



Recognizing and removing systemic racism to create an anti-racism culture is a journey. Your company is an integral part of the social and economic fabric of our county and region. As you work to enrich your company culture, please be aware that your culture is defined by the standards you set, the behavior you encourage, and the behavior you tolerate.

Cultural change is most effective when:

- It starts at the top of the organization and is modeled by top leadership.
- Creating a safe environment for everyone to learn, grow, and thrive is a company-wide imperative.
- Measurable objectives that are monitored as part of key company metrics are required to re-enforce the culture you are trying to create.

Here are some actions you can take related to each charge. Though you are responsible for your company, this is not solitary work. You can find many experts and resources that can help you and your company on this journey on the **A Better Wake** resource page.

**As a part of A Better Wake,
your charge is to:**

- Stand up for equity and the marginalized;
- Speak out against injustice;
- Engage in uncomfortable/difficult conversations;
- Seek diversity and improve inclusion;
- Engage in active listening for understanding;
- Be the change you wish to see;
- Respect and value cultural differences;
- Treat everyone as your equal;
- Increase your knowledge of the status quo and its historical context.

ACTION GUIDE FOR COMMUNITY MEMBERS

1. Stand up for equity and the marginalized

- a) Identify a cause that is important to you and focus on learning about inequities in that area. (i.e. housing, equal pay, equitable access to education, criminal justice, environmental racism)
- b) Join or volunteer with an organization that is focused on equity and/or social justice.
- c) Learn from experts how best to stand up for important causes or marginalized groups of people.
- d) Join and follow leaders who are educating against anti-racism.

2. Speak out against injustice

- a) When you see injustice, say something in a way that will have positive impact and outcome. Be polite but firm. Be respectful of others views. End the conversation on a positive note.
- b) Take the time to sign petitions that are important to you.
- c) Participate in peaceful protests or marches that are important to you. Consider inviting someone to join you.

3. Engage in uncomfortable conversations

- a) If you have a good friend of a different ethnicity or background and you have not ever talked about race, now is the time.
- b) When your friends and relatives tell racially insensitive jokes, say something.
- c) Talk to your children about race.
- d) Watch Uncomfortable Conversations with a Black Man by Emmanuel Acho.

4. Respect and value cultural differences

- a) Learn more about other cultures by attending festivals and events that celebrate those cultures. Bring someone with you.
- b) Invite someone of a different race or background to an event that you frequent.
- c) Learn from others over coffee, dinner, or place of worship.

5. Be the change we wish to see

- a) Create a vision board that illustrates the change you want to see in the world.

6. Treat everyone as an equal

- a) Treat others, as you want to be treated.
- b) Ensure that you treat everyone with dignity and respect.
- c) Ask yourself, "would I be happy if my family member / child had to experience being marginalized because of race?"



7. Engage in active listening for understanding

- a) Active listening is a skill developed through habit. Learn about active listening.
- b) Have an open mind and remember that everyone has a perspective that must be valued - even if vastly different than your own.
- c) In a conversation, especially an uncomfortable one, repeat what the other person said to make sure you understand before responding.
- d) Do not interrupt others when they are speaking.

8. Seek diversity and improve inclusion

- a) If everyone in your club/association/organization looks like you, ask "Where is everybody else?"
- b) Be the ambassador in your club/association/organization that reaches out to new, diverse visitors and members to make sure they feel welcome.
- c) Invite your leadership at your club/association/organization to commit to diversity. Have them commit to #abetterwake
- d) If you are white, choose to attend events and activities where you are not the majority.
- e) Actively invite your friends to participate. Be an advocate.

9. Increase your knowledge of the status quo and its historical context.

- a) Understand the status quo so that you can look for opportunities to make a difference.
- b) Understand the history behind the issues you are supporting.