



REAL

Transformative Series

RACIAL **E**QUITY through **A**CTION and **L**EARNING

The R.E.A.L. ROI



Companies with diverse executive teams are 33% more likely to have industry-leading profitability. (McKinsey, 2018)



Companies with diverse leadership are 45% more likely to grow market share year-over-year. (Harvard Business Review, 2013)



Attracting and retaining talent is essential to future performance. Gen Z is 48% non-white and as a whole, younger workers expect to work in inclusive and diverse environments. (Pew Research, 2018)



Go Deep, Unlearn and Reframe



This 21-hour learning series addresses subconscious bias and systemic oppression deeply rooted in people and in our culture.

Participant Feedback

"I am emotionally in a renewed sense of community and hopefulness, seeing this as central to my work."

"I feel much more empowered and confident to talk about privilege and race..."

"(I will be more) intentional in my actions and lose defensiveness about diversity issues."

Transformative Learning Experience



This experience is transformative for participants and organizations – new perspectives are gained, and new habits of mind are created.

Participant Feedback

“Attending this workshop was a transformative experience, even though I ‘already understood.’ Needless to say, there was more to learn.”

“It gives me a broader awareness. [It] energizes me to make intentional changes.”

“I have a much different and real perspective of diversity and systemic racism.”

Culture Change



Build human potential as you create a more equitable and inclusive culture where everyone feels valued and engaged.

Participant Feedback

"I will be more sensitive to the systems at work. I will intentionally address white privilege in discussions."

"I will be more aware of those around me and the role I play in making [our organization] a welcome home for all."

"It will open my eyes to what is actually happening and affecting relationships on our campus, and in our community."

Cultural Fluency Skills and Tools

Participants will be able to tie their individual skills and awareness to organizational and personal goals.

REAL Outcomes

Individual Contributors at every level will be able to:

- Apply a critically conscious lens of equity and inclusion to projects and decision making
- Understand one's own participation in oppressive systems and take informed action to interrupt

People Managers will:

- Become more aware of and acknowledge the differing life experiences of people and how it impacts their work
- Be aware of resources available to support people, the importance of that and have the ability to positively contribute to feelings of inclusion.

Table of Contents: How R.E.A.L. Fits Together



REAL Experience



See It Understand It Engage It



Culture change based on organization development principles



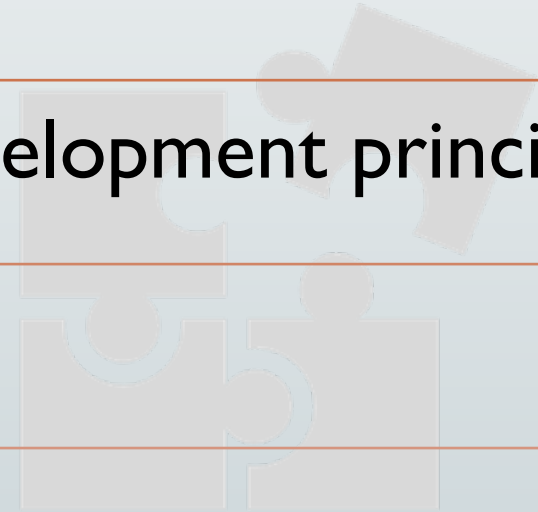
Facilitation Team



REAL Format



Unique and Transformative Participant Experiences



The R.E.A.L. Experience

Content

1. Cultural Humility
2. Race Explicit, Not Exclusive
3. White Privilege
4. Identity and Positionality
5. Systemic Oppression & Power
6. Cross Racial Dialogue
7. Create Individual Action Plans



The REAL Difference

1. Organization Development and change management theories and practices incorporated
2. Curriculum built on premises of adult learning theories that includes knowledge, practice, and a place to grow
3. Professionally guided facilitation to support courageous dialogue
4. Transformative learning model; emphasis on personal change
5. Centers generative conflict and unpacks intrapersonal resistance
6. No checkboxes; participants walk away ready to take informed action for change
7. Learning for all levels of knowledge
8. Learning through the lens of cultural humility and cultural fluency
9. Tested, customized and continually improved for over a decade
10. Work towards the mastery of the fundamentals...*"Insight without action is meaningless, action without insight is dangerous"* ~ anonymous

