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STANTON  
ADAMS<sub>LLC.</sub>

**THE FUTURE OF DIVERSITY**  
**Brave Bold Steps Towards Diversity,  
Equity, and Inclusion**

# Meet our Co-Founders

## ED: The Diversity Institute

### ***Expertise***

Adams is a racial equity expert with a passion for coaching leaders. She was born and raised in Brooklyn, NY where she was inspired by her parents to pursue a career in the non-profit industry. Through coaching and training she has made a positive impact in the Twin Cities community. She is most noted for implementing collaborative, community-designed solutions for housing homeless Minnesotans.

### ***Experience***

With over 15 years of experience in operations management and organizational development in the public and private sectors, Adams understands how to motivate others and act as an effective liaison between organizations and members of under-served communities. In addition to her work in equity Adams also serves as a case manager for Catholic Charities where she assists homeless Minnesotans find a place to call home. Malissa is known for her ability to identify and address systemic barriers for underrepresented communities.

### ***Education***

B.A. in Business

MBA Public & Non-Profit Administration



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## Today's Agenda

- The Business Case
- Creating Shared language
- Recognizing our Blind Spots
- Planning Brave, Bold Steps



## BEFORE WE BEGIN LET'S CREATE A BRAVE SPACE:

- Stay Engaged
- Experience Discomfort
- Speak “Your” Truth
- Expect and Accept Non-closure
- Suspend Judgment
- Practice 360 Empathy

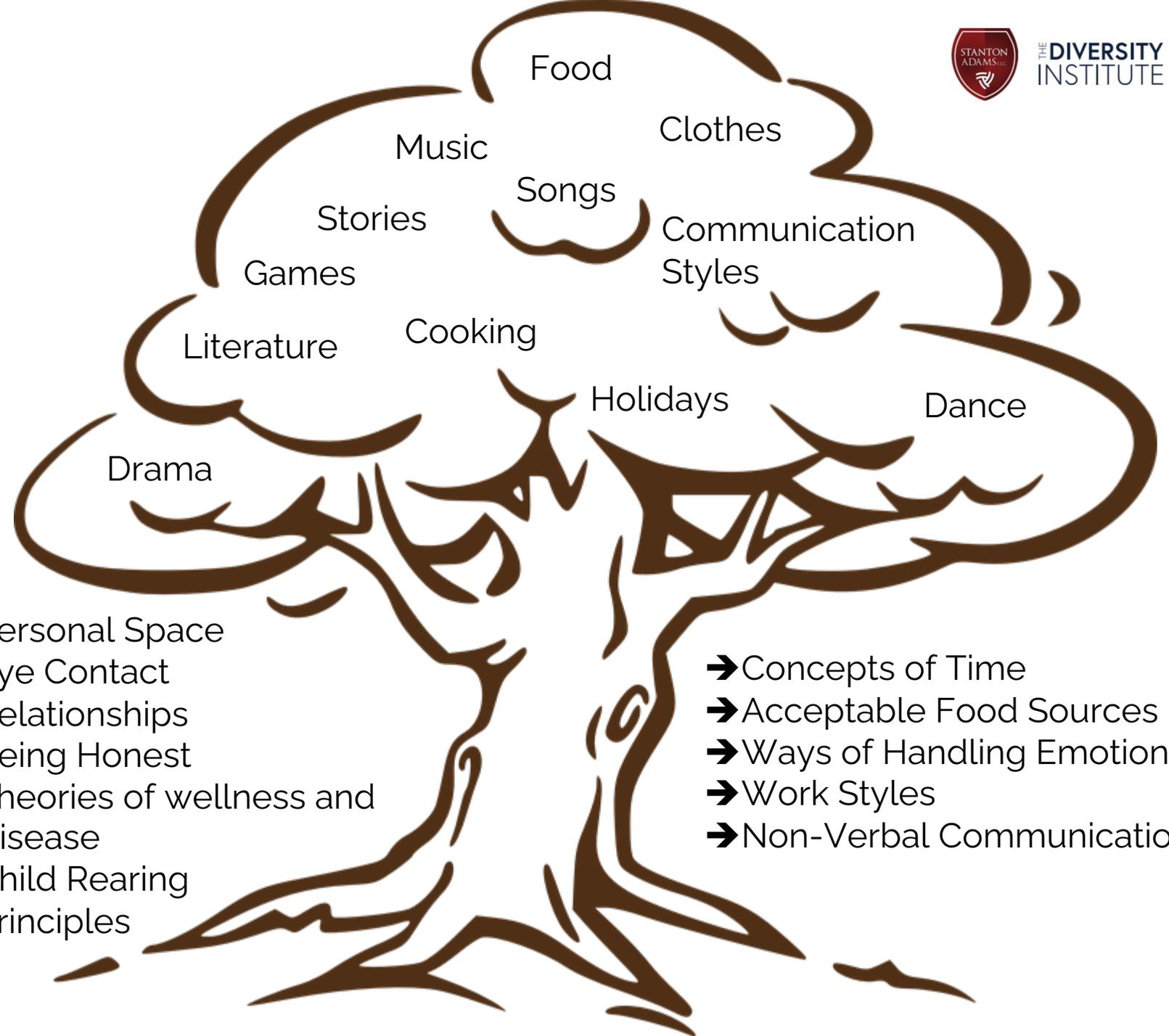
# What do you see here.

