



HOW TO LEAD DE&I IN YOUR FIRM

Presented by: Farzin Farzad





BUILDING EQUITY

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Conversation Strategies

During the conversation

- Recognize the power dynamic
- Set the tone, set boundaries
- Enter conversation in good faith with respect
- Actively **listen**
- Speak from experience, use I statements
- Be clear about intent, recognize the impact: *I am not racist* vs. *I don't intend to be racist*
- Oops vs. ouch
- Call in vs. call out
- Commit to change

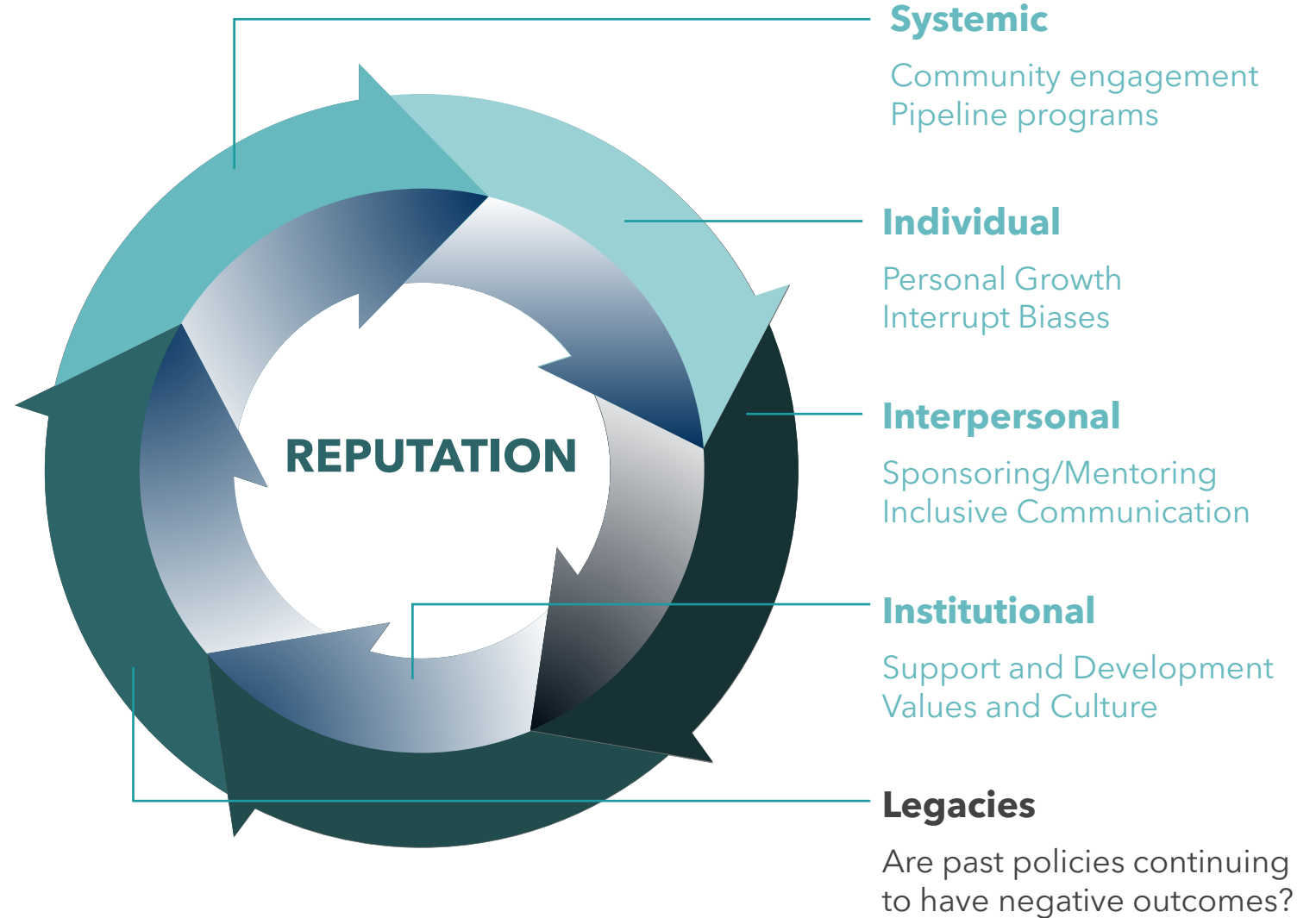
After the conversation

- Reflect on what you have learned
- Find out more
- Actively remind yourself that a change in behavior is needed
- Work to rebuild lost trust
- Explore ways to be an ally

Avoid:

- Fragility
- Colorblindness
- Tone policing
- He-peating
- Saviorism
- Paternalism
- Whatabout-isms
- "Well, actually..."
- Tokenism
- Getting too "familiar"

Cycle of Intervention



A background image of two men standing in a park. The man on the left is seen from the back, wearing a white t-shirt with social justice slogans. The man on the right is smiling and looking towards the first man. The image is semi-transparent with a dark overlay.

