Subject: Invitation: Achieving Racial Equity & Inclusion in Business – Stop Corporate Chokeholds

Date/Doc: 06/20/2020 – Executive Summary & Case for Change Watch Video - Call to Action

To: Corporate CEOs, Business Leaders, Entrepreneurs, Professionals and Students

From: Rev. Traci Harrell, President, National Black MBA Association® Seattle; Founder, It’s All Bigger Than Me Ministry

CC: Bruce Thompson, President & CEO, National Black MBA Association® (NBMBAA)
CC: Local Chapters of the National Black MBA Association® across the Country (check website for details by area)

Dear Business Leader,

We are living in unprecedented times. We have reached a critical point in history, where status quo and doing more of the same is no longer acceptable. Businesses, Families and Communities now expect more...Likewise, Employees, Customers, and Stakeholders demand better. Join us as we focus on Achieving Racial Equity & Inclusion in Business, which will directly improve inequities in the systems of Education, Wealth and Health. Now is the time for us to Rebuild Trust, Rethink Training and Address Trauma...Together. We will provide the 411 (All the Information You Need) and the 911 (Immediate Help and Clear Actions to Take). All you need is an Open Heart, a Growth Mindset, a Willingness to Listen & Share, and Courage to Practice with Intention. Let's Do This!

Problem: The first fact we should align on is: “The same experiences of Racism, Injustice, Inequity, Abuse and Trauma that are being protested in the streets of America (based on police brutality), are also happening ‘inside’ the workplace as an embedded part of the Corporate Culture in Business.” Endless research exists about the ‘Key Challenges’ or ‘Corporate Chokeholds®’ that many Black workers experience every day as part of the “system”; and these are not just minor annoyances, these can be devastating experiences that can drain the life from our bodies, changing everything. ‘Corporate Chokeholds®’ is a new term that I defined as those Ingrained Injustices that can be Oppressive & Abusive, or known ‘Key Challenges’, including: Unconscious Bias, Similarity Bias, Unequal Performance Standards, and a Lack of CEO Accountability (Ref: ‘State of the Black Professional Report’, NBMBAA). Now is our time to work together to address Racism, "America’s Unfinished Business" (Bruce Thompson, Interim President & CEO, National Black MBA Association®).

Solution: This is an invitation to help turn our country’s Racial Unrest into an Opportunity to gain a deeper level of Awareness, Action and Accountability. Through ‘Real Talk & Real Action’ we CAN Achieve Racial Equity & Inclusion in Business (and more). Join us to make a Real difference. Register Online and invite your Team to join us for the Bigger Than Me® Success Series: Achieving Equity & Inclusion in Business, a series of online webinars, panel discussions, individual discoveries, and community collaborations. The first of our six-session series is scheduled for July 7th (4:30-6:30 pm/PST or 7:30-9:30 pm/EST). Join us to:

1) Reinforce a clear ‘Case for Change’, 2) Create a Safe Space to Learn, Share and Grow, 3) Normalize Deeper Conversations with ‘Real Talk’, 4) Approach Systems Change with Adaptive Leadership and ‘Real Action’, 5) Transform Accountability Measures at all levels, and 6) Achieve Immediate Impact and Lasting Results to change the systems for generations to come.

Call to Action: Join us on a transformational experience using positive psychology to take clear solution-oriented actions to Achieve Equity & Inclusion in Business...Education, Wealth & Health. In addition to our six community sessions, scheduled for 07/07, 08/08, 09/09, 10/10, 11/11 and 12/12, there will be multiple levels of engagements available for Individuals, Leaders, Teams and Organizations (based on your specific needs & desired results). More to Come. For those interested in joining a deep guided experience to document your individual or team Journey of Discovery & Transformation, please contact me directly to participate in our compilation book being completed as part of our “Bigger Than Me® – Success Series”. There is a path forward to Create Equitable Solutions. Change is Possible; it starts with You & Me. Let’s co-create the change we want to See & Be. We Got This!

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