Use the Chat to Make a list of all of the things you see here.



**Surface Culture**

Observable patterns  
Low impact on Trust



**Shallow Culture**

Hidden Rules  
High Impact on Trust



- Personal Space
- Eye Contact
- Relationships
- Being Honest
- Theories of wellness and
- Disease
- Child Rearing
- Principles
- Concepts of Time
- Acceptable Food Sources
- Ways of Handling Emotions
- Work Styles
- Non-Verbal Communication



## **Deep Culture**

Collective unconscious (beliefs and Norms)  
Intense impact on Trust

- Relationship to Nature & Animals
- Decision Making
- Cosmology (How the world began)
- Notion of Fairness
- World View
- Definitions of Kinship & Group Identity
- Concepts of Self
- Spirituality & Concept of Higher power
- Cooperation or Competition

# CULTURE



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- A shared pattern of beliefs, values, assumptions and behaviors shared by a group

Culture is the way  
you think, act, and  
interact.

# CULTURAL VALUES



Reveal your personal orientation to life, work and relationships. This is how you **prefer** to go about life and work

May reveal **biases** you have toward those who have values different than yours

Don't **predict** your ability to work across cultures

Provides **insights** about how to effectively work and lead across cultures



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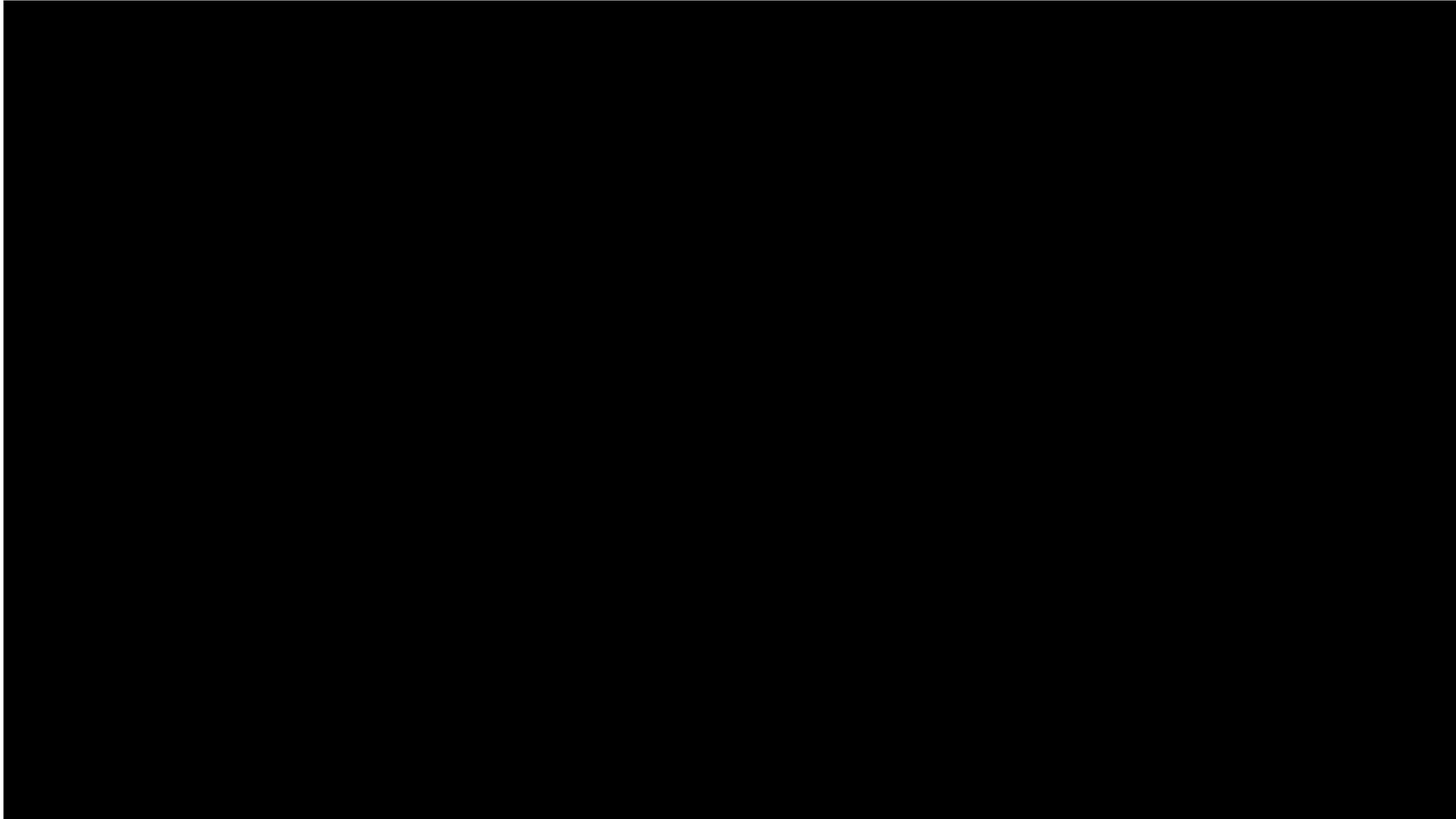
**An important step in  
DEI is having a shared  
language.**