SEE IT | UNDERSTAND IT | ENGAGE IT MODEL



Listen, Notice and Recognize

Build skills to do equitable, subconscious & quick analysis of situations

Analyze and obtain knowledge & gain new perspectives

Ground action in inclusion & equity

Gain skills necessary to practice racially equitable behaviors

Take tangible, impactful action

Plan how to replace activity with meaningful action

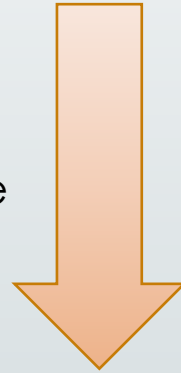
Strive to continually try, learn and improve

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CULTURE CHANGE BASED ON ORGANIZATION DEVELOPMENT PRINCIPLES

Traditional (Ineffective) Approach to Change

- Touches Artifacts & Possibly Stated Values
- Quick Fix Approach to Change
- Typically Fails
- Scratches Surface
- Forced from the Top
- Not Authentic / Done for Show



Organization Culture Iceberg

Tangible Artifacts

Policies,
Procedures,
Metrics, Stories etc

Stated Values

Written and Spoken Values

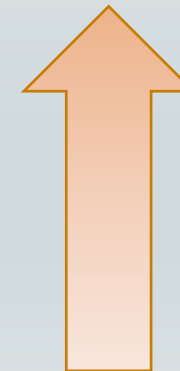
Underlying Beliefs

Mostly unconscious beliefs that really drive decision-making

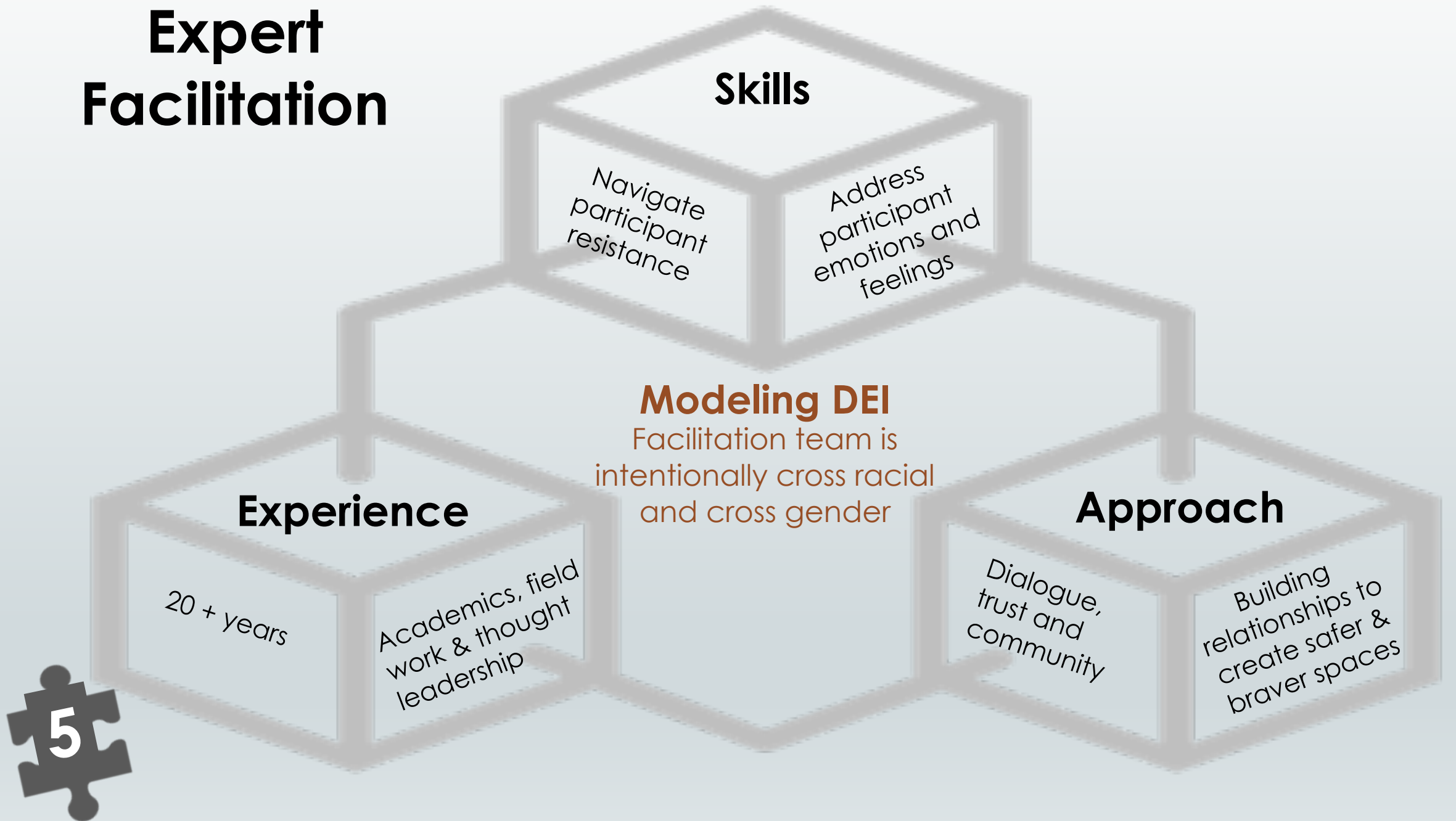
Adapted from Edgar Schein

Proven Approach to Change

- Addresses Underlying Beliefs BEFORE Changing Stated Values and Artifacts
- Long-term Sustained Effort – Requires Full Commitment
- Involves EVERYONE



Expert Facilitation



The R.E.A.L. Format Includes



Leadership Testimonials

I found the EIDA REAL program incredibly useful. I learned new things, felt engaged and included and developed skills that are already making me a more culturally fluent leader.

- CEO and President, American Public Media Group

“(This program) opened my eyes to the historical trauma endured by people of color which is perpetuated through systems which encourage white privilege... (It) offers a fresh, powerful and non-shaming curriculum which is more than lecture and is interactive, testimonial [based] and discussion oriented. Each learner examines privilege and is encouraged to use their influence to seek change, challenge systems and dismantle barriers to level the playing field to support all people having access to reaching their fullest potential.”

- Chief of Police, Duluth MN

The REAL training was incredibly valuable. I've been working to develop my intercultural fluency for a number of years and and I came away from the REAL training with new insights about myself and the world around me. Throughout the sessions, I saw similar light bulbs going off for my colleagues, and that shared experience deepened our trust in and appreciation for one another.

