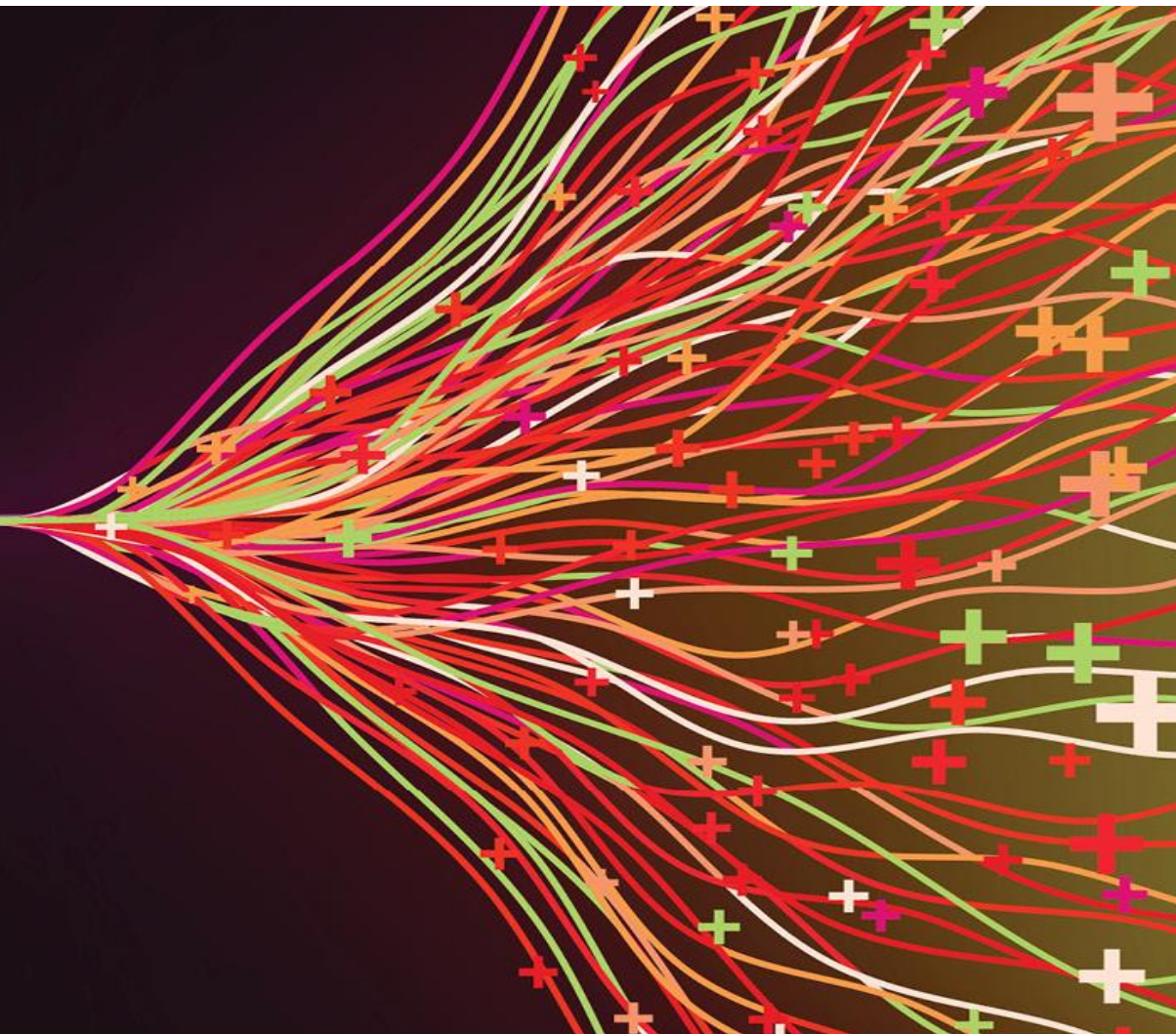


Understanding Equity During the Pandemic

July 28, 2020



Agenda for today's discussion

- Intro and Welcome
- Five Equity Implications of the COVID-19 Outbreak
- Real-life stories
- Equity vs. Equality
- Systemic Racism & Racial Equity
- What's the role of HR?
- Six strategies for building Equity
- Q&A