The part of my identity that ...I am most aware of



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# The part of my identity that...



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- ...I am most aware of \_\_\_\_\_
- ...I am the least aware of \_\_\_\_\_
- ...was most emphasized when I was growing up \_\_\_\_\_
- ...I wish I knew more about \_\_\_\_\_
- ...I feel proud of \_\_\_\_\_
- ....I would like to talk about the most \_\_\_\_\_

# ***INCLUSION***



**INCLUSION**  
**THE DYNAMIC STATE OF**  
**DOING.**

**INCLUSION THE ACT OF**  
***EMBRACING DIFFERENCES***  
***AND OFFERING RESPECT IN***  
***WORDS AND ACTION.***

**CREATING AND**  
**FOSTERING AN**  
**ENVIRONMENT WHERE**  
***ALL PEOPLE FEEL THEY***

**BELONG**



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# WHY DIVERSITY MATTERS IN MN



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Minnesota  
Disparities - income inequality gap is one of the largest in the nation

The Black median \$38,178 a year < ½

the white median family income of \$84,459 a year.

*The State Of Minnesota As A Whole Has The Second Biggest Income Inequality Gap Between Blacks And Whites In The Entire Nation; Only The District Of Columbia Is Worse.*



## Minnesota Disparities – Unemployment

Before the pandemic, the black unemployment rate in Minnesota was at a historic low, but it was still double the white rate.

In 2016, the Twin Cities area black unemployment rate was more than three times the white unemployment rate.

# Minnesota Disparities – Poverty

According to the most recent census data, the black poverty rate in the Twin Cities area was 25.4%, which is *over four times* the white poverty rate of 5.9%.

The Twin Cities area black poverty rate is significantly higher than the national black poverty rate of 22%, while the white poverty rate is significantly lower than the national one of 9%.



# Minnesota Disparities – Home Ownership

While about three-quarters of white families in the Twin Cities own homes, only about one-quarter of black families do.

The area had a long history where "racial covenants" made it hard for blacks to become homebuyers and live in white neighborhoods.

Minneapolis has the largest gap between Black and non-Black home ownership rates in the United States, according to an analysis by Zillow.

In Minneapolis, the Black home ownership rate trailed the non-Black rate by 51 points, a significantly larger gap than those in the second- and third-worst metros, where the rates differed by about 40 points. The Black home ownership rate in Minneapolis is 22%, half the national rate.



## Minnesota Disparities - Incarceration

In 2019, the incarceration rate of blacks in the Twin Cities area was 11 times that of whites.

ACLU report found that Black Minnesotans were five-and-a-half times more likely to be arrested for marijuana possession than white residents — the eighth-worst disparity in the nation.



# Minnesota Disparities - Health

African Americans in Minnesota face several disparities in health outcomes and care delivery compared to the overall population. Some health issues are biologically tied to race; many are tied to social inequities, including poverty.

African Americans experience health disparities in rates of heart disease, diabetes, HIV new infections, Chlamydia, and low-term births.

African Americans have higher rates of diabetes mortality, infant mortality, and chronic lower respiratory disease mortality, as compared with Whites.

Adult Blacks in Minnesota (33.3%) have a higher rate of obesity, compared to Whites (27.7%).



# Minnesota Disparities - Health

31 percent of African Americans in Minnesota ages 45-64 have one or more disabilities, compared to 12 percent for the overall population.

Black patients had poorer health care outcomes than Whites for five of the seven Minnesota quality measures: optimal diabetes care, optional vascular care, optional asthma control-A, optional asthma control-C, and colorectal cancer screening.

