



HHB'S AUTHENTIC ALLYSHIP OATH

WE ARE A NATION IN PAIN. WE ARE A SOCIETY AND WORKFORCE BUILT ON SYSTEMIC RACISM. WE ARE A CULTURE THAT HAS BENEFITED FROM, AND HIDDEN BEHIND, WHITE PRIVILEGE.

The "we" who benefit *never* include BIPOC (Black, Indigenous and People of Color). The "we" who are systematically disadvantaged *always* do. Our Black siblings are tired. Good intentions mean *nothing*. Intentional actions mean *everything*.

We are seeing many declarations of allyship from leaders, brands and companies. **It's a start.** But this moment is a culmination of the rage and destruction that we, as a racist society, inflict upon our Black community every single day: the most recent murders of unarmed Black citizens, like Breonna Taylor and George Floyd by white police; of Ahmaud Aubrey while jogging in his own neighborhood by white racists; and the video of Amy Cooper, weaponizing her white womanhood against a Black man as she falsely claimed she was being threatened to police. This is a system of events that consistently result in one group being disadvantaged century after century.

ENOUGH.

If this moment is going to be different, **we must act differently.** We must dismantle the systems, frameworks and institutions that have allowed racism, discrimination and inequity to thrive and prosper, unfettered.

So, where do we begin? How do we move from optical allyship to tangible actions that will inspire changes in behavior and changes to policies, practices and traditions? How do we shift from living a life of passive non-racism to one of active anti-racism? A journey of a thousand miles begins with a single step.

HHB'S GUIDE FOR STARTING, CONTINUING OR LEADING AUTHENTIC CULTURAL CHANGE

1

DON'T JUST *SAY* IT'S TIME FOR UNCOMFORTABLE CONVERSATIONS. HAVE THEM. And when you get more uneasy, keep going. The only way out of systemic oppression is through.

2

DON'T SIMPLY EXPRESS YOUR OUTRAGE. CREATE AN OUTRAGEOUS DIVERSE LEADERSHIP PLAN THAT YOU *WILL* ACHIEVE IN 2020; one that will take a collective audacity to realize.

3

DON'T IGNORE YOUR OWN PRIVILEGE AND POWER. ACKNOWLEDGE HOW YOU'VE BENEFITED FROM THE SYSTEM AND WHY THAT MUST CHANGE STARTING TODAY. Humility invites vulnerability and trust.

4

DON'T PROJECT YOUR BRAND'S VOICE TO THE WORLD IF BLACK VOICES DIDN'T SHAPE IT. IF YOUR CREATIVE TEAMS DON'T HAVE BLACK TALENT AT THE HELM, STOP & HIRE CREATIVE AGENCIES THAT DO.

5

DON'T POST ON SOCIAL AND THINK YOU'RE DONE. PRIORITIZE THE SOCIAL STORY OF YOUR ESG STRATEGY, with time-bound goals and actions worthy of *all* of your stakeholders.

6

DON'T COMPLAIN THAT HIRING DIVERSE TALENT IS HARD. DO THE HARD WORK TO RECRUIT AND RETAIN THAT TALENT. Overhaul your strategy, including where and how you grow your team.

7

DON'T ANNOUNCE "A DAY OF SERVICE." BE IN SERVICE TO YOUR BLACK EMPLOYEES EVERY DAY and give them the time and space they need to grieve and heal right now.

8

DON'T ASSUME THAT YOU CAN SEE WHERE YOU'RE VULNERABLE. BLIND SPOTS, BY DEFINITION, MEAN YOU CAN'T. Conduct an external review of what your company has internalized.

9

DON'T THINK WRITING A CHECK THAT SUPPORTS THE MARGINALIZED IS ENOUGH. CHECK YOURSELF AND YOUR MARGINS, FOR ERROR. Real investment requires more than a signature.

10

DON'T ASK BLACK PEOPLE TO TEACH YOU HOW TO BE AN ALLY. EDUCATE YOURSELF. Use teachable moments to inspire change in others and most importantly, in you.

If this list makes you uncomfortable, you're on the right path. Change is inevitable. Growth is optional. Leading with empathy is **mandatory**.

Now, show us whose backs you have.

We have her back...and his...and theirs...and yours,

Pamela, Caroline & Erin

