



Ep. 71 - Anti-Racism Accountability with Anti-Oppression Business Strategist, Nadi Fantastic Part 1 - Transcript

FYI: Timestamps listed here are not correct, but know that all of the content from the interview is here.

00:00.00

BRIAN

Oh my goodness I just need everyone who's listening to know that I am staring at 5 incredible faces right? now people that mean so much to me so I want to just quickly so that the audience knows who the heck who's talking Today. We have a wonderful guest with us. So I have my whole team on ah this episode today as well Nadi Fantastic. And I'm gonna let each of them introduce themselves this way, you'll know who's talking when we talk through this really incredible conversation today. So now did you want to kick it off.

00:27.31

Nadi

Yeah, definitely I'm stoked to be here. So my name is Nadi and I'm just going to do a little accessibility check-in just because so everyone knows I'm dyslexic is my first one that I lead with I'm also ad Hd so if I pause my thought for a second or if is it's just me gathering my thoughts in that dyslexic brain of trying to mix. Things up I also have a dog here who may or may not bark. So that's my other accessibility disclaimer that I'm putting out there because these things matter so that's that's the accessibility side of things and for the visual side. My I am indigenous I have big white and black curly hair I'm sitting against a white. Background I've got plants behind me and I'm wearing a very colorful shirt filled with pinks and greens and blues and oranges and blacks and whites. So for the visuals who need that side of things you are you argue you are served in that way. So my name is nadie. Last name is fantastic. I changed it that way on my own as a grown ass woman because I was adopted into a family that just did not fit me I was adopted into a not a great space. So when I was 22 I changed my name entirely and I just formed myself into who I am currently.

01:43.55

Nadi

I'm an anti-oppression leadership coach and I really fundamentally have shifted from working with corporate into working with small and medium size businesses to help them understand what anti-racism means in the relationship of business and teams and how they can move forward with equitable and inclusive practices.

02:02.34

BRIAN

Thank you and Natte's really going to be kind of co-leading this conversation or I'm going to pass the whole microphone. Hopefully I know that it's about all us talking today but I want to make sure that everyone kind of gets that that's it and natie if I said you did I say your name wrong because we've been wrestling with this on the team of is it nadie or natty because we've been watching classes with you or like so some people say this and some people say that.



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02:03.52

Nadi
That's me.

02:21.68

BRIAN
What are the way you like to hear your name said.

02:22.54

Nadi
It really depends on a person's dialect. That's what I've learned I say natty. But if you're the shape of your language and the shape of how you speak comes out natty then same same natty Naty This Yeah yeah.

02:33.14

BRIAN
Got it? Awesome! Awesome Emily you want to introduce yourself.

02:39.47

Emily _she_her_
Um, yeah I I feel like I'm already looking to Nadi for instruction I've never done that type of like an accessibility describing myself should I do that is that a thing to do okay cool. Um, so I'm Emily my pronouns are she her. Um I am I guest director of operations for team vkp is the recent title I've been using um and I am wearing a yellow shirt with a denim shirt over it and my hair is dark blonde Light Brown in a side braid. And I have a white background behind me and I also have a poster of um vegetables and fruits behind me.

03:21.64

BRIAN
Ah, awesome, Um, somewhere you want to go.

03:26.27

Summer
Yeah, my name is summer I'm the client success manager on Brian's team and I am on Zoom I'm white with a side ponytail and a little crocheted tank tap on. And I'm in my the living room of my apartment which has a green wall light green. It's tasteful green sounds so weird.

03:54.91

Nadi
I Love it I Love it I Love it I Love and I'm just going to interject to say as a listener who like this matters So I guarantee that somebody would listen to this to point to be like I have the visual to go with what I'm listening to So it's really fun that you're all exploring and kind of playing with with this added little.



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03:55.81

Emily _she_her_
Like it smart.

03:57.10

BRIAN
Ah, right.

04:12.12

BRIAN
Great, Yeah ah Caesar when I hit us up.

04:12.68

Summer
It is kind of fun and my pronouns are she her.

04:12.98

Nadi
Prize touch.

04:19.32

Cesar
Yeah, hi. My name is Cesar. My pronouns are he him and I if you use Ellen Aa um I am Latino and mexican-american I'm the strategic partnerships director with team. Bkp and just recently joined wo woot then I'm also an actor so there's a creative side. Ah as well. I for the visual. This is so fun because I'm like ooh what else can I describe I'm wearing a pink shirt with like a denim ah a denim shirt. My Wall is very white.

04:56.25

BRIAN
Um, awesome. Thanks Natalie you want to take it.

04:57.20

Cesar
Ah, very blank and I am very excited to be here.

05:04.35

Natalie
Sure I'm Natalie and my pronouns are she her and I am a white woman with dark hair dark brown hair. Um I'm wearing a green shirt which I know summer says sounds weird. So i'm.



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05:23.27

Natalie

I was like how do I describe it. It's just green very green and I um I have a lot of ah white walls behind me a white door I'm kind of have this going down a hallway So That's what's happening over here and I am the new Student Welcome Committee. Ah, at Bkp and the producer of this podcast.

05:43.36

BRIAN

Yes, yes, and I don't want to short change. Anyone's experience and so I would like the chance as Renati's taught me taught us this little introductory lesson. So I am in a denim shirt with a bunch of enamel pins on it one of which says corn dog army. Um, and the other one says actor operating system and there's a snow white pin and um I have a black t-shirt on underneath I'm a white gay man I am ah in front of have a new short haircut and I'm in front of a. Very blue wall with a picture that says note to self be kind, be kind, be kind and a yellow crown ah from a tribe in Africa and there's like a chair behind me in a little tiny desk of drawers and a japanese tory. And we're all here. Thanks and not it can I just fully pass the mic I feel like daunted right now that feel like it's such a I love and not having to be in charge of the podcast can I just say like how gleeful I am also it's so delightful to see these people who I'm with every day be like.

06:34.28

Nadi

Um, love it.

06:51.90

BRIAN

I am being really thoughtful now and considering like we all slowed down once you brought that practice to us even and it was so different from how I mean I'm already feeling changed I'm already feeling like where we can make space so I want to shut up now.



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07:38.64

Nadi

I love it. I love it and I just want to make a note of like Brian you nailed it when you said that is it slowed everybody down and that is fundamentally the work of whether it's inclusive leadership or whether it's as a team trying to figure out how to be anti-racist inside the business. It has so much. With slowing down because at that slower pace we're activating a sense of mindfulness that you can't mindfulness is you can't really access that way you're just like running it high right? and that mindfulness is what allows us to be like okay wait a second. What does. Someone outside myself need in this particular moment or in this particular experience or as a byproduct of you know, being in community with us kind of thing and that's and that's it I saw it too I saw voices slow down eyes light up like you think about it differently of like wow and what that essentially is is you. In that moment you're decentering yourself right? You're taking that moment to put yourself in a fundamentally second space because what else what you know because of what somebody's going to get just by hearing the visual explanation of a green. Be it a beautiful green or a not beautiful green.

08:36.96

BRIAN

Yeah, yeah.

08:52.27

Nadi

It's arbitrary. Yeah, that's the experience. So how did it feel that's what give or summer. Yeah.

09:02.81

Summer

It's funny that you say like oh you're decentering because when I was doing my description I was like oh well I'm taking up too much space. Let me just talk about the green wall. Even though there's like several other details behind me. Um I I And even though. Probably did slow down I felt like Oo I'm in a rush. It felt like I was centering myself so it was interesting to hear you say you're decentering yourself.

