

Celebrating Juneteenth and Promoting Equity: Strategies for Inclusive Leaders



The Historical Significance of The Juneteenth Holiday

What it Means and Why it's
Important





JUNETEENTH
1985 USA

On **January 1, 1863**, the Emancipation Proclamation went into effect. The proclamation legally freed all slaves in confederate states.

However, states that were still under confederate rule were able to disregard the notion to free the slaves.

On **June 19, 1865**, more than two years after the proclamation was announced, Texas was the last state to free their enslaved peoples by the authority of an executive order.

Juneteenth is celebrated today as it marks the freeing of the enslaved peoples and the beginning of the pursuit of life, liberty, and happiness for African Americans.

From Freedom to Federal Holiday

In 1979, Texas State Representative Al Edwards Sr. was at the forefront of introducing the first piece of Juneteenth legislation, HB 1016, making it a state recognized holiday. This action inspired more than 30 other states to follow suit and celebrate the holiday before becoming federally recognized.



Pictured: Al Edwards Sr, speaking the day HB1016 was made into law with family.



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The Importance of Recognition

As of **June 17, 2021**, Juneteenth is a federally recognized holiday. When establishing a diverse, equitable and inclusive workplace, celebrating Juneteenth shows commitment to the process.

Celebrating Juneteenth in the workplace has many benefits, including:

- Increased employee engagement
- Building an inclusive culture
- Opportunity to learn a new perspective



Fundamentals of an Authentic Approach to Celebrating Juneteenth

Diverse, Equitable, and Inclusive
Celebrations



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Equity in the Workplace and Why its Important

Equity in the workplace means providing **fair treatment, access, and opportunities** regardless of an individuals' background or identity, to reach their full potential.

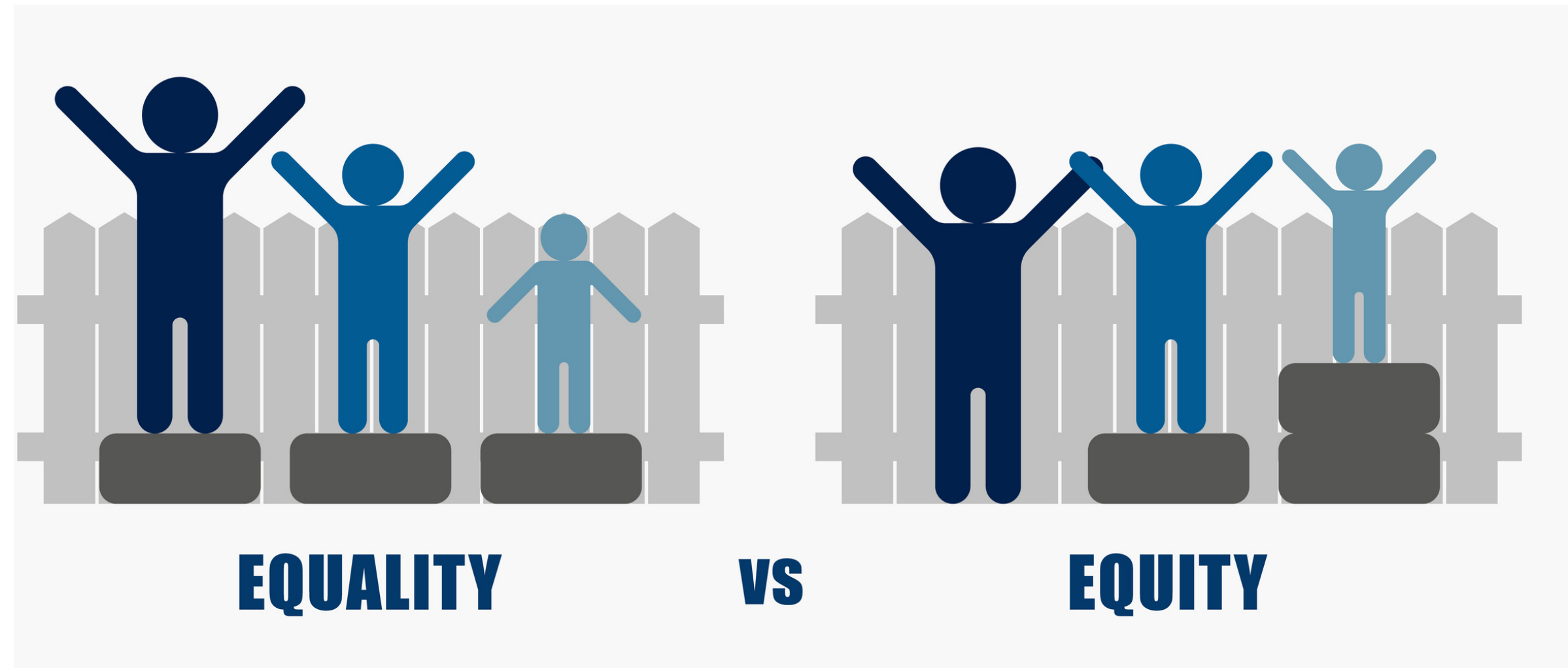
Promoting equity looks like closing the gender and racial pay gaps, eliminating implicit bias, and seeking opportunities to **level the playing field based on the individual needs of your team.**