- President, Minnesota Public Radio

These sessions were important for my own personal learning and helped us all to better understand how to recognize and dismantle the systemic racism in our society and within our organization.... The REAL workshop has increased my sensitivity to inclusion. You've changed me. Now I need to learn how to use my new awareness while leading the organization.

- CHRO, American Public Media Group

Participant Testimonials

- ② **This series is different than any other diversity and inclusion program I have been in.**
- ② The REAL training gave me a far-reaching sense of where I, my colleagues, and Americans — and thus our audience and potential audience — are on this journey of racial reckoning. **I've brought lessons learned into news meetings, one-on-ones, and my own home.**
- ② It was hard work, mentally and emotionally. But it's going to take hard work to improve our newsroom to better reflect and **better serve our audience**
- ② REAL training session helped me to become attuned to those and more accountable for how they **impact my decision making**. Its focus on **developing clear plans** has created a **new sense of accountability** and renewed commitment to the work of equity and inclusion.
- ② The series made it even more important for me to continue to think critically about our processes and practices from an equity lens. **I apply EIDA concepts to my daily work** and these ideas and strategies are shared with my team
- ② I found the R.E.A.L. experience carefully crafted to provide deep, personal learning at the individual level **that positions us, as leaders, to collectively begin the work of systemic change to transform our organization.**
- ② The REAL series has had a **significant impact on my cultural growth as an individual and as a leader.**
- ② Through learning and facilitated exchanges with our colleagues across APMG, the training is strengthening our skillsets to have a **more productive dialogue about structural racism with each other and our audiences.**
- ② It deepened my understanding and awareness of systemic racism and my own contributions to those systems. I appreciated going through this training with my colleagues and **creating a shared language and awareness amongst our team.**

R.E.A.L. Logistics

- REAL Series is 21 hours total
- There are 7 modules - three hours in length each
- Format possibilities include 3.5 days or can span 7 weeks
- Robust attendance policy applied
- Follow up sessions also available

