
IDENTIFYING YOUR ROLE IN REPRESENTATION

LANGUAGE * BIAS * INTENT VS. IMPACT

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WHAT TO EXPECT

- Introductions
- Presenter's Positionality
- Why This Workshop? Why Now?
- The Power of Words
- Implicit Bias
- Inclusive Leadership Skills
- Plan of Action

*When I dare to be powerful –
To use my strength in the service of my vision,
then it becomes less and less important
whether I am afraid.
~ Audre Lorde*

POSITIONALITY



*“To be truly visionary,
we have to root our imagination
in our concrete reality”
~ bell hooks*



WHY THIS TOPIC? WHY NOW?

S%#* IS HAPPENING!

- Global health pandemic
- Racial injustices continue to persist
- Protests
- Assault
- Political climate

PURPOSE OF THE WORKSHOP

- Discover skills of **inclusive** leadership
- Learn tips for **inviting** others to share their experiences
- Develop personal strategies for **impacting** diversity, equity, and inclusion

IMPLICIT BIAS

- The process of associating stereotypes or attitudes towards categories of people without conscious awareness
- Bias is not limited to one domain of life.
- Our ideas about race are shaped by stereotypes to which we are exposed on a daily basis.
- Bias can lead to racial disparities in everything from preschool suspensions to corporate leadership.
- The question is not IF it is happening; it is WHEN is it happening and what can we do?



IMPLICIT BIAS VIDEO



IMPLICIT BIAS TEST REFLECTION

Consider taking the Implicit Association Test (IAT) created by Project Implicit at Harvard University

<https://implicit.harvard.edu/implicit/takeatest.html>

INCLUSIVE LEADERSHIP

- Leaders who are aware of their own biases and preferences and actively seek out and consider different views and perspectives to inform better decision-making
- Intentionally create psychologically safe spaces for all individuals
- Recognizes the role of power in leadership

7 ACTS OF INCLUSION

- **Deepen** self-awareness
- **Foster** social awareness
- **Reveal** blind spots
- **Listen** to understand
- **Create** connections
- **Lead** with courageous vulnerability
- **Invest** resources

LET'S DISCUSS

- What makes you feel part of your company or organization?

MORE TALK

- How do you empower team members?

STATEMENTS ON BLACK LIVES - NIKE

Today NIKE, Inc. is announcing a \$40 million commitment over the next four years to support the Black community in the U.S. on behalf of the NIKE, Jordan and Converse brands collectively. This commitment will be focused on investing in and supporting organizations that put social justice, education and addressing racial inequality in America at the center of their work.

“Systemic racism and the events that have unfolded across America over the past few weeks serve as an urgent reminder of the continued change needed in our society. We know Black Lives Matter. We must educate ourselves more deeply on the issues faced by Black communities and understand the enormous suffering and senseless tragedy racial bigotry creates,” said John Donahoe, President and CEO of NIKE, Inc. “The NIKE, Inc. family can always do more but will never stop striving to role model how a diverse company acts. We will continue our focus on being more representative of our consumers while doing our part in the communities we serve.”

We believe in a level playing field for all and leveraging the power of sport and our brands to move the world forward. This additional \$40 million builds upon the NIKE, Inc. family’s long history of providing support to the communities in which they operate in. We are deeply committed to driving focus and impact through our teams, brands and community partners.

During this past year, we’ve stepped up our own efforts and measures of accountability in the areas of Diversity, Inclusion and Belonging to foster an inclusive environment and attract a more diverse workforce. We are driven by a commitment to transparency, accountability and impact and share our progress in these areas annually through the Nike Impact Report.

STATEMENTS ON BLACK LIVES - PETSMART

Black Lives Matter: A Message from our CEO

We Can – and Must – Do Better

Dear PetSmart Family,

This is a pivotal moment in our country. It is a time to come together in support of basic human and civil rights and to love one another unconditionally. The belief in unconditional love, that very important lesson we learn every day from our pets, is the heart of PetSmart. We promote belonging and inclusiveness in an environment where individuals with diverse backgrounds and talents can excel.

But we can – and must – do better. It isn't enough to say that we value diversity or to speak about inclusion in general terms. Now is the time to listen attentively and to be clear in our words and our actions. Now is the time to state plainly and unequivocally that **Black Lives Matter** and to do our part to ensure that this is our truth.

Right now, we are working on actions including:

1. **\$1 Million scholarship fund** to support all associates of color to advance their educational aspirations.
2. **Grants from PetSmart Charities** to support pets and pet parents in under-represented communities.
3. **Enhanced development and recruiting** to improve black representation at PetSmart.

At PetSmart, we believe pets make us better people, but we know that conscious actions lead to real progress. That is why we must all commit to standing with our Black communities, to taking meaningful action, to being held accountable, and to saying what we must until it is no longer necessary: Black Lives Matter.

STATEMENTS ON BLACK LIVES – YORK COLLEGE/CUNY

The York College Counseling Center expresses its solidarity with the Black Lives Matter movement and countless victims of systemic racism and police brutality. We reaffirm our commitment to providing culturally-responsive, trauma-informed counseling services to York College's diverse student body. We hear you. Let's talk.

IMPACT VS INTENT

How the message is received **vs.** What is meant by the message

THINGS TO CONSIDER

- Does your organization have a DEI statement?
- What are challenges you face with advancing DEI efforts?
- How do biases impact your communication?
- Who is in your sphere of influence?
- What can you do?

PRSA PROFESSIONAL VALUES

Advocacy

Honesty

Expertise

Independence

Loyalty

Fairness

THANK YOU!

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