

# In GOOD Company

Lancaster's Good Business Partnership

## Next Steps to Dismantle Racism in Your Business

### Specific Areas of Your Business to Examine

- **Hiring:** Practice equitable and inclusive recruitment. Audit hiring pipelines to cultivate relationships with candidate pools of color.
- **Retention:** Ensure equitable rates of promotion and compensation throughout your business. Build equitable representation at every level of your business, from entry-level to leadership team.
- **Training:** Allocate professional development to send leadership and management to anti-racist training like YWCA's [Racial Equity Institute](#).
- **Purchasing:** Audit supplier relationships to identify goods and services to buy from more people of color owned businesses. Set concrete goals and share them with your teams. Use [ASSETS business directory](#) to find local people of color owned businesses.

### What Business Leaders Must Do

- **Learn**
  - Read up. Organize a CEO reading group. Potential books include:
    - *How to Be An Anti-Racist* by Ibram X Kendi (and start a discussion with your team using the author's [discussion guide](#))
    - *White Fragility: Why It's So Hard for White People to Talk About Racism* by Robin Diangelo
    - *Why are All of the Black Kids Sitting Together in the Cafeteria* by Beverly Tatum
  - Provide resources to employees to empower individual learning. Access resources on anti-racist learning [here](#) and [here](#).
  - Watch this [free online course](#) Stanford psychologist and MacArthur Genius Fellow Dr. Jennifer Eberhardt on how bias really works, and what we can do to overcome it.
- **Speak Up and Act**
  - As a business leader, speak out against racist remarks (both publicly and privately) and commit to being anti-racist.
  - Now is the time to speak up—but if you are going to speak, you need to act on those words. Commitments mean nothing without concrete action.
  - Be an example—as you make positive changes, share your successes and failures with your customers, employees, suppliers, and peer businesses. Be honest, open, and receptive to criticism as you continue this journey.

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### Ideas for Business Practices to Adopt

- Measure and benchmark the diversity of your team—including your executives, managers, employees, Board of Directors members
  - Set goals for improving diversity and share these across your team
  - Create a plan to improve representation
- Create and distribute a diversity & inclusion survey to your team, asking about their experience at your company and analyzing results by demographics
  - Analyze factors including satisfaction, promotion, retention rates, and/or benefits by different demographic groups
  - If necessary, implement corrective actions for inequitable results
- Create an inclusive hiring or recruiting process
  - Include a statement in all job postings of your commitment to diversity, equity, and inclusion
  - Don't ask about incarceration history during our application process
  - Conduct anonymous or "blind" reviews of applications and resumes without attaching names or identifiable characteristics
  - Actively recruit through organizations or services that serve individuals from underrepresented groups
  - Conduct analyses of our job description language and requirements to ensure they are inclusive and equitable
- Promote equity and inclusion in your workplace
  - Offer trainings for all employees on topics related to diversity, equity, and inclusion
  - Implement voluntary employee resource or affinity groups
  - Implement programs in place to provide mentorship, apprenticeships, or internships for individuals from underrepresented groups
- Purchase goods and services from diverse businesses
- Examine compensation by conducting a pay equity analysis by gender, race/ethnicity, or other demographic factors and, if necessary, implement equal compensation improvement plans or policies
- Engage in the community by volunteering with or donating to nonprofits doing the work of anti-racism
- Promote learning
  - Provide resources to employees
  - Do your own learning
  - Start a reading group for fellow business leaders or for your own leadership team