

HOW CAN BUSINESSES RESPOND TO BLACK LIVES MATTER?



WATCH THIS SP_C_E

OUR MISSION

is to reimagine the world of work.

We want to challenge assumptions and question the status quo in order to find a better way of doing business, where everyone feels valued and included. We know that greater diversity results in greater innovation, higher profits, increased productivity, and greater happiness for everyone. So we strive for genuine, meaningful change with quantifiable results.

We are here to close the gaps in our society.



FACTS

33%

Ethnically diverse companies are 33% more likely to have higher profits.

2X

Inclusive processes result in decisions made twice as fast, with fewer meetings

19%

More diverse companies have 19% higher innovation than their competitors

£24BN

Full BAME representation could be worth £24bn annually to the UK economy

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BLACK LIVES MATTER

THE MOVEMENT

is rooted in tackling injustice, violence and structural racism. Their aims are political, judicial and cultural. If you are in a position to influence these areas, you can educate yourself further on how you can support the Black Lives Matter movement at blacklivesmatter.com.

However, any work directly related to the movement must centre Black voices, experiences and needs. If your work isn't in those key areas or you're not able to provide a platform for Black people, this isn't a movement for you. That doesn't mean you should ignore it completely, however.

1,200

marketing and communications professionals in the UK are using #BlackLivesMatter every day.

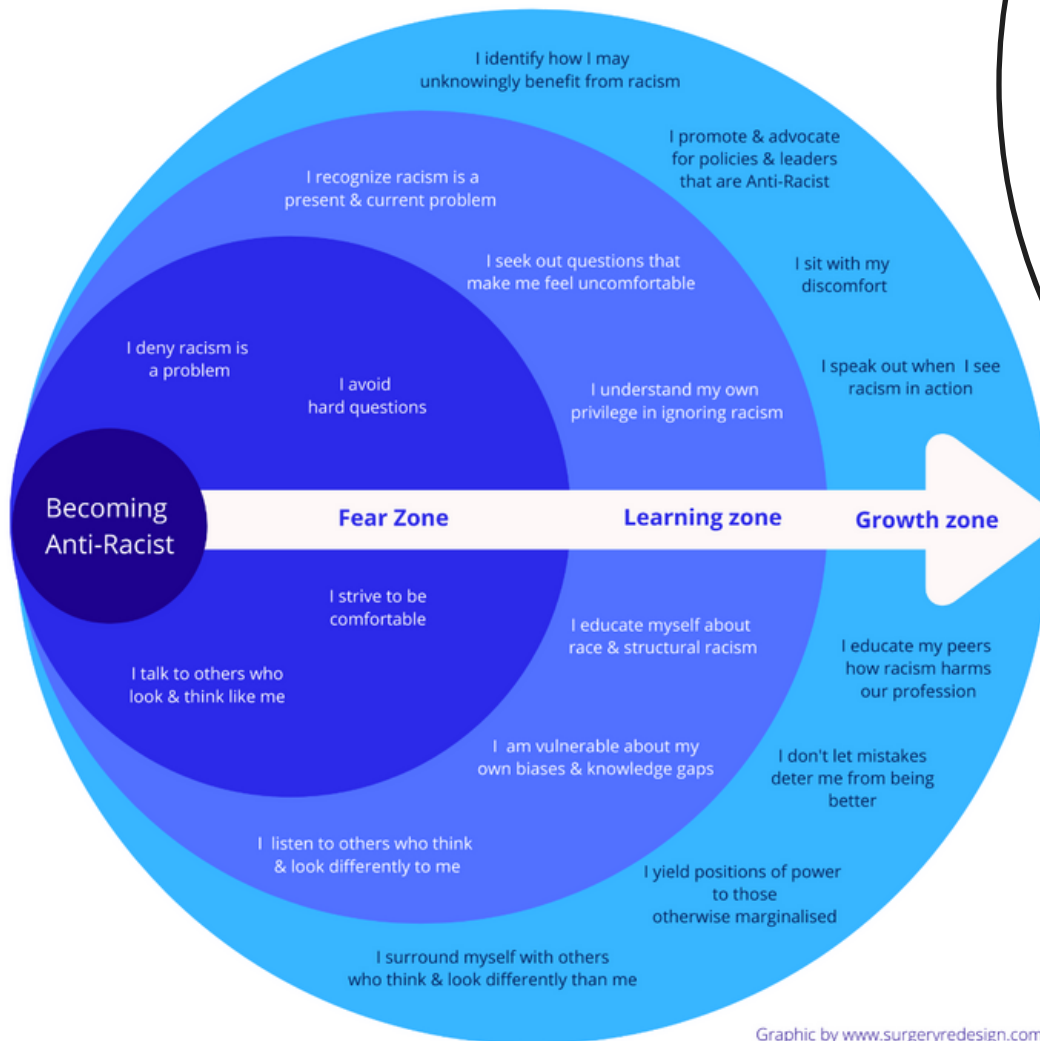
That hashtag was created to circulate vital information, share valuable resources and coordinate action. By flooding it with brand messages, businesses are inadvertently stifling the movement and silencing Black voices.