09:23.61

Nadi

I Love that I love that? Yeah, go ahead? yeah.

09:26.60

Natalie

Yeah I felt that too summer I was feeling that way that it felt like yeah I was putting it on me but then at the same time I felt like I was connecting with our listeners which was exciting so it was kind of like um, both feeling and then when you said that Naughty. Um. I Felt like I was I was like oh no, then I was connecting that other feeling was that what was happening you know.



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09:51.41

Nadi

Yeah, because it feels stumbly and awkward in the beginning right? Whether you're doing an accessibility check-in or whether you're doing something more intentional like you know we're working on your sponsorship program something like that. It feels really fumbly and stumbly when you start doing it. It's supposed to.

09:56.45

BRIAN

Um, yeah, and.

10:11.38

Nadi

Then you're moving in the right direction.

10:12.10

Emily _she_her_

Um I I also second no go ahead by you first.

10:12.15

BRIAN

Um, it also felt like am I doing it? Sorry go I but I was just like I want to do right? I Want to do right by this like I want to say the right things because I was like I could just like it's exactly a brown dresser and and I was like in how in so it since I'd only seen it modeled once. Right? And then seeing everyone else I was like well how much detail should I give and what's valuable and what is actually distracting and don't So I think I kind of was tapping into the what summer was like I don't take up too much space. But I Also want to provide everything that you'd want to know like I want to give you all the details that might. Delight inform entertain the same thing. The podcast is meant to do for anyone but for the person who is visually not having the same that having this experience that we're having is we have site privilege here like what how am I engaging How am I offering what this podcast offers on that other level. How much do I need to give and so I I felt very I felt a responsibility I guess.

11:08.17

Nadi

Do you does? Anybody know anybody who has visual disabilities have you ever come across it or do you maybe? no never so and the thing is and the point that I would make about disability Awareness and accessibility is its.

11:14.30

Emily _she_her_

No one.



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11:26.30

Nadi

It's really the one that's getting the least amount of consistency inside people's strategies is the disability side of things like you know and and it makes sense. We came from a place two years ago where all of a sudden everybody was like wait a second. There's racism.

11:41.46

Cesar

Yes.

11:44.20

Nadi

We didn't know right? There's so much of the populace that's going like what do you mean? It's been a part of my whole life I didn't know that so it makes sense that there's certain oppressions that took like you know first and second and third steps forward and I'm really seeing now that we're fun. What. 3 years in we'll say from a big flashpoint of people getting really fired up into this work is I'm seeing disability step out and really get its opportunity and like and and speakers is becoming more known and and more collaborations happening and it's it's it's interesting to see. Yeah, it's cool to see.

12:18.45

Emily _she_her_

Well and I was gonna say like I felt I also felt the feeling that I was centering myself and to me that was it made me realize how my assumption in a situation is that someone already has that information like I'm so used to operating in spaces where. People you know, ah do not have like site related disabilities that like I'm like well me telling somebody This is just me pointing to something that they already know so it just like I was like oh God like I Really don't have experience like having to think in this way at all.

12:54.47

Nadi

Yeah, it's a good flex for sure. Sorry I was looking at Caesar it looked like he was about to say something.

12:56.81

BRIAN

Um, yeah, yeah.



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13:02.55

Cesar

Yeah, you're right? your intuition was right I'm like do I want yes, nice nice. Um I was on the on the other side of of the challenging and wanting to be a student and get it right? Um, at the end of of this extra of this introduction I thought. You know what what? I said today is how I am showing up today. It's not it doesn't encapsulate everything about me and that's like that's okay, you know so it's like letting go that perfection and just like this is what I am this is what I remember from this and this is how I'm showing up. Um, that's a that's. That's freeing also.

13:41.64

Nadi

It is and that's centering yourself inside of that narrative so we can kind of leave this and move on to other conversations. But if I were to queue 1 thing if you're practicing and as you're kind of getting into your accessibility check-ins as a lot of us call it out there. You'll say it different every time. There is no one right way to do it at all like as an example I didn't give my pronouns my pronouns are she they right? sometimes I would remember to do that in this moment I didn't and what can be helpful is if you close your eyes to make a true practice of it if you were to close your eyes.

14:16.73

Nadi

And imagine someone in front of you. How would you be like explaining yourself. How would you want them to see the environment around you you know I mean you can make it up from there. You can all of a sudden have like super long eyelashes and whatever you want to go with maybe by guessing you really wanted to.

14:28.19

Summer

I'm this super good looking? yeah.

14:28.94

BRIAN

Um, like picture Kim Kardashian ah you know Brad Pit yeah never here right.

14:33.27

Nadi

You can make fun but we don't really want to fuck with people. We are just trying to make it accessible. Ah.



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14:41.60

Nadi

Ah, only taller. Ah I love it I love it so I wanted to ask a question and just to kind of do a round of of you know like round Robin that's a dyslexia I was going to say round of look you lose I was like that's not even proper english but all right when you all were kind of like dipping into this when it was first.

14:48.41

BRIAN

Ah.

15:05.62

Nadi

Brought to you of being like okay we're going to deep dive into this work just if you were to say like 1 2 3 words what came up for you when you were first like okay we're going to dip into this work as a team and as an individual what came up for you.

15:24.14

Summer

I was relieved and proud.

15:33.17

BRIAN

I was scared and I was resolute I don't know like sure sure and scared at the say I was certain and scared at the same time and then I was also lost. Felt very unmoored untethered I Know how to make decisions in my business normally and I felt very and we I felt like I think I have to question everything now which was not ah, not entirely uncomfortable. But did feel lost felt a little disorienting.

16:10.27

Nadi

Um, interesting who else.

16:15.62

Cesar

For me was ah I mean it was really it was lsg. You know, let's fucking. Go this work has to be done. You know, let's it has you know,? let's do it as ah as uncomfortable as it is you know I speaking of being uncomfortable versus being unsafe you know and I was like yeah. Uncomfortable. That's okay.



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16:37.10

Nadi

Do you feel like it's for use. These are do you have a sense of ownership over like the work being done. It supports you as a person of color is that? yeah.

16:42.23

Cesar

Oh yeah, Ah, yeah, yeah, yeah I mean I have the thing that I have to remember is I have biases as well I know that and to wave any card of like well I'm BIPOC So I get to bypass as.

16:59.36

BRIAN

I have.

17:00.85

Cesar

No, it doesn't I have my own biases I have my own discriminations it it doesn't work like that you know and and that's not that's not buying in that's coming in with like ah a sense of some sort of like superiority or for lack of a better word and that's not helpful. We're trying to do this work together.

17:18.75

Nadi

Um, yeah I love that you nailed it. What about you? Emily.

17:23.44

Emily _she_her_

Um, yeah I think what I landed on I think summer actually said this word too was relieved. Did you say that? Um, yeah I think um I wrote this down a little bit when I was watching the videos on 1 of them in particular that um you know I think i'm.

17:30.36

Summer

Yeah.

17:30.38

Nadi

Yeah.



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17:41.30

Emily _she_her_

I'm always like okay and now what and this felt like a relief to me because I have felt ah like I like I don't know what actions to take I think I get overwhelmed and then then I don't do anything and so I felt really grateful for this opportunity because it was like. Oh Great I Can I Love I Love watching videos I Love reading things I Love you know, doing assignments like what is the thing that I can do and so this has felt like a really nice way that I have been able to feel like I am taking steps to work on my stuff and like how we run this company as well.

