

Postcard



Welcome to our May George Floyd memorial **Postcard From the ROCK**. These monthly Postcards feature topical DEI subjects and are designed to be read in just a few minutes.

CHECK YOUR PRACTICE...

How is Your Post George Floyd Progress? George Floyd's murder on May 25, 2020, marked a defining moment in history, as influential organizations declared support for Black lives and vowed to address systemic racism.

Within the 18 months following the murder, more than 1,300 Fortune 1000 companies and others pledged \$340 billion to fight anti-Black racism. In Canada, more than 480 corporate and public enterprises took the BlackNorth Initiative pledge, which included specific goals to foster trust, psychological safety, and inclusion for Black people.

But the mixed long-term results of these well-meaning commitments demonstrate the real challenges to achieving equitable, anti-racist environments. Here are three:

1. **Racial justice is not a flavour of the month: it's a commitment to sustained change.** The McKinsey Institute for Black Economic Mobility found that not only has the pace of monetary commitments fallen 32% since 2021, but internal commitments to organization-wide diversity and inclusion have also declined. Further, companies are making fewer public statements in support of racial justice.
2. **Money will not eradicate anti-Black racism: only action will.** "Putting your money where your mouth's at" is critical to addressing racism. However, if your organization is not willing to honestly examine how it hires, mentors, trains, and promotes people, it will not understand why Black (and other racialized) people are being excluded and therefore will not be able to make real change. At ROCK Diversity, we call this the GRID (Getting Real on Inclusion and Diversity) Principle.
3. **If you don't define it, you won't achieve it.** Know what anti-racist change looks like. Then, focus your efforts and your investments on making it quantifiable and sustainable. In the words of bell hooks (killing rage): "...if we all pretend racism does not exist, that we do not know what it is or how to change it—it never has to go away."

Source: McKinsey & Company

<https://www.mckinsey.com/bem/our-insights/corporate-commitments-to-racial-justice-an-update#/>

<https://www.theglobeandmail.com/business/article-hire-black-employees-corporate-canada/>