Equitable workplaces bring in a broader talent pool, have higher engagement and retention rates, and feel a stronger sense of belonging.

Equity vs Equality

Equality implies sameness
differently equity implies
fairness.

With equity, everyone gets
a fair opportunity at
success, with support.



“Equality is giving everyone a shoe, and equity
is giving everyone a shoe that fits.”

NAHEED DOSANI

Palliative Care Physician and Health Justice Activist



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What is Unconscious Bias

Unconscious biases are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone has them but not everyone has done the work to recognize them in themselves.

When unconscious bias goes unchecked in the workplace, the biases can be seen in the approach to work as well as the hiring practices, workplace norms, and the overall success of the company.

Here is a great resource from Harvard that can be used to make your team more self-aware of their unconscious biases.



[Harvard Implicit Association Test](#) ←



Inclusive Leadership

Why is it important?

Why is Equity, Diversity and Inclusion important?

Organizations with ethnic/cultural diverse executive teams are

36%

more likely to achieve above-average profitability
(mckinsey.com)

10%

Increased attendance
A 10% increase in perceptions of inclusion reduces absenteeism costs, adding nearly one day a year in work attendance per employee (hbr.org)

83%

Of millennials feel empowered and engaged in the workplace when they believe their company fosters an authentically inclusive culture
(deloitte.com)

80%

Of Gen Z Zers said brands need to prioritize DEI and Gender Liberation
(forbes.com)



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Inclusive Leadership

A leadership style that actively creates a workplace culture that is inclusive and welcoming for everyone, regardless of race, ethnicity, gender, sexual orientation, religion, or ability.

**Inclusive leaders
are...**

6X

More likely to anticipate
change and respond
effectively

2X

More Likely to meet or exceed
financial targets

**Employees who feel
included are...**

3.5X

More likely to contribute their
full potential

3X

More likely to show pride in their
organization



Juneteenth in the Workplace

Recognizing, Celebrating, & Promoting

Promoting Awareness



Promoting awareness and education about Juneteenth is essential to ensure that its historical significance is recognized and appreciated.

- Community Events
- Film Screenings
- Social Media
- Encourage Local Support
- Make Partnerships
- Workshops & Seminars
- Educational Materials
- Open Forums & Events

Ideas for celebrations



Educational Sessions



Employee Recognitions



Open Dialogues



Cultural Showcases



Book Club



Volunteer Opportunities





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Juneteenth Don't(s) for Businesses

1

Don't use Juneteenth as a marketing opportunity.

This holiday has a significant cultural and historical meaning, and it's not appropriate to use it solely for your company's profit or promotion.

2

Don't just acknowledge Juneteenth without taking any real action towards inclusion and equity

It's great to acknowledge the holiday, but it's even better to take steps towards creating a more inclusive and equitable workplace.

3

Don't assume how your employees feel about Juneteenth

While some may want to celebrate and recognize the holiday, others may not feel comfortable or may have different traditions they prefer to honor.

Juneteenth Don't(s) for Businesses

4

Don't overlook the importance of education and awareness

Juneteenth is an opportunity to learn about and reflect on the history of the institution of slavery and its impact on our society.

Encourage your employees to educate themselves and create opportunities for discussion and learning.

5

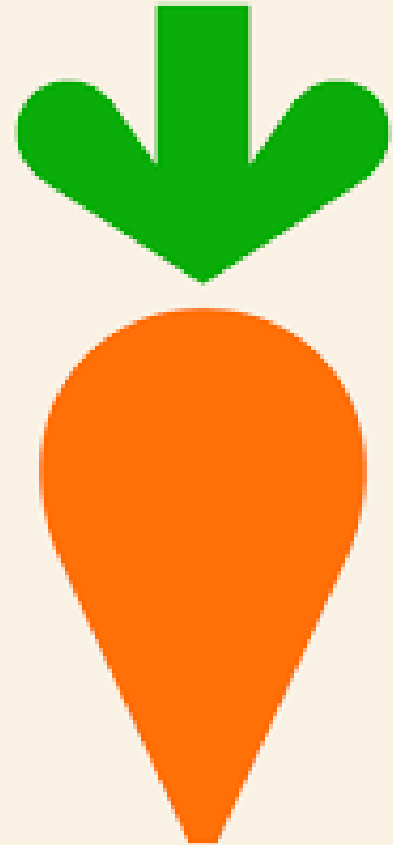
Don't forget the intersectionality of oppression

Juneteenth is not just about Black history, but also about the ongoing struggle for justice and equity for all marginalized communities.