18:14.47

Nadi

Um, yeah, yeah.

18:17.87

Natalie

Yeah, um I would say I felt ah nervous. Um, excited and I would say like yeah, let's let's do it like I'm just I'm gonna jump in I'm gonna show up and let's let's get do the work.

18:34.47

Nadi

I Love it. So and the reason I wanted to ask this and thank you everybody because I know that's kind of like kicking right into a vulnerable space of being like E. How did I feel So Thank you for being vulnerable in that moment because it's these words that really is. Like the anchor point of how we're creating this transformational change. You know, like moving from this place of being like okay I felt relieved why did I feel relieved Oh because I do want to do this work or oh because I know that people inside our community will benefit from us as a team doing this work. You know and that proud component to it. These are your values as a team. You know that it's relieving that you get to do this.. It's a sense of pride that you get to do this that there's a fear there an honest true real fear stepping into this work which is so triggering for anybody doesn't matter what. Stage you're at Brand New to the work or you've been doing this for a decade or 2 There's still that little element of like am I going to mess this up like is this going to come back at me and someone's gonna have you know, want me to show them all my cards of how much work I've done is there a report card like. Checkpoint of that you know and that sense of feeling lost did anybody else feel lost has then or is now feeling lost. It's like what's next or how it comes together. Yeah, yeah, yeah, yeah.

19:58.79

BRIAN

I Mean that was mine. So now I already talked about that I feel like that was mine. Yeah yeah.

20:06.20

Nadi

Yeah I just want to kind of offer that space if anybody else is in there too.



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20:10.60

Natalie

I Feel like I've felt lost for previous to having this to having this I've felt lost and so this has been like you know an answer for me to like okay we're we're gonna do this.

20:17.12

Nadi

Right.

20:27.90

Natalie

So I would say I'm feeling less lost now that we've met you not? yeah I'm feeling like.

20:30.36

Nadi

And we've done some work we have like y'all have rolled up your sleeves and we have done some work and the other point that like I wanted to pull with these words in this sense of like how did it feel was what comes out through oftentimes and maybe as a listener you know.

20:33.16

BRIAN

Um, is.

20:48.61

Nadi

Listening to this and feeling this as well is this space of am I doing this fast enough like it feels like it's too slow like I feel like I need to be doing more but I'm also overwhelmed and scared and lost so and it can be very freezing and very um, debilitating to progress.

21:06.44

BRIAN

Yeah, yeah, and not I have this conflict inside of me and I think that I'm sure this isn't peculiar to me. But as the coach person right? as the person who's interacting with the client I have this other like conflict inside of me that is.

21:08.31

Nadi

When do we get these conflicts going on.



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21:23.35

BRIAN

Until this is fixed. We're doing damage every single day so there is damage being done every single day with every single like we are damaging our community every single day This is getting better and until it's really fixed it. We're where we're continuing to hurt and so I also have that like.

21:41.98

BRIAN

Ah, that I'm carrying that there's someone We're probably hurting like I have a so like this like gut feeling of like someone's coming into the store every day and we're slapping them across the face I mean that's not what it might and that that might have be what to feels like but like so we're doing damage to someone but we're probably damaging someone somewhere along this journey.

21:53.76

Nadi

No, but yeah.

22:00.79

BRIAN

Every day and that may be super centering to like Brian is just an online community. You're getting a little but like it does I have that suspicion that we're hurting. Yeah.

22:09.62

Nadi

Can I ask you a vulnerable question Brian do you have a sense of guilt or shame for anything that you've done maybe that hasn't been the most equitable and inclusive or that you're. Only starting to really dig or dig deeper into this work now or anything around there is there any piece like piece of yourself that you're kind of maybe beating yourself up a bit.

22:33.43

BRIAN

I Think the part and this ah this I don't know if this is too Psycho babbly but like because I'm gay I should also know how to make spaces that are safe for everyone. Some kind of weird like because I've figured that out about myself I should be able to have this I should know how to do this.

22:46.17

Nadi

Um, yeah.



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22:53.70

BRIAN

I should know how to do this for everyone which is unfair to me and to anyone because my lived experience is not the same as the person next to me no matter what but I think that there's a ah bit of that that I should know how to do it? yeah.

23:04.23

Nadi

Yeah, yeah, thank you for that and that's that's kind of what I was kind of picking up up up a bit there. It's really common for people who have intersectional identities like that are running through the margins to feel like we should be. We should be a little bit more monolith. We should be a little bit more like we should be better at this. You know like I should be better at this I'm indigenous and I'm this and I'm that and I'm this and I'm that and all you know I'm queer and all these different things I like I mean I do this professionally I have that same internal narrative where I go into a room I could sit in this room 5 minutes from now and be like I should be better than this. I should know better than this but it's always going to be there and the reason I bring that up is because this is the element a very ground floor element to decentering ourselves in order to lead with inclusion so and and as we've I've worked with you individually this space of being like leave with your values leave with the values. Always leave with your values because that element if there's any guilt or shame or you're blaming yourself or you're just feeling like you know you should be better. A you're centering yourself but b you got to forgive yourself and you got to put that down because it's a burden and it's a weight and it's. Blocking the ability to really truly authentically step into a leadership role as inclusive leaders and and just as a community of what it is that any situation that comes at you. You're not going to be holding this heavy weight of blame or shame or guilt. In your hands as you approach it because that's gonna make you approach a conversation with slight tone of shame blame or guilt instead of being like numb and I'm proud I'm proud I'm proud that we're doing this work I'm proud that we're gonna create this community and I'm okay if I don't get it right.

24:41.56

BRIAN

Ah, yeah, yeah.

24:54.68

Nadi

What does that bring out for you. Brian.

24:54.72

BRIAN

Well, it just brings up like I we talk about this is one of our values even is I think I Ah you guys will help me nail which value it is but like we don't want to become fascinated with our own hangups because that's not the work right? Like we're very like don't be weird as one of our values which is like don't your baggage is probably not as interesting as what did you want to.



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25:13.84

Nadi
Um, yeah.

25:14.20

BRIAN

Create or make and like that just what you just said to shot right through and mean I can't say it's going to be solved in every moment that this shit comes up for me but to be like yeah I don't want to become fascinated with my own shame around this more than I would have become fascinated with doing better right? that that? Yeah yeah.

25:25.52

Nadi
Yeah, and learning and learning because that's what this is every moment that you go into individually every client that comes through every. Um, challenge that comes via an email or social. Whatever is going to come through as you guys keep digging into this work is always if you don't put the weight of shape blame shame and guilt down. It'll always be in front of you when you're facing these things that come up and that is going to center yourself every time So you're always going to be pushing against this bias. Is it a bias but this this reaction of centering your cells which is pulling you away from a mindfulness. It's putting you into a react mode instead of a respond mode which we've so which we've seen does that make sense.

26:06.41

BRIAN

Um, yeah, yeah, it gets so tricky I just think of Emily sitting in her desk and being like this person's payment. Didn't go through and then how does she respond to this person like it just the the compassionate piece in the business piece can feel very I just think of. I don't know Emily that's one of the places where I could see like because we're talking about financial stuff and but up up up on. We might not even know anything about this person other than their name at the point when someone might be talking about money for example, but I just think about the intersection point where we are trying to lead with clarity and also with these are values here and I just. I'm not sure where I was going with that but I can just see where we could get into like a traffic jam with these these thoughts or these these values in a way.

