

FAQs: *Embedding Racial Equity into Your Business Strategy*

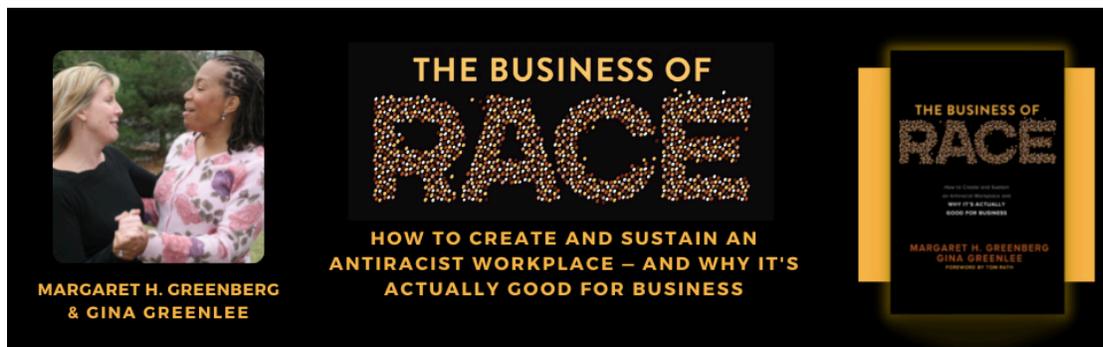
1. Is this series for Black, Brown, or White People?

The webinar series, *The Business of Race: Embedding Racial Equity Into Your Business Strategy*, is for professionals of all racial identities and ethnicities. Based upon the book, *The Business of Race*, the workshop experience is designed for:

- Human Resources, Learning & Development, Talent Development, Organizational Development, and Diversity, Equity, and Inclusion professionals looking to advance racial equity in their organizations by engaging their leadership and other key stakeholders.
- Members of internal DEI committees.
- Leaders and board members of both for-profit and nonprofit organizations.
- Community organizers, governments, and academics seeking to expand their knowledge of race and racism through a refreshingly new lens.

2. How is the experience delivered?

The program is co-led by [Margaret H. Greenberg](#) and [Gina Greenlee](#), organizational development professionals and authors of [The Business of Race: How to Create and Sustain an Antiracist Workplace AND Why It's Actually Good for Business](#) (McGraw-Hill, 2021). It is delivered live, over a virtual platform of your choosing, using a workshop format. Typically participants meet for 90 minutes each week over a 6-week period, however, you can customize the delivery to best meet your needs.



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3. What do you cover in the six sessions?

The six sessions build upon one another. Through the telling of stories from the more than two dozen business leaders Gina and Margaret interviewed for their book, and without shaming or blaming, you will:

- Gain practice using evidence-based tools from the discipline of organizational development, the science of positive psychology, and research from DEI experts to advance your own thinking.
- Learn how to engage and influence other partners in your organization and/or community to move beyond awareness-building to embed racial equity into your core business or organizational strategy, policies and practices.
- Identify concrete ways to operationalize the "S" in ESG.

Embedding Racial Equity into Your Business Strategy

Session 1 The Business Case	Session 4 Building Partnerships
Session 2 Individual & Organizational Readiness	Session 5 Discovering Your "E" & Measuring Its Impact
Session 3 Like Any Other Strategic Priority	Session 6 Reimagining the Future

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4. How is this experience different from other DEI courses taught online?

Embedding Racial Equity into Your Business Strategy is led not by two DEI experts. Rather, by two business professionals with deep backgrounds in OD (Organizational Development). Gina Greenlee who is Black and Margaret H. Greenberg, who is White are the coauthors of *The Business of Race: How to Create and Sustain and Antiracist Workplace AND Why It's Actually Good for Business* (McGraw-Hill, 2021). *The Business of Race* is also the only live, highly interactive experience that explores racial equity using a business and OD lens, not a social justice lens, and applies evidence-based tools from the science of positive psychology.

While there are other quality workshops, this experience is geared specifically for business leaders and focuses on the workplace. Why? Because that is where the creators/facilitators/authors have spent their entire careers. Businesses also wield tremendous influence and are capable of leading another transformational change: advancing an antiracist society.

“No matter your company size,
No matter if you have dedicated DEI
professionals or not,
No matter your industry,
You need a strategy.”

**The Business of
RACE**

Greenberg + Greenlee
McGraw-Hill, 2021

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Embedding Racial Equity into Your Business Strategy is **not self-study**, not a book club, and **not a MOOC** (Massive Open Online Course). It is taught live, by the coauthors who engage with participants in deep conversations.

4. Can I earn continuing education credits?

Yes. *Embedding Racial Equity Into Your Business Strategy* has been recognized by the Society for Human Resource Management (SHRM) to offer Professional Development Credit for SHRM-CP or SHRM-SCP recertification activities. You will earn **nine continuing education credits** upon completion of the series.



5. I'm a busy professional. How much homework can I expect?

Estimate spending 1 to 2 hours of reading, reflection, and application homework prior to each of the six sessions.

6. What if I cannot commit to attending all 6 sessions due to vacation, work, or other commitments?

This experience is designed for busy professionals. While we hope you are able to attend the full series, we recognize that circumstances may prevent you from attending all six. Since the richness of the experience is in the dialogue between participants and the coauthors, we can **only excuse one absence**. As long as you complete the homework before the next session, you will still earn a certificate of completion.

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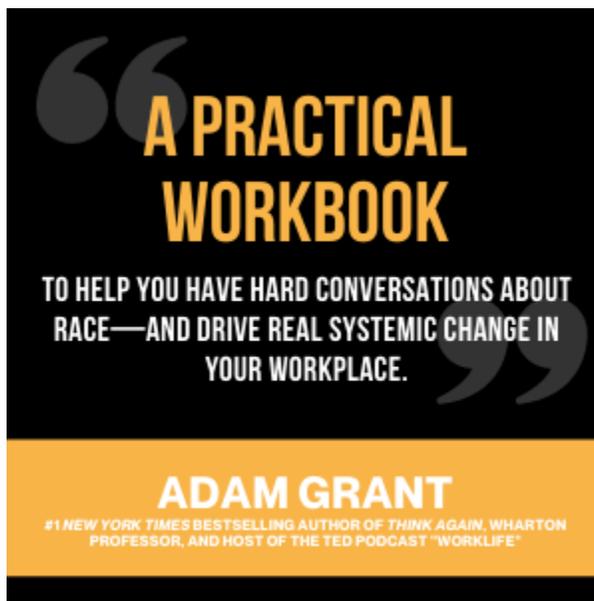
7. Are the sessions recorded?

No. The series is not recorded for confidentiality and psychological safety reasons.

8. I've already read the book, *The Business of Race*. What will I gain by participating in this program?

We are delighted that you've read *The Business of Race*. By engaging with the coauthors and other participants directly, you will:

- Be better equipped to have challenging conversations with your leadership and other key partners.
- Have additional tools, best practices, and ready-made materials to catalyze substantive, institutional changes in your organization.
- Develop deep relationships with the other participants in the program that you can rely upon for advice and collaboration.



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We hope these FAQs provide enough information to know if the *Embedding Racial Equity into Your Business Strategy* series is a good fit for you. If you have additional questions, please reach out to us at businessofrace@gmail.com or +1 860-377-1212.

We look forward to working with you,

Margaret H. Greenberg, MAPP, PCC and Gina Greenlee, M.Ed.

Coauthors of [The Business of Race](#) (McGraw-Hill Professional, 2021)

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