Make sure your efforts towards inclusivity and anti-racism are intersectional and inclusive of all underrepresented groups.



Celebrations in other organizations



INSTACART

A paid day off for all employees and a Juneteenth celebration of black film and art.

NIKE

Paid holiday for all employees and closing of stores on the day before and day of Juneteenth



STARBUCKS

Hourly employees receive 1.5x their regular rates and some employees may receive the day off

AMAZON

A book fair and Juneteenth related media collection as well as a \$1 million donation to communities of color



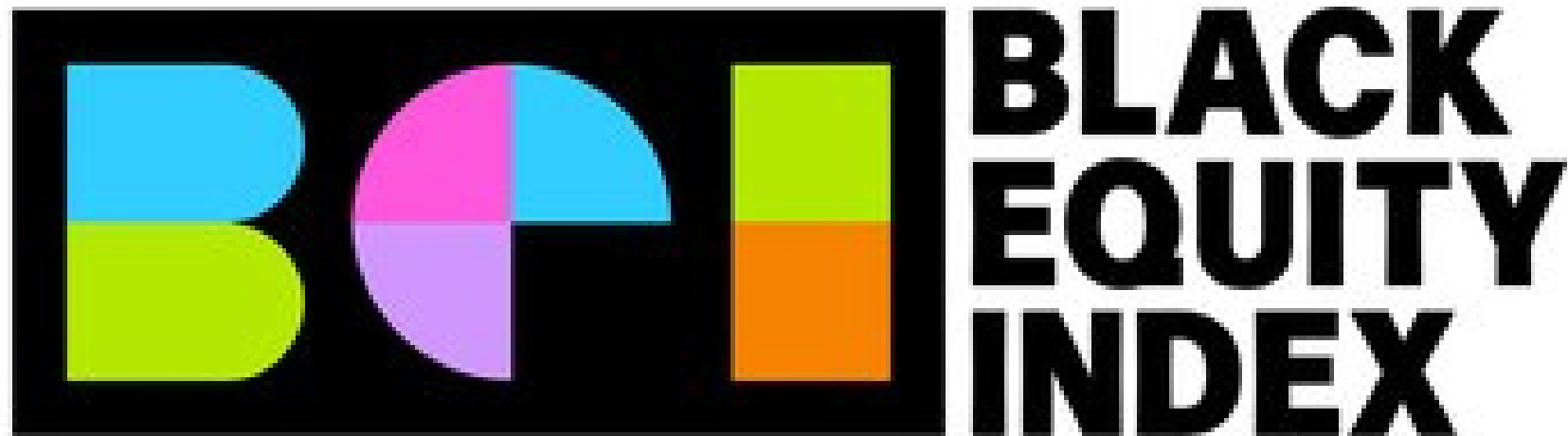
A group of four diverse business professionals are seated around a table in a bright, modern office setting. They are engaged in a conversation. A woman with short blonde hair is on the left, looking towards the center. A man with glasses and a beard is in the middle, looking towards the right. A woman with curly dark hair is on the right, looking towards the center. A man in a dark suit is partially visible on the far right. The background shows large windows and office equipment. A semi-transparent dark grey box with rounded corners is overlaid on the center of the image, containing white text.

Resources and
Insights for Your
Juneteenth Journey



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Black Equity Index



The [Black Equity Index](#) is one of many tools offered by Coqual, an engineer in **advancing diversity, equity, and inclusion in the workplace**. The index provides standards, measures, statistics, data, and research on racial equity in the workplace.

The Black Equity Index is a great resource to implement in DEI strategy and training in the workplace. Visit the link below to find the full report:


<https://coqual.org/wp-content/uploads/2022/05/BEI-white-paper-FINAL-05.24.pdf>



ERGs – Black Employees

Employee Resource Groups (ERGs) are highly beneficial to a company. They help to identify company leaders, increase engagement, and build a sense of belonging.

If your company doesn't already have an ERG dedicated to Black employees, you may consider creating one. Once the group is established, be sure to appropriately fund and advocate for it.



Organizations to Support Your Juneteenth Celebrations

Juneteenth USA, DRUM Major Institute,
DEI & You Consulting

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Pictured: Texas Governor Bill Clements and Al Edwards Sr



What is Juneteenth U.S.A.?