26:44.79

Nadi
Um.



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26:50.20

Nadi

And this is why we've been working on the documents so much right? The statements and the documents is because at the attached to every single outgoing email can and will be a closet there. It'll always say and these are our accessibility options and a link to. The document or the web page that you know you already have the Anti-racism Anti-bias Web Page. We can do things there if that's a concern then Okay, let's let's let's eliminate that concern and put something in place for that and that is so fundamental to this work because there is no nobody has any idea going into a business exactly what that business is.

27:18.15

BRIAN

Yeah.

27:27.97

Nadi

And need right? I always go in so curious as you've seen where it's just sort of like let's get investigative and see what you need and what the skill level is and what the knowledge gap is of everybody and then we just start kind of blooming around that because he just you don't know until you're in it. What about questions. What is the like is there anything out there that the you know 5 of you are going like I am still so I ain't got no clue about x y z.

28:01.84

Nadi

The giver of the.

28:02.64

Summer

I have something okay I brought this up at our last training too because it's one of those minutia things when I think about my job with the team that freaking comes up for me. Okay, so we use emojis a lot in our copy which. Color dancer girl Do I use am I allowed to use a brown skinned one because my skin is white should I be making sure I distribute the colors of the dancing women appropriately and just like kind of keep in mind that I used.

28:23.45

Nadi

Um, white girl are no.



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28:42.60

Summer

This color one last time or do I need to use the weird yellow one. It's I guess like a non-color.

28:43.71

BRIAN

Um, this is so funny to me because also it's like this is the new show versus and it's feels like it's part of it though and I mean I want to be aware where like our conversation is going here and there's so I don't It's think it's very funny. Yeah.

28:46.51

Cesar

Yeah list disconcing color one? Yeah yeah.

28:52.32

Summer

Yeah.

28:53.65

Nadi

Um, yeah.

28:57.68

Summer

Um, yeah.

28:57.95

Emily _she_her_

Also can I and I just say straight up. We have an email that literally has like 15 bullet points and all of them have a raised hand person and I literally went through it I'm like okay all right this one's gonna be like non-gender specific and white like this one is gonna be like.

29:13.23

BRIAN

Um, death exist and also because Notie when we're doing it. We're not referring to ourselves. We're referring to our reader as the person with their hand up.



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29:16.14

Emily _she_her_

Agree because like that I think that's kind of what we we decided like I Guess let's try that and like I don't know if that's right.

29:27.20

Summer

Well, but there are emails that come from me, you know and so like am I allowed to use the brown one.

29:31.73

BRIAN

Correct and to use the yellow nondescript person the non version then ah I don't like the yeah they're so McDonald's looking okay see this is not the most important thing list but we.

29:34.31

Nadi

No madam.

29:36.90

Emily _she_her_

Um I always use the yellow ones I yellow ones because I have to make a decision.

29:41.20

Natalie

It's me.

29:43.00

Summer

I end up using a yellow one a lot because I don't know whether I should be using the.

29:50.64

BRIAN

Want to know what the take is here. Um.

29:51.73

Emily _she_her_

Which is funny because in my own text messages I use the white ones but in mine in in ones that are the business I don't know what to do I panic.



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29:52.30

Nadi

Um, okay, straight up always use. And that makes sense because you're you're not speaking just for Yourself. You're speaking as as as a business kind of thing So two things I'll say one use the color that you are use your flesh tone if you're speaking as yourself without question and 2 As a team consider don't using not using people like there's a lot of emojis out there. Could we get a fruit theme going on. And yeah, I'm just you know. Ah, you know to not to not go there and the reason I say that is because and this is when people would be like oh I'm supposed to cater to everybody and that's kind of the you know the resistance people have a lot of the time to being inclusive and equitable is um.

30:30.46

BRIAN

Ah.

30:46.62

Nadi

In a situation like this. Yeah you might get somebody on the other side of being like I'm pretty sure Natalie's white why is there a black girl dancing right? who would see that as being like that seems pretty performative. Not a fan that's tokenism. That's all of these different things. So. Yeah, in that case, if it's coming from natalie it should be the white girl dancing you know like and that's our boy. Whatever you know whatever, whatever vibes there kind of thing. Um, and then I mean if it's really one of those things that's coming up. Yeah fruit theme change it up. You know? ah.

31:11.13

BRIAN

Like business.

31:19.63

BRIAN

Ah.

31:21.80

Summer

But and if the emoji is referencing them.

31:25.16

Nadi

Um, yeah, yeah.



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31:25.34

BRIAN

Because most time we're not talking about ourselves most times we're talking about them. It'll be like if this is your question if this is your question. This is your question and bullets are not as exciting as emojis I mean we're really getting to email formatting right now I'm really shocked where we are right now. But I think we need to talk about it. But.

31:37.58

Emily _she_her_

They are.

31:39.44

Cesar

Um, I mean it's our it's our main method of communication though you know so it's it. Yeah.

31:43.49

Nadi

Um, yeah.

31:45.18

BRIAN

Because that's why it's like we need to talk about it for sure. Yes.

31:46.15

Emily _she_her_

Um, yeah I mean we send like 4 or 5 emails a week right? to like large amounts of people.

31:51.45

Nadi

Okay, what about something fun and playful in your in your signature that says that you know as a inclusive anti-racist company you know some kind of and you can make we all the emojis that were we.

32:02.77

BRIAN

Um, we use. Ah.



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32:09.50

Nadi

Um, all you know, like what about going something something like that own it. But the best thing we can do in this work is own whatever it is that feels right? And that's why what we're doing right now and if it'll make sense at a bigger scale is this is exactly the real world of creating an anti-racist business.

32:11.98

BRIAN

Ah, yeah.

32:26.26

Nadi

This is this is the perfect model I Love that we're talking about this because that's what happens if being like this is coming up what the hell do we do about that this that this that does this feel right does this for right and as a team you get to a place of being like yes, let's put a ridiculous clause at the bottom the bottom that we support all emojis you know and then.

32:42.38

Summer

Yeah.

32:43.91

Nadi

It says that every single time. So if anybody's looking through there and being like what's with the black girl dancing on Natalie's email be like oh they support all o ge never mind we good.

32:52.29

Summer

And naughty this like I mean this actually comes from a real place though because because when we were going through sales pages. At one point we went Oh shit everyone on our sales page is white. So that's why I would be like.

32:56.30

Nadi

Um, yeah.



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33:11.25

Summer

Oh I got to get a black girl emoji in here because representation matters you know. So even though it's a silly thing it came it comes from a real place of wanting to be mindful.

33:14.26

Nadi

Yeah, not that kind of representation. Yeah yeah, no I get it and I totally understand the heart of it without a doubt I got a real be in my bonnet about all the websites over the last two or three years that I know. Had only white faces on them that all of a sudden have all of this diversity I'm like yay look at you in the melanin are you doing anything to actually make a safe space for the melanated folk who are showing up because you're signaling that your website is saying we're inclusive. Yeah, we're diverse. We're all these things so you're attracting.

33:33.97

Summer

Listen.

33:51.10

Nadi

Melanated folk but can you support them can You are you safe for them. You know these sort these sorts of things. So yeah, that's just my little side rant.

33:55.99

BRIAN

And I'd I'd love to get into that like of with the initiatives here Emily go ahead where you're gonna say though.

