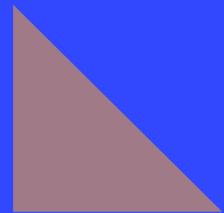
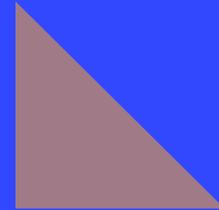




Employer Resource Guide

FEBRUARY 2021



Welcome!

Welcome to the Chezie Employer Resource Guide. Every month, we create these guides to help HR and DEI professionals as they work to create more equitable and inclusive workplaces.

If you aren't already, [subscribe](#) to our mailing list and we'll send you this newsletter every month!

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Monthly Focus: Promoting racial equality at your company

Happy Black History Month!

Following a year like no other in 2020, diversity, equity, and inclusion are top of mind for many companies as we progress through 2021. For many companies, the push for improved DEI came after the murders of George Floyd and Breonna Taylor, and were part of a realization of varying levels of inequality in this country.

While it's important for us to work towards improving diversity at our companies, the next step is to look for ways to promote racial equity as well. Here are some suggestions for doing that.

1. Look outside your company's walls

We cannot stress this enough: everyone has a part to play in taking down the social systems that have kept Black and other marginalized communities down for so long. One of the best ways for companies to do this is to look at their industry and figure out how it has (or has not) served marginalized communities. For example, if you worked for a tech startup in the housing industry, you could research redlining and other discriminatory housing practices. Afterwards, figure out how your company can partner with organizations that work on providing affordable housing to underserved communities.



Monthly Focus: Promoting racial equality at your company

2. Embrace honest conversations

Racial equity has been a taboo topic for too long, and the longer it stays that way, the longer that marginalized communities will continue to suffer. Look for ways to start the conversation at your company and educate people on the history behind this subject. Consider hosting a book club or a podcast listening group to discuss different media around racial equity. Here's an example discussion guide by Ibram X. Kendi, the author of *How to be Antiracist*.

3. Commit to long-term change

Racial equity is the result of hundreds of years of unfair practices; we can anticipate that breaking down these systems will be a long-term battle. It's cliché, but it really is a marathon and not a sprint.

When your company is outlining its DEI goals, make sure to have long-term goals tied to promoting racial equity. These should have a timeline of at least 1 year, and ideally, they should be broken down into smaller goals for tracking progress more regularly. For example, going back to the housing startup example above, if the company's goal is to create equal housing for Black people in New York, they can make that a 2-year goal, and include smaller goals like "partner with a non-profit in Brooklyn," and "identify a lead from our Black ERG."



Case study: Google

Last June, Google announced its commitment to racial equity. Obviously, Google is a massive company with almost unlimited resources, but we are choosing to highlight the pieces of their commitment that any company, regardless of size or available resources, can make.



Make your products more inclusive

Google updated its voice assistant product to be able to answer questions about Black Lives Matter and Juneteenth. They also gave businesses the ability to add a "Black-owned" tag to their Google pages.

What your company can do: send a survey to your employees and ask them what ideas that they have for making your company's product offering more inclusive (read: better). Work with your product team to see which items are most feasible and valuable, and prioritize those.

Be intentional about the groups you're supporting

Google analyzed its current policies to look for ways that bias could creep in. One issue they found was with their 'tailgater' policy. Basically, they didn't want people following employees into Google offices, so they had a way for employees to report that. While this sounds straightforward, this opened the door for stereotyping to creep in, so Google simply removed this procedure from its security policy.

What your company can do: Google realized that some of their policies were negatively affecting Black employees specifically, so the company redesigned those policies. DEI must be done with intention, so make sure that you are figuring out which groups in your company most need support, and designing your strategy to uplift those groups specifically.



The Blue Pages: 4 Ways Companies Can Celebrate Black History Month

"Black History is American history."

Black History Month is upon us! Across the country, people are taking this as an opportunity to reflect on the contributions that African-Americans have made and highlight upcoming Black leaders. For companies, BHM is a great time to create learning opportunities for employees that might not usually be exposed to the different pieces of Black culture.

Here are four ways that companies can celebrate Black History Month. Read the full article [here](#).



Additional Resources

Partner Spotlight: [Badassery](#)

A curated collective for mid-career leaders who are ready to take their next brave step. Badassery is made to nurture growth, spark inspiration and create real connections among rising leaders.

Founded by Danielle Letayf, Badassery helps diverse leaders find community, build relationships, and spark inspiration. Check them out [here!](#)

Diversity around the internet

- [HRDive](#): Start with inclusion, and diversity will follow
- [Forbes](#): Diversity, Equity And Inclusion Thought Leaders On What Companies Should Do To Be Better In 2021
- [TechCrunch](#): Biden's commitment to diversity sets the tone for business leaders

What we're reading this month:

[How to be Antiracist](#)

Ibram X. Kendi's concept of antiracism reenergizes and reshapes the conversation about racial justice in America--but even more fundamentally, points us toward liberating new ways of thinking about ourselves and each other. In *How to be an Antiracist*, Kendi asks us to think about what an antiracist society might look like, and how we can play an active role in building it.

We encourage you to purchase the book from a Black-owned bookstore! Here's a [list](#) of bookstores by state.





About Chezie

Dumebi and Toby Egbuna started Chezie because they wanted to help minorities find companies and careers that they loved.

What gets measured, gets managed. It's time to treat DEI like your other business objectives, with dedicated tools and resources for every step of the way. We help companies propel their DEI efforts and share the work that they're doing with diverse talent.

Interested in learning more? We'd love to connect with you. Email us at [team@chezie.co!](mailto:team@chezie.co)

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