EQUITY

Equity is an approach that ensures everyone access to *fair outcomes* by acknowledging that we don't all start from the same place, and continues allocate resources in order to remove barriers and correct and address that imbalance.



CRITICAL EQUITY CONSULTING

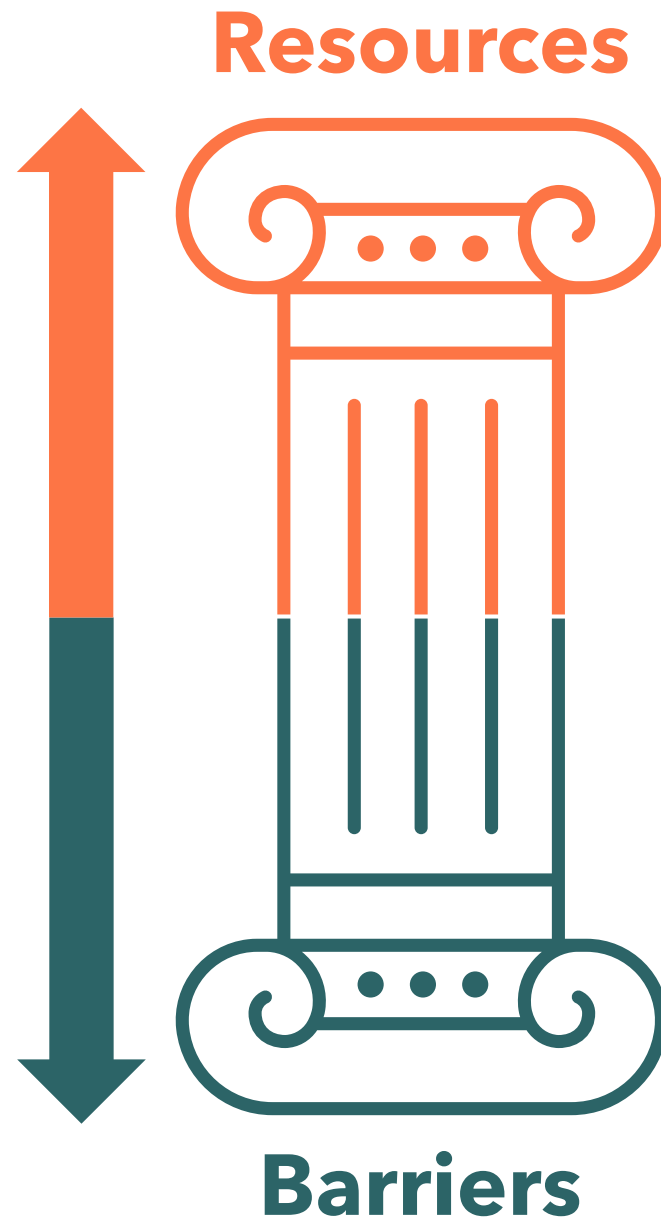
DECOLONIZE THE WORKPLACE

Equity Visualized



Source: Robert Wood Johnson Foundation

Pillars of Equity



Equity in the Workplace

P

Problem Awareness

R

Root-Cause Analysis

E

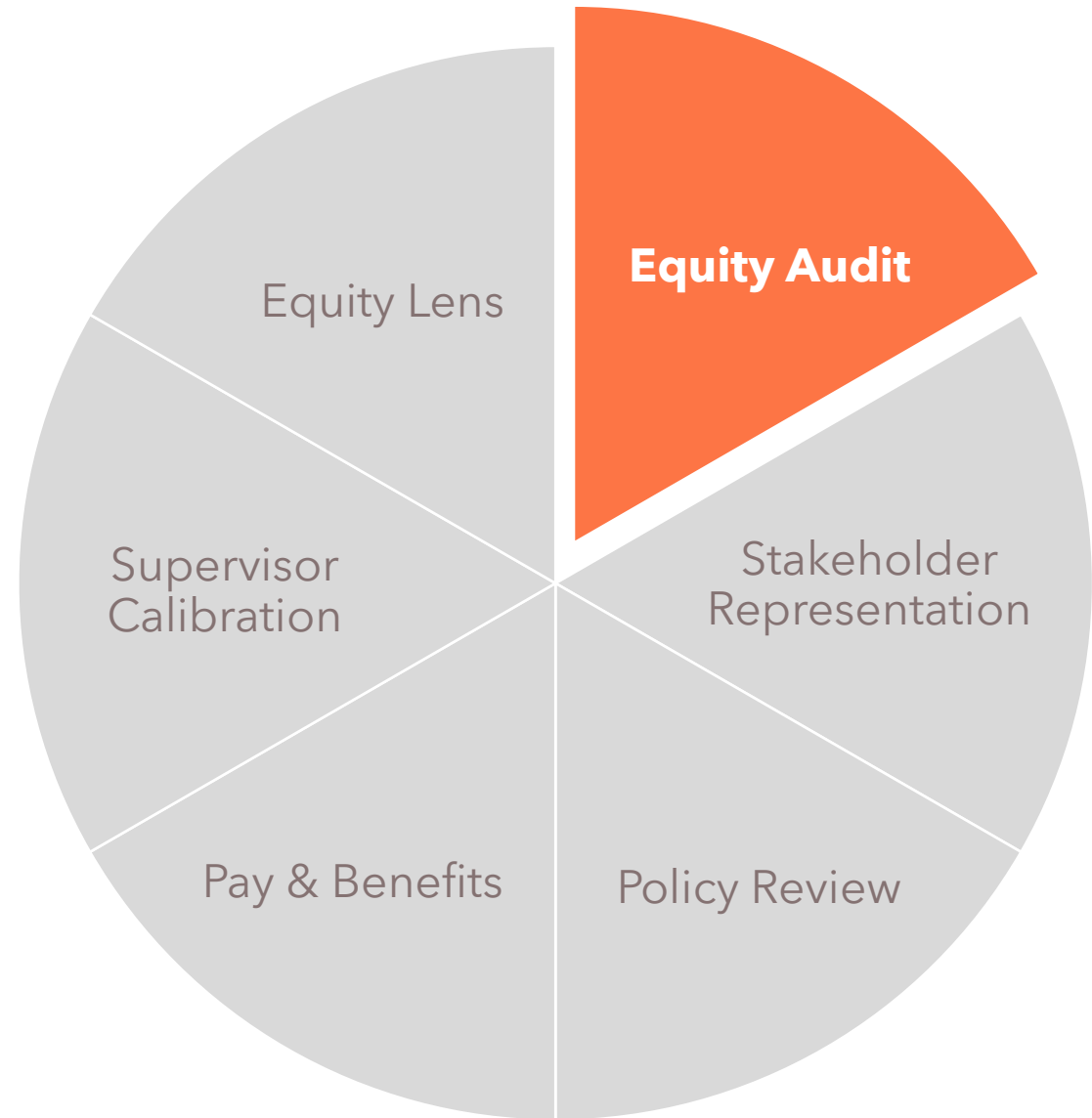
Empathy

S

Strategies

S

Sacrifice



Targeted Universalism

1

Set a universal goal

2

Measure overall population

3

Measure population segments

4

Understand group-based factors

5

Implement targeted strategies

Targeted universalism means setting universal goals with targeted processes to achieve those goals. Within a targeted universalism framework, universal goals are established for all groups concerned.

The strategies developed to achieve those goals are targeted, based upon how different groups are situated within structures, culture, and across geographies. Targeted universalism is goal oriented, and the processes are directed in service of the explicit, universal goal.



DEI STRATEGY

1

Leadership commitment

2

Keep it top of mind

3

Embed it

4

Measure outcomes

5

Equity lens for all decisions

WHO?

Establish a DEI Council, hire a strategist

WHY?

Define your values, vision and purpose

WHAT?

Determine which areas to address (pilot)

HOW?

Identify and *experiment* with strategies

WHEN?

Determine a timeline, but remain flexible



Systemic Interventions





Thank you

For additional questions, please contact
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DECOLONIZE THE WORKPLACE