THE SHOCKWAVE

being felt around the world right now is the Black Lives Matter movement driving a greater awareness of the injustices within our society. More and more people are waking up to the fact that opportunities are not equal for all, and they are demanding change. As a business, your job is to respond to that demand by looking at all aspects of diversity within your organisation, identifying your gaps and working to make sure you make every individual feel included.

THE FEAR ZONE

With thanks to Dr. Andrew Ibrahim for his permission, we have reproduced the following image from surgeryredesign.com



STEPS TO OVERCOMING FEAR

- Be willing to accept you're not perfect and commit to learning
- Be open and transparent about the reality of your organisation
- Identify and acknowledge where the gaps are in your business
- Show where you are on your journey - publish your diversity stats
- Ask your team, clients, customers, partners and community how you can improve
- Publicly commit to meaningful change

MAKING IT COUNT



KEY AREAS

Recruitment and retention

How do you seek out diverse applicants?
What do your interview panels look like?
Do diverse recruits want to stay in your business?
How do you support progression and development?

Decisions

How are decisions made in your business?
Do you involve varied perspectives?
How do you ensure everyone gets a say?
Are certain people dominating the conversation?

Behaviours

Does everyone feel comfortable at work?
Is it clear where the lines are?
Are issues taken seriously?

Reputation

Are you walking your talk?
How are you demonstrating your commitment?
Are you proactively making people feel included?

READY TO MAKE CHANGES?

If you're ready to make genuine, meaningful change in your organisation, join the #Pledge5Changes campaign.

Identify five actionable, quantifiable changes you can make, and publicly commit to them on social media using the hashtag #Pledge5Changes.

Set measurable targets and deadlines so that you can track your progress.

You'll earn respect from your audience, boost morale amongst your team, and have our vocal support along the way!

RESOURCES

BLACK LIVES MATTER

Find out more about the movement and latest campaigns:

BlackLivesMatter.com

Discover actions that you can take to support the movement:

blacklivesmatters.carrd.co

MAKING CHANGE

Create inclusive recruitment adverts:

nthuse.com

Find out more about how you can #Pledge5Changes:

watchthisspace.uk/pledge5changes

ONLINE TRAINING

Making Meaningful Change

Tuesday 21st July

Learn how to identify the gaps in your organisation, put an action plan together for measurable change, and track your progress effectively.

bit.ly/meaningfulchange

Use code **IWasThere** to receive a 25% discount.

CONSULTATION

We can work with you one-on-one to identify your gaps, set measurable goals, create an action plan for achieving them and measure your progress along the way. Then we'll help you shout about your success.

Email hello@watchthisspace.uk for details.