Earn Credits

- Stay online for the entire webcast
- Credit available for participation in the live webcast only

HRCI

- ✓ Type your full name, email address, and specify “HRCI” in the space provided

SHRM

- ✓ Type your full name, email address, and specify “SHRM” in the space provided

CPE (NASBA)

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program

Today's Presenters



Shilpa Pherwani
Principal and CEO
IBIS Consulting Group, Inc.



Laura Sabattini, Ph.D. (Moderator)
Principal Researcher, Human Capital
The Conference Board

Hello, I am Shilpa. Nice to e-meet you!



- Shilpa Pherwani, Principal and CEO IBIS Consulting Group, Inc.
- Guiding global organizations for over 15 years on leveraging diversity and inclusion as a business advantage.
- An organizational psychologist by training, she partners with organizations to effect sustainable organizational change

IBIS' Vision & Mission



Vision

Achieving equity and opportunity through the power of diversity and inclusion.



Mission

Pioneering creative and bold DEI solutions to help organizations build inclusive environments and address systemic disparities.



About IBIS

Three Decades Experience

in Global Diversity & Inclusion (D&I)

Pioneers

in D&I E-Learning

Services Offered

- D&I training
- E-learning
- Assessments
- Consultation

Our Approach

- Collaborative
- Customized
- Systemic
- Results-driven



Let's get started!



Agenda

- Intro and Welcome
- Five Equity Implications
- Real-life stories
- Equity vs. Equality
- Systemic Racism & Racial Equity
- What's your role?
 - Six strategies for building Equity
- Q&A

Five Equity Implications



Five Equity Implications

- Racism and the Black experience
- Stigmatization related to Covid-19
- Differential exposure & access for certain populations
- Frontline workers face tough choices
- Policies & procedure not always inclusive

Five Equity Implications

Racism and the Black experience

Black Americans experience deadly stress as pandemic and violent racism collide - [—NBC News](#)

Systemic racism is killing Black people during the pandemic
[—Medium](#)

A Pandemic in a Pandemic: Racism and COVID-19 in Blacks
[—ScienceDirect](#)

Five Equity Implications

Stigmatization related to Covid-19

Feds Sound Alarm Over Claims of Asian Discrimination in Schools

—The Wall Street Journal

Coronavirus panic sparks racist incidents against Asian Americans

—CBS News

Coronavirus anxiety is devastating Chinese businesses

—CNN

Meet Teja Arboleda



- I'm a Multiracial-American, and Japanese by culture.
- My racial stress/concern is that we struggle to consider the moral imperative of equity and diversity in education.
- I wish corporations would embrace demographic change, and empower their employees to be proud of their identities.

Five Equity Implications

Differential exposure & access for certain populations

- Racial Health Disparities disproportionately affect Blacks & Latinos during pandemic
- Risk to incarcerated persons is significantly more than the general population due to confined space.
- Low income communities under quarantine unable to work and will not be able to buy for basic needs
- Long distances to health care facilities create greater barriers to access to care for rural Native American populations.

Five Equity Implications

Frontline workers face tough choices

'They don't care about safety': Amazon workers struggle with pandemic demand

—The Guardian

Coronavirus poses risk for workers who can't afford to lose pay

—Wall Street Journal

Coronavirus hits gig workers particularly hard

—Financial Times

Meet Ashlee Jeannot



- I am a first generational Afro-Latina American.
- My racial stress/concern is about the language barriers many may experience.
- I wish corporations would advertise in multiple languages to help immigrants get access to the information they need fast.