34:02.11

Emily _she_her_

I know it's like real nitpicky and we're talking about like web site design and stuff but I have kind of wondered about that of like because I don't think 100 % of our program participants are white but I do think we have like a majority white people so like should our testimonials reflect like. The breakdown of our program attendance like does that feel like a more does it feel like that is a more like I guess truthful way of like representing like the type of I don't know like I guess I don't know I I have wondered about this a lot though because. I don't I don't want to tokenize our some of our program attendance by being like here. They are. We're showing you know their testimonials about how much they loved the program and they're all like non-white people. So I guess like how do you How do you know How do you decide.



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34:54.36

BRIAN

I would I think that our I think that right I will just set furniture without doing ah an exact how many exact people are there that are not white or white or like we don't have those numbers right? I would say that right now it is pretty indative. We've got like 80% white of it testimonials and 20% not and I also think we don't know people's.

35:05.67

Emily _she_her_

Um, go okay.

35:12.71

BRIAN

There's plenty of backgrounds. We don't know about in terms of disabilities or sexualities and things like that. But I would say I think most of our testimonials Why this is good or bad I think that our testimonials do reflect the makeup of our community. But I I'm wrong I mean I'm definitely down to here. But I I think that.

35:23.47

Emily _she_her_

Um, oh okay I mean yeah I didn't know that.

35:31.91

BRIAN

Because what I'm usually going is oh here's another white testimonial in which I value ah a white person inside of our community I want to take that away. But I also want to say great I'm cool because on this page. Let's pretend they're 10 2 2 of them are not white people which feels about right with what our community looks like.

35:50.19

BRIAN

I'm usually trying to pay attention to that. But I also don't want to I don't know I'm interested to hear what nay has to say.

35:55.47

Nadi

Yeah, one of the things that's coming up for me here. Is y'all are at this really cool growth edge in the work that you're doing so. Somebody and I'll I'll kind of like ah as if it's an ascension model painted like that picture somebody who's just kind of getting started. They are like E they're looking at everything through a really micro lens is this offensive is this inclusive. What about this? What about this? What about this and Team Bk B Bkp is that this bp. Lexica I don't even know why I tried that is that place is at this growth edge place where you have this like gorgeous foundational work and the next big step is to get super public about that So that that ah.



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36:40.40

Nadi

Soon as you get more public and all of these things like I said the email is linking back to your anti-racism anti-bias. You've got your value statement out there. You've got your you know all these these different public facing the initiatives that you are committed to that you have invested in that your hearts want and you are doing the mind work. Get to it then the micros stuff slowly starts to fade away because you've built this bigger foundation right? So anybody who comes into contact with with the business is going. They can see it at all these wonderful touch touch points about foundationally who you are what your values are and how you support diversity equity inclusion. So you yourselves will stop kind of you'll stop nickpicking to use Emily's language about these small micro things because at the big broader lens is obvious that you're inclusive right.

37:26.59

BRIAN

Kind of. Can we talk about our yeah, can we talk about this accountability and where we're moving with our anti anti-racist plan and all that because I think that's been really both confronting and delightful and exciting and important and hard for us. Can we talk about that a little bit.

37:44.91

Nadi

Yeah, yeah, definitely for I'll just any questions. No just I'm gonna just kind of do a round is there any sort of like top level questions that anybody has about it to kind of help direct it because I want to sort of see what's at a surface.

37:46.60

BRIAN

With you I'd love to go ahead.

38:02.72

Nadi

Level of being like where we go like what comes up for you.

38:04.62

Cesar

I have a question which may lead into what Brian just spoke about and it may not speaking of that being transparent and vulnerable with our with our values is that also allowing the vulnerability of letting our community know if our. Emojis are cool and the way that our emails are structured in our like just in essence saying. Okay we accept feedback kind of like this you know like we're we're ready for a community to possibly say something or possibly say hey this is great is that is that part of the space we're moving into as well. That was. That's my question.



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38:44.40

Nadi

Yeah, definitely. That's a really great question. That's a really great question and I say yes to it you know because this is why this this opening stages that we've been really been working on for me from my side is being like okay what work have you done so far. What tweaks do can we make inside of that but out of that The byproduct is. Where are the growth edges independently of all of you and then where are the where are the knowledge gaps and that is the trickiest angle to my work anyway is addressing the individual knowledge gaps and then making it really team Cohesive. You know.

39:18.19

BRIAN

A sir.

39:21.71

Nadi

Across the whole of it. So It's not everybody just being like am I using the right emoji on this thing but everybody knows that this is how we roll in in this particular situation. So that transparent and vulnerability piece. It definitely.. It's gonna as soon as you get more public you are there for you have to be more transparent. You are public that this is the work that you're doing and and and you're vulnerable because is somebody going to show up and be like are you really though? maybe right? it could happen kind of thing. So What does the team collectively need to know.

39:49.86

BRIAN

Yeah, right.

39:51.37

Cesar

Right? right.

39:57.22

Nadi

In order to manage a situation like that without you going to a place of shame blame and guilt which is centering yourself which is taking out the whole point of being like what is this person's experience and why are they engaging with me in this kind of way. How can I support them through this. Oh They just don't fully understand our Anti-bias Anti-racism Statement. No problem. Let's Talk. Do. You Brian jump on a bomb bomb and be like this is our our take on it and our value system and then how we feel about it and and the direction that we're going you.



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40:22.72

BRIAN

We had that happen. Go ahead Emily we did that? Yeah yeah.

40:25.87

Emily _she_her_

I was going to say we we've now sent I would say maybe 3 separate emails over the course of like a year and a half either releasing and our our anti-racism anti bias statement or announcing our scholarship and it has been. You know we've gotten a mix of responses. We've gotten some people like really supportive. We've gotten some people who have feedback for us about you know ways that they think that we can improve and we've also had people who we had to remove from the list because they didn't agree with um that which was a blessing I think because. You know we got to say like great. These aren't our people and we know that now but it was a thing where you know I think we didn't have any sort of structure for like what we were like this we didn't have any structure like this and so every time we would get 1 of these emails with someone like I would like you to do better. It would be like.

41:16.79

BRIAN

Um, yeah.

41:18.80

Emily _she_her_

And we would spend like 2 or 3 days writing that response being like okay like this person's feelings are valid like how do we consider? Those are we about to make like big changes and to accommodate them because like. And we want it and then like where's the line of like okay does this make sense for us like it. It was like ah it's been a huge labor of love but still a labor and so I think like I am excited to have more I feel like that's a huge knowledge gap of like how to respond. Critical feedback and how to go like okay like how can we fix it. How can we do? better. How can we incorporate this.



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41:53.60

BRIAN

And and nottie I don't know and I want to add on what Emily just said is sometimes the feedback at least at this point I think I think we got rid of some of them those people who are hanging around a little bit and now I think most people know that there's something around anti-racism going on over here. We could be definitely be louder. But I would say. More recently I've received emails that say things like I noticed Brian that a lot of the actors that were giving testimonials were white actors and I and for me as a woman of color and I would sit in a space like this I wanted to ask a little bit of questions about that and like and so that was a very different. I got to have a different conversation because I didn't have to it didn't feel she she wasn't critical. She could have been critical but it felt like this person knows somewhere that that's not all that we do. It felt more like we can have a conversation and I can say honestly what it looks like to be in one of these rooms and how many people will be that it will be of color that I have an idea of that and to give her a sets of. What belonging might look like for her. Um, and I think that is some of what you said earlier not at leasta like we've done some work so it was different than I'm responding with my shame to make make good on something. We definitely screwed up in the path like we've screwed this up right? So and I'm I'm hoping that as we continue to the work. That feedback like that like we've always said we're open to feedback but I want I think that that kind of feedback because my let us not forget. We are a company that helps actors get more work and get agents and get have better acting lives right? So have to be mindful of like. Are we fulfilling our number one purpose here which is happy joyful actors who are working and happy in like living living great lives right? and so that where we have obstacles to that within our own organization for certain communities is where we want to break through and so I think it's important that we like. It's very slippery. You can be like are we suddenly an activist organization which is not what our job is but we can be activists inside of our organiz or our organization as a whole compete activist for social change keeping in his mind its mission of what it actually does and so that sometimes gets confusing I guess.