Black older adults were less likely to say their home and community-based services meet all their needs and goals than White older adults



## Minnesota Disparities - Education

The state of Minnesota has one of the nation's worst education achievement gaps between blacks and whites. In 2019, it ranked 50th when it comes to racial disparities in high school graduation rates.



# Minnesota Disparities - Police

**Black people in Minneapolis are disproportionately subjects of police use of force**

Minneapolis police reported more than 10,700 uses of force — like kicks, punches or mace — from 2015 to 2019. In 6,245 of them, the subject of the force was Black. Black people were the subject of nearly 66% of uses of force although they make up 19% of the city's population.

# ~~One Size Fits All~~



# **BELONGING**



**Belonging**



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**When a person feels  
Connection, trust,  
autonomy, attunement, and  
cared for. This can happen  
in any setting example:  
home, school, work, at play**

CONNECTION

+ TRUST

+ AUTONOMY

ATTUNEMENT +

LOVE

= BELONGING

# MASLOW'S HIERARCHY OF EMPLOYEE ENGAGEMENT



Representation is a  
measure of diversity; the  
employee experience is  
a measure of inclusion.



# What is Race ???

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- Race is a socially constructed system of categorizing humans largely based on observable physical features (phenotypes), such as skin color, and on ancestry. There is no scientific basis for or discernible distinction between racial categories.
- The ideology of race has become embedded in our identities, institutions and culture and is used as a basis for discrimination and domination.





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The 'racial' worldview was invented to assign some groups to perpetual low status, while others were permitted access to privilege, power, and wealth.

The tragedy in the United States has policies and practices stemming from this worldview constructing unequal populations among Europeans, Native Americans, and peoples of African descent.



# What is Racism?

- The concept of racism is widely thought of as simply personal prejudice, but in fact, it is a complex system of racial hierarchies and inequities.
- At the micro level of racism, or individual level, are internalized and interpersonal racism.
- At the macro level of racism, we look beyond the individuals to the broader dynamics, including institutional and structural racism.

Why are we talking about race?



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TALKING ABOUT RACE, ALTHOUGH  
HARD, IS NECESSARY. WE ARE HERE  
TO PROVIDE TOOLS AND GUIDANCE  
TO EMPOWER YOUR JOURNEY AND  
INSPIRE CONVERSATION.

# Why talking about race matters



Everyone  
has a  
Racialized  
identity

Racialized  
identity has a  
major impact  
on a person's  
life

Race is a  
defining  
social  
construct in  
american life



Think of a time when someone made you feel welcomed, heard or validated...

.....What's one word that describes the impact that person had on you?

How are you going to make someone else feel that way?

# 5 Tips For Being An Ally



Representation is a  
measure of diversity; the  
employee experience is  
a measure of ~~inclusion~~.  
↳ belonging

# Tips

1. Make a Commitment to Diversity, Equity, and Belonging
2. Make your commitment known
3. Contribute to the cradle-to-career pipeline
4. Leverage the under-employed and long-term unemployed
5. Grow businesses and wealth in communities of color
6. Partner across Sectors for a holistic approach to solving community challenges



# Inclusive Leadership Practices



- Having lunch with someone different from you
- Coaching someone culturally different
- Mentoring someone outside your comfort zone
- Thinking outside the box
- Honestly evaluating your commitment to inclusion
- Noticing diversity in everything you do with others
- Sending notes of thanks to managers and leaders who are visible examples of inclusion
- Seeking to understand your social network differences
- Sharing a professional learning experience
- Coaching a new skill
- Learning a new skill every week; and passing it on
- Clarifying your career plan, then helping others clarify theirs
- Helping others with career planning
- Helping others adopt a mind-set of 100% responsibility and accountability
- Sharing a personal learning experience
- Discouraging gossip
- Listening to a personal problem without giving advice
- Thanking someone for his/her support
- Doing something kind for someone with whom you work
- Forgiving someone who was unkind to you
- Creating a “space” between experience and anger
- Being sensitive to the cultural nuances of others
- Learning from the shortcomings of others—they may be a mirror
- Making every interaction “a small act of Inclusion”

# Inclusive Leadership Practices



- Having lunch with someone via Zoom with the camera on
- Coaching via Zoom with the camera on
- Mentoring someone via Zoom with the camera on
- Thinking outside the box
- Honestly evaluating your commitment to belonging
- Noticing diversity in everything you do
- Sending notes of thanks to managers and leaders who are visible examples of belonging
- Seeking to understand your social network differences
- Sharing a professional learning experience
- Coaching a new skill
- Learning a new skill every week; and passing it on
- Clarifying your career plan, then helping others clarify theirs
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THANK YOU

TAKE YOUR FIRST BRAVE, BOLD STEPS  
TOWARDS INCLUSION, BY MAKING A  
COMMITMENT