Founded in 1985 by Texas State Representative Al Edwards Sr., Juneteenth U.S.A. is the oldest nonprofit in the country that focuses on the legislative advancement, corporate adoption, and cultural preservation of the Juneteenth holiday.

Now that legislative goals have been achieved, Juneteenth U.S.A. focuses on partnering with corporations to help them responsibly adopt and utilize the Juneteenth holiday to engage staff and customers while also taking an internal inventory of D.E.I. progress.

As a nonprofit, we accept donations and direct them towards our community impact projects for communities affected by American slavery and advancing corporate adoption of the Juneteenth holiday.

Ways to Support Juneteenth USA



CORPORATE SPONSORS AND SUPPORTERS

We are currently seeking corporate partners and other supporters to join us on this journey to fund new projects that they can be proud of as we continue to educate the public about the historical significance of June 19th and celebrate the many unknown heroes who helped shape this nation.

Learn more at: <https://www.juneteenthusa.org/donate>



Jason Edwards
PRI Inc, Founder & YPO Member



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Working with

Important Take Aways

1. **Four Million Enslaved for Four Hundred Years**
= Profit, Wealth, and Ignited a world superpower -
As a corporate leader, we know that one year of salary expenses saved would dramatically increase profits. Understand that the 400 years of free labor (incl. sharecropping) were not free. They came at a cost to our country and the enslaved that sacrificed Life, Liberty, and the Pursuit of Happiness to build our country and the industries that powered it. We cannot change what our government did in the past, but we can lift those still suffering from the legacy of American slavery.



2. **Black Equity Index** - We strongly encourage our corporate partners to use the [Black Equity Index](#) as an annual benchmark to measure itself against the six critical areas of the B.E. Index.

3. **Implicit Bias and Shareholder Value** - JUSA has engaged numerous resources to support our corporate partners in understanding implicit bias and its negative impact on creating shareholder value.



PEACE ★ JUSTICE ★ EQUITY



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What is The Drum Major Institute?

Peace. Justice. Equity.

Founded in 1961 on Dr. Martin Luther King's vision of **a world free of racism, poverty and violence**, the Drum Major Institute carries Dr. King's work and vision of **radical nonviolence** into the 21st century, democratizing it for all people. DMI leads through collaboration by convening leaders and organizations to identify **common-sense solutions** to our most pressing problems. DMI strives to inspire people to embrace their role in the King legacy, to empower them to build the **beloved community** and take action to promote **peace, justice and equity for all**.





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Realizing the Dream with the Drum Major Institute

The Drum Major Institute is a non-profit that strives to **connect** the **past** to the **present** and inspire people to **embrace their role** in the King legacy now and into the future. We must all do our parts to create the beloved community and take action to promote peace, justice and equity for all.

Join the movement at the Drum Major Institute.

Visit:

www.DrumMajorInst.org





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DEI Consultancy

Work with a DEI consultancy like DEI & You Consulting specifically to support your company's Juneteenth efforts

- Gain **expert guidance** on how to authentically honor Juneteenth in your workplace.
- Receive **customized support** tailored to your company's **unique needs**.
- **Access knowledge** and resources on the history and significance of Juneteenth.
- Ensure that your Juneteenth **efforts** are **inclusive** and respectful of all employees.
- Demonstrate your **company's commitment** to DEI and racial justice.
- **Increase** employee engagement, satisfaction, and retention.
- **Enhance** your company's **reputation** as an inclusive and socially responsible employer.
- Contribute to broader **social change** by promoting racial justice and equity.



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Learn more at: <https://deiandyou.com/>



About DEI & You Consulting



DEI & You Consulting is dedicated to helping business leaders foster diverse, equitable, and inclusive workplaces where all **employees can thrive and be their authentic selves, all while increasing business value.**

DEI & You Consulting offers numerous **services**, such as **workshops and training** ranging on various topics, including **unconscious bias, inclusive leadership, psychological safety, and more.** They also offer a **DEI cultural assessment** for businesses that want to establish or improve upon a DEI strategy.



Dolores Crazover
Founder & CEO

**YPO D+I Hub Champion & Executive
Board Member**

Learn more at: <https://deiandyou.com/>



Call to Action



- 📍 Celebrating Juneteenth is a great opportunity to practice equity and inclusive leadership!
- 📍 Leaders who have committed to DEI should use this holiday as an opportunity to put action behind their words.



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GET IN TOUCH FOR
MORE INFORMATION



contact@deiandyou.com
www.deiandyou.com

info@juneteenthusa.org
www.juneteenthusa.org/contact-us

info@drummajorinst.org
www.drummajorinst.org