAN TAKE / THINGS FIRMS CAN DO

1. **SUPPORT PUBLICLY:** PUBLICLY PUBLISH SUPPORT FOR MINORITY COMMUNITIES AND INDIVIDUALS. CONDEMN SILENCE, USING YOUR VOICE AND PLATFORM TO REACH A BROADER AUDIENCE. SHARE.
 2. **COMMUNICATE:** PROMOTE CONVERSATIONS ABOUT DIVERSITY AND ENCOURAGE MORE TALKS. ALLOW ALL PARTIES TO TAKE PART IN THE CONVERSATION TO MOVE EFFORTS FORWARD.
 3. **LEVERAGE INTERNAL RESOURCES:** LEVERAGE FIRM RESOURCES TO SUPPORT STAFF AND EMPLOYEES IMPACTED BY RACIAL INJUSTICE.
 4. **CREATE COUNCIL / BOARD:** CREATE A COUNCIL / TASK FORCE TO ELEVATE THE CONVERSATION TO THE HIGHEST LEVELS OF LEADERSHIP. ENSURE THAT THIS GROUP IS EMPOWERED TO ACTUALLY MAKE CHANGE. THE DIRECT EARS OF LEADERSHIP SHOULD HEAR FROM THIS COUNCIL.
 5. **TRACK DIVERSITY:** ACTIVELY TRACK THE STATUS QUO OF DIVERSITY WITHIN YOUR ORGANIZATION AND DIGEST THE METRICS. MAKE IT A POINT TO INCREASE DIVERSITY IN AREAS LACKING, BY SETTING GOALS. USE THE COUNCIL / TASK FORCE TO REVIEW THESE METRICS AND PROVIDE INPUT.
 6. **PROVIDE LEADERSHIP TRAINING:** HAVE LEADERSHIP ENGAGE IN ANTI-RACISM AND INCLUSION TRAINING PROGRAMS. MAKE THIS A COMPONENT OF THE MANDATORY HIRING / PROMOTION PROCESS.
 7. **MANDATE STAFF TRAINING:** SCHEDULE BIAS AND PREJUDICE TRAINING FOR ALL ORGANIZATION EMPLOYEES.
 8. **DIVERSIFY RECRUITMENT:** SUPPORT THE RETENTION AND ATTRACTION OF MINORITY COLLEAGUES. EXPAND OUTREACH TO MINORITY STUDENTS, SCHOOLS, AND UNIVERSITIES.
 9. **PROMOTE BLACK LEADERSHIP:** INCREASE BLACK & MINORITY LEADERSHIP BY 100%.
 10. **OFFER ADVANCEMENT TRAINING:** CREATE A LEADERSHIP PROGRAM TO DEVELOP MINORITY STAFF. ENGAGE MORE DIVERSE CANDIDATES IF A PROGRAM IS ALREADY IN PLACE.
 11. **DIVERSIFY SUPPLIERS:** ACTIVELY SUPPORT DIVERSE SUPPLIERS BY RETAINING SERVICES AND PARTNERING. STRENGTHEN RELATIONSHIPS WITH MBE/WBE (MINORITY & WOMEN BUSINESS ENTERPRISES) CONSULTANTS
 12. **PERFORM PRO-BONO WORK:** COMMIT HOURS TO PRO-BONO WORK THAT POSITIVELY IMPACTS DIVERSE COMMUNITIES OR ENTITIES ADVANCING THE WORK OF EQUITY FOR SUCH COMMUNITIES.
 13. **DONATE:** BECOME A SPONSOR FOR NON-PROFITS OR SPONSOR EVENTS THAT ARE EDUCATIONAL OPPORTUNITIES TO COMBAT RACISM AND PREJUDICES.
 14. **SPONSOR LEARNING FUND:** COMMIT FUNDS AND SCHOLARSHIPS TO UNDERREPRESENTED GROUPS FOR EDUCATION, TRAINING, CREDENTIALING, AND LEADERSHIP.
 15. **PUBLISH PROGRESS:** PUBLISH FINDINGS THROUGH CONVERSATIONS, RESEARCH, TRAINING, AND METRICS OF THE PROGRESS MADE BY IMPLEMENTATION OF DIVERSITY INITIATIVES AND PLANS. SHARE INSIGHTS TO SPREAD THE WORD OF IMPACTFUL CHANGE.
- PRE-REQUISITE:** SUPPORT NOMA AND OTHER JUSTICE, EQUITY, DIVERSITY, AND INCLUSION (J.E.D.I.) INITIATIVES.