43:39.40

Nadi

Um, yeah.

43:52.26

Nadi

It totally does and 1 of the things that you're doing that most aren't is you are really out at the front of a movement as far as businesses taking this seriously and installing it inside the entire team. So as we normalize this and this is my mission and I'm a good to kind gonna go I'm doing it I'm doing it as we normalize this work I'm doing it. Ah you it the conversations that happen around business. It's going to become normal anti-racism is gonna be part of it.



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44:23.49

BRIAN

Great I Just I just had so much relief. Sorry I Just like the shame game is different. It is like it's going to become normal like I'm down for normal like make you comfortable, please come into our house. We want you to feel comfortable here.

44:24.97

Nadi

It just is right now. Good.

44:40.90

BRIAN

What can we do to make that easier for you whether that is disability age or that conversation is the one that I think we want to because then it gives us the space to help you with what you came to us for in the first place right? You came to us to help you? yeah.

44:49.67

Nadi

Yes, and fundamentally yes like always remember oh so go ahead Caesar Yeah no I was just gonna say that the always remember like the goal of all of this is belonging and the roots of belonging is that someone feels seen and heard.

44:51.91

Cesar

Yeah, and to just I but please.

45:09.20

Nadi

And respected and valued so when you're leading from that place and you can't how are you gonna hold space for somebody to be seen heard valued and respected if you're sitting in a bucket of shame and guilt like it ain't gonna happen because you're just like I feel crappy about the way I was right? So as it saturates and you. All everybody's knowledge gaps become a little bit shorter and this the early stages then you move into the stage like you're like all right? Yeah, we got this. That's cool, kind of thing and it makes it easier to create an environment naturally easily the emails are going to come. Someone might be resistant. This person might ask about your you know what have you got going as far as supporting your people of color. What have you got going that supports your people with disabilities and I mean Emily, you're just going to be able to be like but a little little little here's a link to this here's that anddada this is what we do and we're good. It's going to become so second nature. So Brian you're asking me like what is the next.



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46:01.11

BRIAN

Yeah.

46:02.46

Nadi

That this is that really cool growth edge of making sure that the knowledge gaps are filled. Everybody's kind of got a good idea communication wise and then you move into the next into this I don't say next stage. But yeah Caesar What we can say.

46:08.76

BRIAN

Right? yeah.

46:13.53

Cesar

I Wanted to say that I feel also that we're so I mean this conversation. Plus what I have seen as the guest list in the podcast I mean it. It seems to me that there is. It's very cognizant that we're trying to offer diverse voices. And um, and I think the podcast guests that we've had and I think this conversation I think I think I can tell that that's part. That's what drew me to to this team is knowing that I could feel it like it's very.. It's very I just want I want to give us a win.

46:51.22

Nadi

Um, yeah, um.

46:52.22

Cesar

You know so that there isn't so much like shame gill all that stuff because it's I I see it. You know I see it as an before I joined the team I saw it even this year like just seeing the diverse voices that were looking to uplift so I just wanted I want to throw that out there cause I know we're doing the work and.

47:07.80

Nadi

Um, yes.



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47:10.12

Cesar

There's there's there's like glimpse. There's the glimpses of that work.

47:13.22

Nadi

Your champions you're all champions doing this work and that there's so many ways to celebrate inside of this the work that you're doing completely and totally center yourselves for a minute and be like hell yeah we do it. Ah.

47:26.71

BRIAN

Um I all I see yes I I Okay so I'm gonna come back to my this may be shame speaking right? but I'm like okay but I want more people to get scholarships I want more people to know this exists I want.

47:28.43

Nadi

But because we're still you We're still human being.

47:46.56

BRIAN

It's we This may be weird but like I almost want more emails from that woman that say what do you do for people in in your spaces because I feel she was very I'm not this is maybe perform I don't know it wasn't performed because I was like honestly saying we're on our Journey. You're right? It is mostly white people. We are. We are trying really hard to get more diverse voices and here you will be in a room with mostly white people I want to make that very clear here's some examples of some people who've been on the podcast who have been in those spaces so you can maybe see through some of their experience bubble that was the answer but like I would like us to I think all of us would like to see a more diverse.

48:13.88

Nadi

Um, yeah.

48:21.73

BRIAN

Community that we're serving right? and so that trickles down I think even from the business that we work in which is the entertainment business and most of the time right? and so we're seeing more diverse voices and more diverse actors and all that there. So then how do we 2 things inspire an actor to think yes you can get a job as a diverse. Or different differently abled whatever after or whatever and that we can help you with the same There's a little bit of a 2 pronged inspiration. It could mean be necessary depending. Um, yeah and I'm I'm coming this from very much of like wanting to be like yep Emily you're right? Our testimonials.



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48:48.62

Nadi

Um, yeah.

48:58.65

BRIAN

Are all the colors of the rainbow because our community is all the colors of the rainbow right? yeah.

49:02.93

Nadi

Yeah, and we said this Brian when when we were first chatting about working together is it. It will happen as this foundational stuff gets worked in your next dec is become more public really confidently public once you get that you know like the kind of the insecurities start to go away.

49:16.27

BRIAN

Yeah.

49:22.66

Nadi

We're going to work on the communication amongst all of you so that the knowledge gaps are like we we're tightening that up. There was things like the digital blackface that came up. There was some language around reparations versus scholarship that came up so there's.

49:28.24

BRIAN

Yeah, can you explain that to me. Can you explain that to me too because I want to really make sure we understand that because we've been told the opposite advice at some point so I really want to understand.

49:40.80

Nadi

Um I love it I Love it. Yeah.



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49:43.18

BRIAN

Yes, could you could think also because anyone listening if anyone listening and doesn't know this I want to get full transparency. We have a scholarship program. We're getting louder and louder about it as much as we can and we're not saying It's a perfect program. But if you're someone who. Qualifies as any of these under resource groups. Please know that there's an application for you. We'll make sure it's in the show notes here, but it's also something that we're hoping we can roll out in a bigger way and it used to be called scholarship and reparations and we were told no no, that's not actually how we want to call this So Can you help me help us? Yeah,. Great.

50:09.76

Nadi

Easy peasy. Yes, yeah, and I think I put a real on my I G about this too which was that essentially when you're looking at I can make it really really simple. A scholarship is obviously a business's way of making the services. Products Whatever they are accessible across the board to whoever may need them. It's a it's a financial commitment put into it but it's in exchange for services. Reparations is an acknowledgment of disparity historical inequity and reparations. It's.. It's not an exchange of services. It's not it. Reparations are not a sense of being like I'll give you these services. You'll give me this money and but I'm gonna you're gonna give me a little bit less smitee. That's not reparations. Reparations is just a true honest give back to the under traditionally underresourced. Groups as a I recognize that there is an equity here and this is me contributing back into the pool if you will if you envision it like that if there's an exchange of services. It is not reparations.