Five Equity Implications

- Policies & procedure not always inclusive
 - Ally Financial
 - Access to free mental health professionals
 - Mindfulness training sessions
 - Financial assistance to support local businesses
 - Virtual workouts & celebrations
 - Gratitude challenge
 - PwC
 - Well-being coaching sessions
 - Online community for workers
 - Facebook
 - Black female staffers and users share tips for styling their hair at home as well as recipes for healthy meals.
 - Managers host digital one-on-ones with their direct reports and perform routine check-ins, especially with employees from underrepresented communities.

Equity vs. Equality



Equity vs. Equality



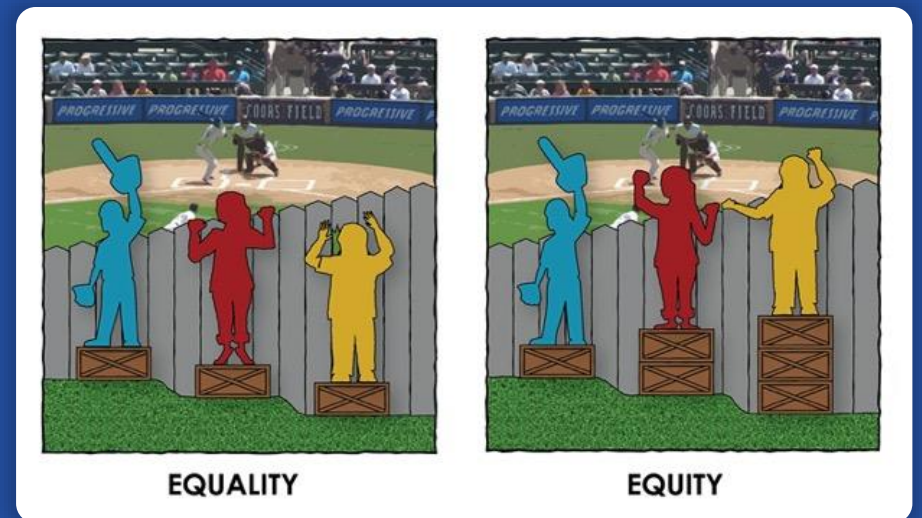
EQUALITY



EQUITY

Equity vs. Equality

- Equality is treating everyone the same whereas Equity is giving people what they need to succeed. Treating everyone the same isn't actually fair – it promotes privilege and ignores our differences.



Equity vs. Equality

Equity

Equity refers to fairness, justice and impartiality

Equity= Fairness and justice

Equity is need based approach

It justifies things on the basis of quality

It focuses on need and requirement of an individual. Thus, known as need based approach

Equality

Equality refers to equal sharing and division, keeping everyone at the same level

