12 Characteristics of an
ANTI-RACIST ORGANIZATION©

1 Makes the effort to understand the contextual nuances of systemic racism, power and privilege.

vs

Fails to engage in open conversation about racism and uses euphemisms to feign confidence and credibility.

2 Is bolstered by board alignment, executive leadership and collective ownership of its anti-racism strategy.

vs

Has unclear or devolved responsibility to HR and DEI team, or the one Black senior leader.

3 Embeds commitment and action in its vision, values and activities within clearly defined equity goals.

vs

Launches uncoordinated activities within general diversity and inclusion statements or using 'Zero tolerance' language.

4 Is willing to continually center the voices and experiences of those most impacted in its decisions and operations.

vs

Is uncomfortable prioritising Black colleagues and procrastinates in taking specific action.

5 Uses both qualitative and quantitative data to generate insights and act on them.

vs

Uses solely employee ethnicity, demographic, or other univariate quantitative data.

6 Ensures clarity on company-specific issues through root cause analysis and problem statement creation.

vs

Reacts to issues based on unfounded assumptions grounded in generalised perceptions of discrimination.

7 Equips colleagues at all levels with the right resources and tools, understanding that behaviour change and new habits develop over time.

vs

Participates in one off workshops or speaker series, e.g. inclusive leadership, unconscious bias, celebrating difference hoping to adequately demonstrate action.

8 Allocates ample budget and resources to its efforts and brings in subject matter expertise as and when needed.

vs

Expects colleagues to change culture and outcomes with little support, resource allocation or recognition.

9 Engages in on-going listening and feedback with Black colleagues at the center.

vs

Hosts one-off listening exercises or annual surveys with limited follow up action and transparency.

10 Measures success through KPIs focused on the experiences of and outcomes for Black colleagues.

vs

Focuses on convenient interventions that ease discomfort for non-Black colleagues.

11 Speaks truth to power with specific language and understands the difference between equity and equality.

vs

Issues generic statements related to diversity, inclusion and belonging with no mention of racism.

12 Leads with humility, tenacity and compassion, embraces discomfort and continues despite setbacks and negative feedback.

vs

Leads with ego and pride, is constrained by fear and uses setbacks as an opportunity to retreat back into silence and inaction.