51:09.85

BRIAN

Kind of. Got it. Great. That's such great clarity. Such great clarity and I know we've circled the wagon around this. We talked about this before but the idea of scholarship not insinuating an idea that anyone who is in an underresourced group.

51:18.70

Nadi

Super super clear.

51:33.38

BRIAN

Must not have money so we better offer them a scholarship like that that is not the attitude behind it. But it is actually we see inequity the systemic inequity and we want to be a part of the voice for helping that or changing that and I'm not sure that we're doing that by doing an exchange of goods either. So I just want to make sure like how does that and I don't want I know it's not about the word.



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51:43.37

Nadi
Um, yeah.

51:51.88

BRIAN

It's not about the words it's that it's I don't make it only about the word because that's not what I'm trying to talk about here but in terms of I Guess that's where we deal with the message about it right? is that how you handle this like with the messaging of what the impact of this money is for yeah.

51:58.96

Nadi
Um, yeah, you know? Yeah yeah, yeah, exactly and this becomes really custom to an organization as Well. I've got some ah some clients use the language of so um, sponsorship more so and maybe there's like. There's the opportunity to this is me because I'm always looking to innovate this work. Maybe there's an opportunity there that we change the language altogether you know that it's because maybe scholarship and sponsorship have just been overused in a supremacy cultures and it's just kind of like's you know it's maybe it has. There's an energy to it that we need to shift in a way of being like.

52:37.60

Nadi
You know it's not about the that you that you don't have and we can give it to you. It's not about that. It's just about being like we acknowledge and we have the capacity so we've created this system to make it more more accessible with lead but the values and the transparency like you just said Brian it's not perfect. You know.

52:48.71

BRIAN

Ty that right.

52:56.27

Nadi
You know, word out. We can't give everything away for free. We're still a business you know, but we do our this is this is what we can offer as as a contribution and an acknowledgement that is not reparations because it's and not. It's an exchange for services. That's a tricky one I know.



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53:02.64

BRIAN

Kind of right? Emily you had? Yeah Emily you had a lot of work that you did and caesar you did too on the accountability document and I was just curious about like this is us like. Taken stock of what we've done since we first came up with our anti-racist action plan and I just wondered if you had anything that is you know top of mind that you want to discuss today.

53:32.70

Emily _she_her_

Oh um, I don't know I I kind of feel like yeah that accountability document it feels a little bit like it's been my baby I. Because because like I have kind of like tracked the metrics that we originally decided upon and then like wrote the kind of the one that you started to work on for us natty and give us feedback on which is like the edit. Um, but yeah I think um, one of the things that like is not a thing that we talk about very like. Outside the businessee but we did put in our original one and um is now. Um you know I reported on it or whatever is ah how many of how many of our vendors ah are companies that are owned by people who are members of underresourced traditionally under resource groups. And um, that has been a real challenge. Um, just because when we were attempting to Hire. We ran into a lot of roadblocks. It really clarified for us that a lot of our. Our business network our network of other businesses that we know who can make references is like overwhelmingly white and so a lot of the referrals that we were given were white and that um yeah, that I mean I think we we actually exceeded what we said we wanted to but I would like to look at a better way to do that. That is like a huge goal for me moving forward is to feel like um I have better access to you know I know that there are you know people out there who. Do graphic design or coding or all these things that we just hire these little contractors for and I know that there are people out there who do that who are not white like I'm very aware of that and it's been a huge challenge for us to be like are we do We do we I think we did post um a couple of paid postings on like specifically like. Female black job sites that we found but beyond that it seems like it's really become a thing where like you almost have to pay a recruiter.. There are like a lot of recruiters out there who like claim that they can they will be able to find you diverse hires and I like I don't know if that's real at all and like I don't know if that. That doesn't feel to me like it's necessarily the best route I'm not really sure. So Yeah I think that's ah, that's been a focus for me on the accountability report and like us moving forward past this iteration of it.

56:04.70

Nadi

I Appreciate that That's definitely it. There's a growth edge there. Yeah, there's definitely a growth edge there. So one of the things I can say is relax around that sense of being like where are the marginalized people and how do I work with them because all my clients are going through it. Everybody.

56:07.25

BRIAN

Um, yeah.

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56:23.15

Nadi

Is going through it because they're hard to find not in a sense that they're not out there but there is no big system that's holding them. You know there's no big like you know you can go anywhere and be like I'm looking for a social media person but white folk showing up to brown people. Okay, you gotta kind of pick through them and be like is that ah is that melanin.

56:25.88

BRIAN

Is that.

56:39.74

Emily _she_her_

Um, what.

56:40.86

BRIAN

So I okay because I would love I mean what if we would what if we have no idea if one of those persons is a disabled person or identifies as Lgb to Q I or any this but like so that yes.

56:41.43

Nadi

Okay, click on that one you know like.

56:48.58

Natalie

Yeah.

56:50.23

Nadi

Um, that's just it I know I know so one of the things. No go ahead, Please please please? yes.

56:51.42

Cesar

Yeah, and I and I understand that good. Ah thank you I understand the the ickiness to Emily of like the tokenism and also of like like hey you need a bipac I got when we're here. Do you need a you know like I understand that feeling I get it.



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57:10.10

BRIAN

Please watch that gesture and the Youtube video everybody if you're little only watching this right? you're listening. You need to see caesar's little like moment.

57:10.91

Cesar

I get it I get I Really I Really do get it.

57:16.49

Emily _she_her_

That is like that's how it feels It feels like it feels speedy.

57:16.87

Cesar

It. It's ah it's a really fine line. It's a really fine line to to walk. Um I think to go back to the the the scholarship fund because that's what ignited my mind I think it's it's gonna you know it comes down to like our language you know so I'm thinking oh like yeah.

57:36.49

Cesar

Maybe instead of scholarship. Ah maybe it's the de D E I a fund or something like that to start putting that language that we're using that we're that we're we're working through um, massaging that into right? You know it's It's like really really really making that.

57:46.22

BRIAN

Um, or program or fellows or yeah, yeah, yeah, yeah, yeah.

57:51.19

Nadi

Equitable access program. Yeah.



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57:54.61

Cesar

Ah, forefront so that when people see the scholarship fund or or see the anti-racism Doc and we're sprinkling that and that base knowledge is starting spreads across our email communication spread on the scholarship you know and that cause that is ah that is a very indirect primer to.

58:05.56

BRIAN

Um, yeah, yeah.

58:07.17

Nadi

Um, yes.

58:14.51

Cesar

To our community of like if they never heard of DEI or whatever we decide to use. It's like oh but what is that Boom it's already. It's it's opening a door you know and some people who know about it will say like oh look at that like there's there's that work I Wonder what that looks like with this team. Um.

58:20.17

BRIAN

Yeah.

58:31.12

BRIAN

Um, yeah.

58:31.47

Nadi

Um, yes, and that's exactly and and brit this is another thing that Brian and you and I talked about previously was it'll happen. You know that whole build it. They will come.

58:33.42

Cesar

Which it's very different than trying to find token the token something. Yeah.

58:42.91

BRIAN

Ah, right are.



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58:46.58

Nadi

Kind of thing. There's a little bit of that that happens when a business truly steps into anti-racist practices and has the foundational and has the team and has these pieces together like you know that you're ready and it's safe space. Everything we're working on right now is making sure the team that you are all safe space to.