Equality= Sameness

Equality is not affected by the need of the people or society

It justifies things on the basis of quantity

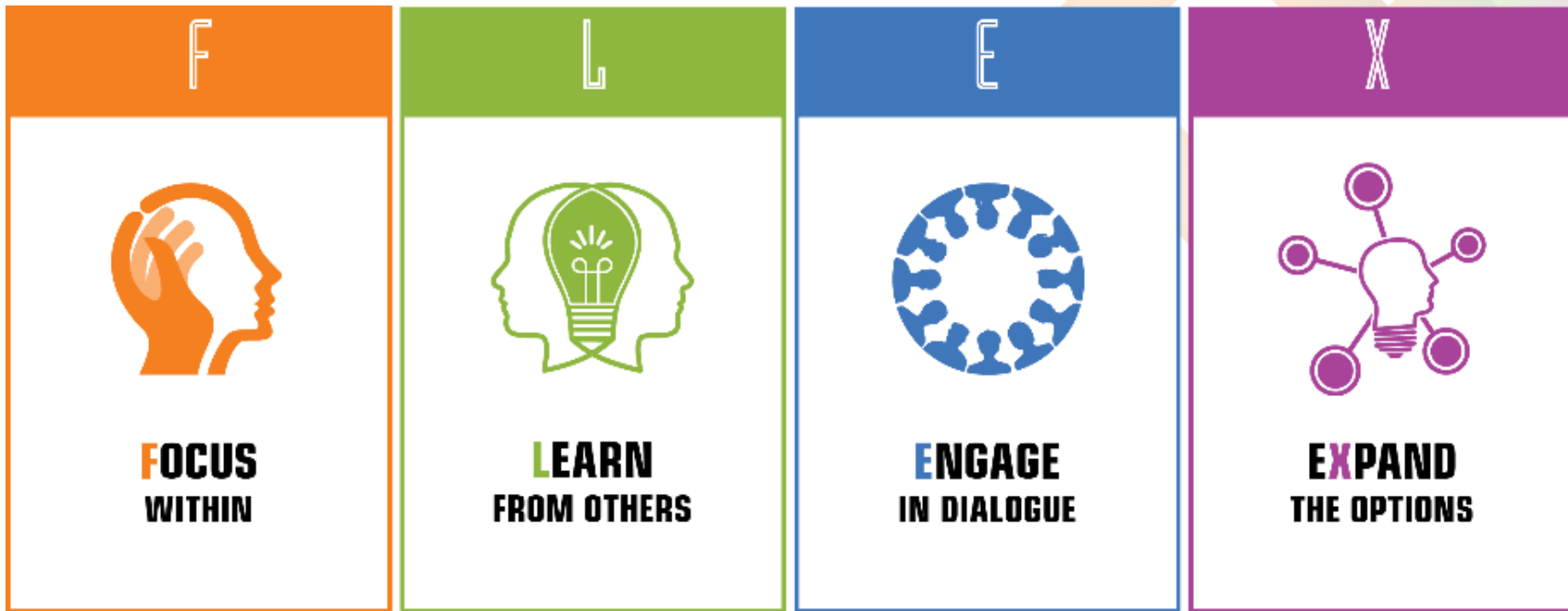
It gives same thing to all the people, irrespective of their need

What is Racial Equity?

The condition that would be achieved if one's racial identity no longer predicted, in a statistical sense, how one fares.



A TOOL FOR LEVERAGING DIVERSITY AND
FOSTERING INCLUSION



What's your Role in Building Equity ?

Six Strategies for HR

1

Amplify Black voices and advocate for marginalized groups by raising awareness around inequities

2

Prioritize caring, listening and empathy

3

Ensure work policies and procedures are equitable and inclusive

4

Continue providing DEI learning and development opportunities

5

Communicate & emphasize personal safety and health of all employees

6

Leverage ERGs/BRGs to facilitate connections with employees

What are leading companies doing?

- CEO statements and stance on Black Lives Matter
- Listening sessions with employees focused on the Black experience
- Trainings on Racial Equity; Allyship in Action; Anti-racism
- DEI audits focused on review of policies and procedures with a racial equity lens
- Announcing Juneteenth as an annual holiday

What are leading companies doing?

- Increase in spending with black-owned suppliers
- Review products and services for racial equity
- Removing racist symbols and artifacts
- Donations to organizations that address racial and systemic disparities



Upcoming Webcast Programming from The Conference Board

- [Creating Space For Race-Based Discussions At The Executive Level](#) (July 28 @ 4pm ET)
- [Employee Listening in the "New Normal"](#) (July 29 @ 11am ET)
- [Supporting Military Caregivers during COVID-19 and Beyond](#) (July 30 @ 11am ET)
- [The Shifts Talent Acquisition Teams Need To Make Now](#) (August 7 @ 12pm ET)
- [Supporting Working Parents With Alternative Solutions to Childcare](#) (August 12 @ 2pm ET)

[**View all of our upcoming webcast programs**](#)





Human Capital Insights

A new podcast series brought to you
by The Conference Board Human
Capital Center

The Conference Board Insights podcast series helps talent executives address challenges and stay informed about current issues across the entire spectrum of human capital

Click [here](#) for a complete listing of all of our Insights podcasts or check out our entire podcast lineup at www.conference-board.org/podcasts





Interested in sponsoring a webcast?

Contact us to learn more:

sponsorship@conference-board.org