DIVERSITY & EQUITY TOOLKIT
for Coaches & Entrepreneurs
Hey, y’all!

Thank you for downloading this toolkit of resources and for taking an active step on your journey of awareness and understanding.

I originally created this toolkit in 2018 after writing a blog article *Facing Race, Equity, and Diversity in the Coaching Industry: 10 Considerations*. That article that has been viewed thousands of times and addressed my concern that the industry wasn’t paying enough attention to diversity, equity, and inclusion issues and education in the ways that many “traditional” industries (corporations, tech, education, etc.) had been. I had been facilitating diversity, equity, and inclusion training, and coaching communities and executives on DEI issues since 2008, and I just couldn’t understand why the work hadn’t made its way to online business and the coaching industry. But I was ready to start that conversation.

Today, diversity, equity, inclusion, and anti-racism education is much more commonplace, but there is still so much work to do.

I’ve updated this toolkit (December of 2020) to provide some up-to-date resources, including some that I’ve created over the years and others that have become important resource in the field.

One of the most important things to remember is that this work is an active practice. It’s far more actionable than any intention or ideology. **Practice is the keyword.** Equity and anti-racism aren’t things we just achieve, it’s a practice that we take on every day. It’s something we’ll work towards, we’ll make mistakes with, we’ll learn from those mistakes and we’ll get better. But committing to working towards equity is an active choice.
The reason we practice equity is because of the history of systemic racism and oppression in our world. So, we start with reviewing how oppression manifests and persists in our world.

**THE I’S OF OPPRESSION**

| Ideological: | The overarching belief and connected ideas that one group of people, or one way of being is inherently better than other. These beliefs and ideas are passed around through formal and informal learning.  
Ex: Biological Racism was a belief and set of teachings that perpetuated the idea that White people were inherently smarter than Black people. |
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| Institutional | Laws, policies, rules, practices, protocols, etc. that uphold ideological values and grants dominant groups the ability to hold power/control over less dominant groups.  
(anti-LGBTQ+ marriage, rules against dreadlocks or braids in schools, stop and frisk, etc.,) |
| Interpersonal | Acts of discrimination, prejudice, microaggressions, conscious and unconscious bias against marginalized people because of perceived dominance. |
| Internalized/Intrapersonal | People who have been marginalized internalize the ideas of inferiority and hold on to negative stereotypes about themselves and other members of their group. This impacts their decision making, relationships, and actual life outcomes. |

Understanding the ways that oppression moves through a culture, from ideology, through the systems, into human relationships, and then internalized as harmful self-talk and negative self-image, is critical for effective coaching. We have to be able to hold space for the day-to-day realities of our clients, while holding space for all the possibilities of the future. And we have to do this without spiritual bypassing, gaslighting, dismissiveness, white saviorism or guilt.
No matter what your race or ethnicity the practice of anti-racism requires both internal processing around your own identity, bias, privilege, and how you’re perpetuating Whiteness in your life, work, and communities.

HERE ARE SOME RESOURCES THAT YOU CAN CHECK OUT TO GET MORE INFORMATION ON BUILDING AN ANTI-RACIST PRACTICE:

1) Spend time building your own understanding about equity, diversity, inclusion and anti-racism.
   
   - SHOW UP AND SERVE: AN EMERGENCY WORKSHOP FOR WHITE COACHES

   This was a workshop I hosted in May of 2020 and provides an overview of diversity, equity and inclusion, what it means to be anti-racist, and how important it is for coaches to be engaged in equity work.

   *This is a paid workshop that you can get for 50% off by using the coupon code ‘toolkit20” at checkout.*

   - Here are some free resources you can check out that will explain

   Podcast: That’s Not How That Works

   This podcast I’ve bee co-hosting since 2018 and has 90 episodes all focused on race, diversity, justice, and anti-racism and how these things show up (or don’t) in the coaching and personal development industry.

   - Suggested starting episodes are:
     - Episode 68: The Basics of Justice, Equity, Diversity, and Inclusion (JEDI)
     - Episode 19: Let’s Cut the B.S., From Ally to Accomplice
     - Episode 46: Do White Folks Deserve Safe Spaces
2) Take stock of your life to see how diverse it is.

Are there Black, Brown, Indigenous, or other People of Color and/or folks holding other marginalized identities in your circle of friends and close colleagues?

Do you follow a diverse group of people on social media?

Start looking for opportunities to be in true community with diverse groups of people. Community meetings or events, churches, community service groups and start getting to know people.

_Disclaimer: Don’t attend things or sign up for things that are labeled as BIPOC spaces because you want to meet PoC. Instead find things that are natural places for multicultural communities._

3) Decide how committed you are to taking the steps to work towards equity and increase diversity in your life, which will then be reflected in your business. (Because creating diversity in your business without addressing it in your personal life would be disingenuous.) Then, take action!

How diverse is your audience compared to your clients?

If there is a disparity between the diversity of your audience and your clients then you can do some research and client discovery work to understand how you can better serve that particular population of your audience that you are currently not bringing in.

Take a stand for social justice/racial justice and make that public.

This may repel some of your audience or even clients you currently have, and you have to consider what that means to you. I’ve made the choice that if someone’s few are so far conflicting with my stance on racial justice that I am not the coach for them. If I can successfully create a multi-racial, multi-ethnic client-based and some of my clients who harbor negative or
oppressive attitudes that may come up in my programs and I stand against that.

Partner with, hire and/or feature Black and Brown folks.

There is a difference between being open to working with PoC, and people with marginalized identities, and actively seeking to work with them. You can, and you should be looking to work with a diverse range of people and in order to do that you need to make yourself available to them, actively seek them out, ask for referrals.

Hire a coach who specializes in anti-racism and diversity, equity and inclusion to help you with your personal and business anti-racism journey.

If you’re a coach, you know the value of coaching and hiring a DEI coach is no different. We specialize in working with entrepreneurs and leaders to do the personal and business transformation work involved in building an anti-racist business.

One place you can get started for as little as $97 a month for 12-month is to join the Equity-Centered Coaching Collective. This is a guided learning community where coaches learn to build an anti-racist practice in their life, business, and coaching practice. That community is also the community that gets free access to any of my masterclasses, and members only workshops and events.

**NEXT STEPS**

If you have any questions or want to learn more about building a diverse, equitable, impactful business, you can [join The Collective](https://example.com) or subscribe to my podcast [Business Remixed](https://example.com) on iTunes or Spotify, and make sure you’re hanging out with me on Instagram [@trudilebron](https://example.com).

Thank you so much for grabbing this guide that I’ve put together for you. In community, [Trudi](https://example.com)