59:04.69

Nadi

Be in community with marginalized folks that you have a base resource that you have the capacity to say I'm feeling vulnerable I don't know everything about this I'm gonna go learn you know and the ability to kind of just be honest with yourselves about what you do and do not know as you're welcoming people in so this next.

59:23.52

Nadi

Stage as we move into getting more public and proud and and you know they'll they'll stop your ecosystem will start showing up with more people who are we're magnetized to that We're looking for that I want to work for more within more organizations that accept me as a woman of color as a queer woman as a disabled woman as a. You know all these different identities that I have you'll magnetize that to you and a note I'll make on the whole like Subcontra contractor side of thing or like graphic decirs of all this sort of thing One of the projects that my company accountable roots is working on is to build a database of of people to build a database of. You know that we've not really vetted but just people who are doing this work so I can be like you need this. Got it got it. Got it. Got it got it and we can just be a conduit for moving it forward which that does nothing like that really exists out here just yet so wait for it.

01:00:06.15

BRIAN

Know who.

01:00:12.55

BRIAN

Can I also can we just give some props to Emily for a second because she worked really hard to find people and not to token. But I think not to tokenize but to also be like we'd love to find that with we love to make this be our goal is to get to it. We were our goal is like what 20% that we were spending money right.

01:00:30.54

Emily _she_her_

We were some 3%



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01:00:31.93

BRIAN

And you really work right? and we kept 22.7 is where we got and I mean like we set a goal and we got there and we didn't get there by just hiring the first person that came up on Google we got up there by really researching. So I just want to I just want to make sure that Emily while we do wish it would be more graceful wasn't I guess as tough like I think you.

01:00:40.18

Emily _she_her_

Most often be yeah know.

01:00:51.26

BRIAN

Putting in the work is some version of us doing some part of the work I have to think if that was the commitment that we were trying to make that we wanted to do that. You know.

01:00:55.85

Nadi

Yeah, yeah, yeah, round of snaps for that. That's awesome because it's like it takes work. It takes effort and it takes you being ready to actually kind of go and and go through and do it So that's next stages for sure this public piece this communication piece the support system.

01:01:06.52

BRIAN

Yeah.

01:01:13.14

Nadi

Like we talked about let's talk about this briefly. 1 of the things that that Brian you wanted for the organization was that thought leadership angle this piece of being like okay, what's next for the team is to move into educating your community. What can you know like we talked about a book club being able to put together an anti-racist book club you will magnetize the right kind of folk if you're an organization that offers. Ah, you know an anti-racist book club you know by doing that except for a few of my other my other clients but you know like this is something I this is it's.

01:01:42.49

BRIAN

Ah.



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01:01:49.43

Nadi

I've seen it happen once we kind of you get more Public. You're Stable. You've got the communication tools. Your knowledge Gaps. You're all kind of working on your own independent learning I'm helping Coach What I'm seeing as being necessary gaps to fill and then you're moving forward into the space of getting really supporting. People who come into your ecosystem. You know who may come into your ecosystem and this is why we always say diversity equity inclusion is good for business because from that you want more representation shine that light and you'll get it. You know and you'll get.. You'll be the only agency of your type who's doing it in in.

01:02:26.55

Nadi

Such a bold proud way. Yeah, it should.

01:02:27.41

BRIAN

It makes me scared because like I'm gonna be in a room be like okay, let us now talk about how to be an anti-racist Hello thing white man Cis just gendered privilege. Let's start talking the conversation right? but um, but it makes you scared us like.

01:02:37.40

Nadi

Now now.

01:02:44.58

BRIAN

I Feel like we've talked about this enough where I'd be like I'd be able to create a safe container for us to talk about it. It's a book club that someone is elected to be a part of and they know what they are I don't want put getting into but like we're being a book club. We're gonna sit. We're gonna talk. We're gonna make a free exchange of ideas and thoughts the way that any book club works with the intention of it being.

01:02:48.18

Nadi

Um, yeah.

01:03:03.19

BRIAN

Towards this end game of us being more educated So there's something around. Yeah.



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01:03:04.74

Nadi

Yeah, and no one person and no one person inside. The team is saying I know this everybody inside the team is going like I'm going to learn something I've never read do better by Rachel Ricketts

01:03:10.71

BRIAN

Right.

01:03:18.79

Nadi

Like as an example, that's a great starting book. But you know these these these thing of year learn across the process and then open the conversation just at a really equitable level with whoever participates. It'll be uncomfortable. Yes, people might get a little freaked out. Yes, you know, but that's the work for sure.

01:03:27.26

BRIAN

Yeah, yeah, yeah.

01:03:34.00

BRIAN

yeah yeah I mean Emily smiling caesar smiling. You guys are excited about it. You guys are into it.

01:03:41.22

Emily _she_her_

I was just thinking we actually I mean we did an anti-racism community roundtable to remember that um was moderated by ah, an anti-racism educators two of them that Brian knew and I thought that went really well and.

01:03:46.46

BRIAN

Yeah, yeah.

01:03:57.67

Emily _she_her_

They created affinity spaces and it was like a nice way for us to kind of garner some feedback from people and yeah, it felt it felt like a nice thing. So I feel like we could do that again, but with a book club.



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01:04:07.76

BRIAN

Not yeah that you have a question and this is kind of out of the bounds of what we've been talking about a little bit but I've been kind of wanting to hitch our wagon to this is a cause we support in a way like donate to like doesn't feel like.

01:04:07.88

Nadi

Um, yeah, that's.

01:04:14.30

Nadi

Um, and.

01:04:24.85

BRIAN

Already buying things from us like what does that even mean like but is there a world where we would ever because I would love to say like we donate this we match donations like do some kind of a ah a moment where we were doing that kind of because I think that a lot of people we work with their freelancer who are never going to have an organization a company that would match donations. For example.

01:04:43.20

BRIAN

And I've always said great. We would be able to offer people the opportunity for their money. Their dollars to stretch a little bit further if we were able to match donations up to a certain amount during a certain time during the year and is there any is there anything problematic about that.

01:04:55.45

Nadi

Making sure that you have the knowledge base around the organization that you want to contribute to you know like if you're not entirely familiar with Judaism say and you're going to you know support an organization around. Jewish Lifestyle or whatever it might be. You know it's just about knowing knowing the the container that you're getting into sort of thing and if it's going to focus on racism then just knowing that you're showing up humble and being the you know this matters to us because of X Y Z It's part of our value system and and creating that.

01:05:13.31

BRIAN

Right.



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01:05:30.72

Nadi

There's always opportunity and I'll just say this and hopefully it's relieving and not too scary. There's always opportunity for problematic. It's always ah ah ah and just get comfortable with there. There's Fs. Always.

01:05:38.33

BRIAN

Um, great that really made me feel great. So they're gonna ah.

01:05:49.41

Nadi

And opportunity for it. You know and like even in my work I see it. You know at this high level working with big organizations or small teams or whatever it may be I'm still going to mess up I'm still human I still might say the wrong thing I still might put together an initiative that didn't think full circle.

01:06:08.28

Nadi

Ah, around who it's you know affecting and I've said this before in containers with you and I'll say it here like the tricky thing with inclusion inclusion and diversity of and inclusion anti-racism anti-oppression work is it's this mindfulness of who we want to include but then also running the. Parallel of being mindful of who we may be unintentionally excluding along that whole path and that's a tricky thing and we've seen that in some of the documents was it Emily or Natalie there was something that we'd come across. We talked about it. There was something that.