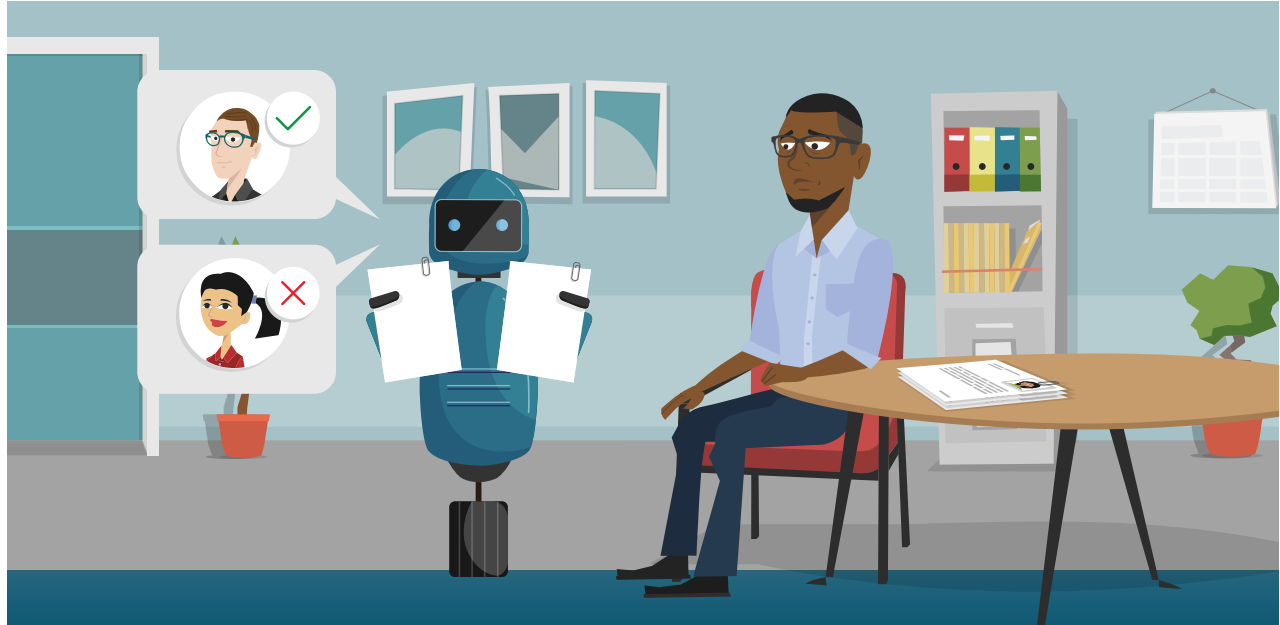




**Three reasons why you need to
rollout impactful Anti-Racism
training in your workplace – now**



Reason #1: New Expectations

POLITICAL CLIMATE & EMPLOYEE DEMAND:

Highly publicized incidents of current and historical racism continue, and your **employees, customers and other stakeholders expected action yesterday.**

It is not enough to have a black square on your company Instagram feed – your customers and employees will see this as insufficient, and merely “performative.”

ELEARNING NEEDS UPDATING:

Employees expect focused, solutions that **directly discuss racism.** Vague seminars on “respect” and “diversity” no longer cut it. If “the medium is the message” then the **visual and design quality of your eLearning matters.**

PowerPoint slides and 90s situational office videos with stilted dialogue? Not okay! The **production quality** of the training you rollout must reflect your business’ serious commitment to a **robust diversity, equity and inclusion strategy.**

Reason #2: The Costs of Workplace Racism

Racism is a legal liability. It poses a risk to employee safety and wellbeing, as well as to brand reputation and profitability.

LOSS OF BUSINESS & BRAND REPUTATION:

Your customers, investors, stakeholders and shareholders **expect leadership** to prioritize a key business imperative: eliminating systemic racism. **Training must be integrated** into your diversity, equity and inclusion (DEI) strategy.

A failure to make sustained efforts can be a “brand killer” that **erodes customer trust**. Similarly, **do the wrong thing – or nothing** – about workplace racism, and your **employees will let you know** by: quitting, bringing legal claims and complaints, or publicly “calling out” their employer on social media.

EMPLOYEE WELLBEING:

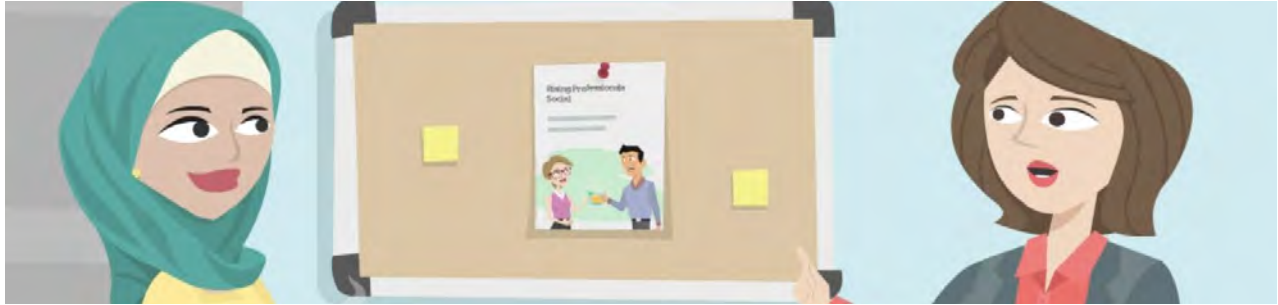
Your business has a duty to protect employees’ mental and physical health. Discrimination and harassment can **cause victims injury and illness**, and impairs the morale of everyone.

Training sends a clear message “from the top” that **employees are supported, and that racism will not be tolerated**.

LIABILITY & LITIGATION:

Employers may be liable at law if they ignore signs and complaints of harassment, or do not make best efforts to prevent racial harassment. Keep in mind:

- The risk of incidents of workplace racism occurring in the first place is reduced when all employees **understand what conduct is prohibited**;
- Harassment and discrimination on the basis of race is prohibited under **human /civil rights laws in all North American jurisdictions**;
- In the face of any allegations, training can **limit corporate liability** for civil litigation and human rights claims.



Reason #3: Your Team Expects Leadership

Demonstrate that your company values a fair, safe workplace and cares about its employees. Anti-racism training also **aligns with your other supportive initiatives** such as:

- Diversity, equity & inclusion strategy
- Workplace wellness & mental health programs
- Employee retention and success
- Environmental, Social, and (Corporate) Governance targets

Help your team **open the discussion on key topics** that are vital to change in the workplace:

- **Workplace racism:** tell the stories of people with lived-experience
- **Bias and stereotypes:** how do damaging assumptions impact careers, wellbeing, and an organization's success?
- **“Fit”:** how do biased standards serve to exclude some of the best candidates?
- **Impact:** how does systemic racism cause mental distress, conflict, and denial of opportunities?
- **Solutions:** How can systemic racism be addressed? What is the path forward? How can one be an ally to support colleagues and combat racism?

Workplace leaders are looking for solutions to tackle systemic racism. Training via eLearning is not a “cure-all”, but it is a **critical plank in your anti-racism strategy**.