

COMMUNITY WEBINAR

NAVIGATING THE EVOLVING LANDSCAPE OF DEIB

March 12, 1:00-2:00 ET

EVENT  GARDE



SETTING THE STAGE

WHAT TO KNOW TO MAKE THE MOST OF THIS WEBINAR



WAYS TO PARTICIPATE

- **Chat:** Engage with each other. Share your role and location.
- **Q+A:** Enter questions and engage with us via the Q+A function
- **Reactions:** Utilize “Reactions” as a non-verbal communication strategy
- **Captions:** Captions are enabled should you wish to use them

INTENDED AIMS

RATIONAL AIM

Identify practical strategies to communicate with impact, expand participation in DEIB efforts, adapt to changing environments and build resilience and longevity in our DEIB work..

EXPERIENTIAL AIM

Foster a stronger sense of community, belonging, resilience, and creativity in moving forward with DEIB work

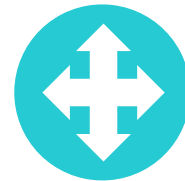


OVERVIEW

In our time together today, we'll draw on our experience to dialogue about 3 questions:



WHEN SHOULD WE CHANGE LANGUAGE/TERMINOLOGY?



HOW DOES THIS MOMENT CHANGE OUR WORK?



HOW DO WE KEEP GOING?

ABOUT US



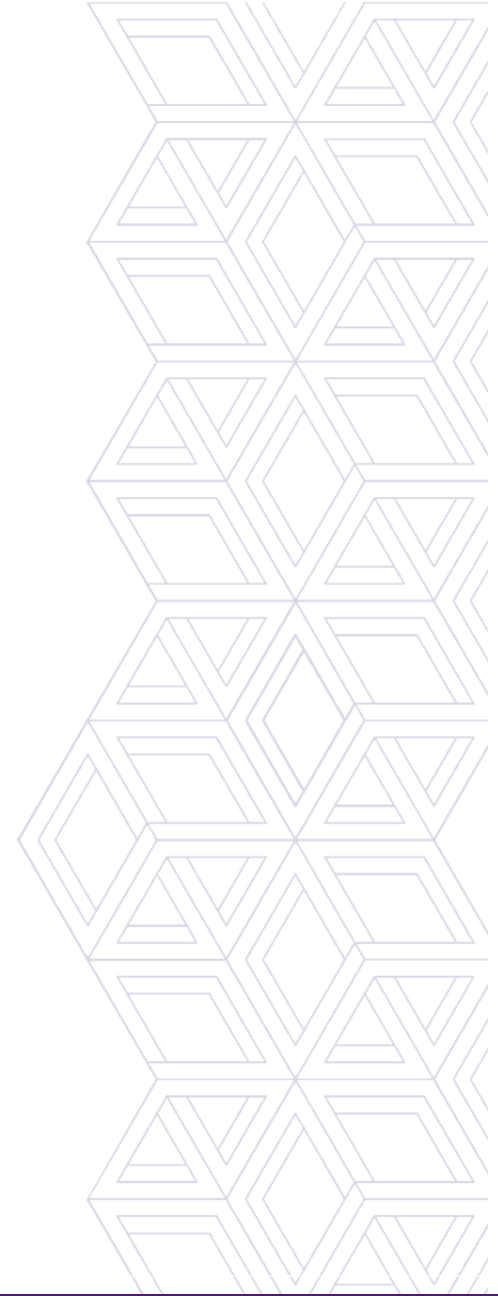
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BACKGROUND

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THE EVOLVING LANDSCAPE OF DEIB



LIFE IS COMING AT US FAST!

The shifting challenges and opportunities in DEIB work



(DON'T) SAY WHAT?!

The role of language and shared values in reducing resistance



WE CHANGE HOW, NOT IF

The importance of adaptability, creativity and courage as we continue to create belonging

THE IMPORTANCE OF BELONGING



Source: Krys Burnette, "Belonging: A Conversation about Equity, Diversity and Inclusion," Jan. 21, 2019

FRAMING TODAY'S CONVERSATION



NEUTRALITY



LEGALITY



PRACTICE



APPROACH



CONNECTION

KEY CHALLENGES

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WHEN DO WE CHANGE THE LANGUAGE?



THE POWER OF LANGUAGE

BUILDING RELATIONSHIP

Language shapes perception and can be a powerful tool for building trust. Thoughtful word choices that align with shared values and experiences help foster understanding, reduce resistance, and create a sense of psychological safety.

AUTHENTIC REFRAMING

Authentic DEIB reframing connects its principles to the audience's core values – whether it's fairness, teamwork, innovation, or quality improvement using familiar language and frameworks helps build alignment without dilution.

FLEXIBILITY AND ADAPTATION

Adjust language based on audience readiness while continuously testing and adapting it to ensure alignment with core DEIB principles.

SHARE STORIES

Personal narratives, case studies, success stories, and lessons learned are powerful tools to create community.



HOW DOES THIS MOMENT CHANGE OUR WORK?



STRATEGIES FOR SUSTAINING DEIB WORK

INTEGRATING DEIB

In daily operations – hiring, decision making, team norms, ERGs. Note that ERGs, trainings, and cultural celebrations are not threatened by the executive order if they are non-exclusive and open to all. Center belonging to enhance accessibility and engagement.

USING DATA

To demonstrate the impact and secure stakeholder buy-in. Important to demonstrate how DEIB is not just “nice to have” but a critical business strategy.

POSITIONING AND FRAMING

DEIB work can be positioned and framed to reduce organizational risk. Proactively embedding DEIB into policies helps mitigate legal risks and ensures compliance with anti-discrimination laws. Frame DEIB work as quality improvement to your day-to-day work.

SHARE THE WINS

Communication that focuses on key wins, emphasizing progress without necessarily labeling it as “DEIB work.”

STRATEGIES FOR SUSTAINING DEIB WORK

BACK TO BASICS

When faced with new challenges, returning to the fundamental principles of community organizing—such as relationship-building, shared power, and collective action—provides a strong foundation for navigating complexity. These core principles ensure that responses remain grounded in equity, collaboration, and the needs of those most impacted.

NARROW YOUR FOCUS

In a time of constant change and uncertainty, it's easy to feel overwhelmed by the sheer volume of challenges demanding our attention. By narrowing our focus and committing to one or two things we can consistently sustain, we create space for meaningful impact and avoid burnout.



HOW DO WE KEEP GOING?



BUILDING RESILIENCE IN DEIB WORK

FIND COMMUNITY

Collaborate with committed organizations, support fellow DEIB professionals, and practice self-care to sustain long-term change.

DO YOUR OWN WORK

Examine how whiteness and privilege show up in DEIB efforts to foster deeper self-awareness and accountability.

BUILD ORGANIZATIONAL RESILIENCE

Stay committed while adjusting strategies—avoid anticipatory obedience in response to shifting policies.

MANAGE EMOTIONAL DEMANDS

Acknowledge and process emotions, prioritize well-being, and recognize different implications for POC to stay grounded in the work.



BUILDING RESILIENCE IN DEIB WORK

DIVERSIFY FUNDING/RESOURCES

Strengthen sustainability by exploring grants, private investments, and alternative funding sources.

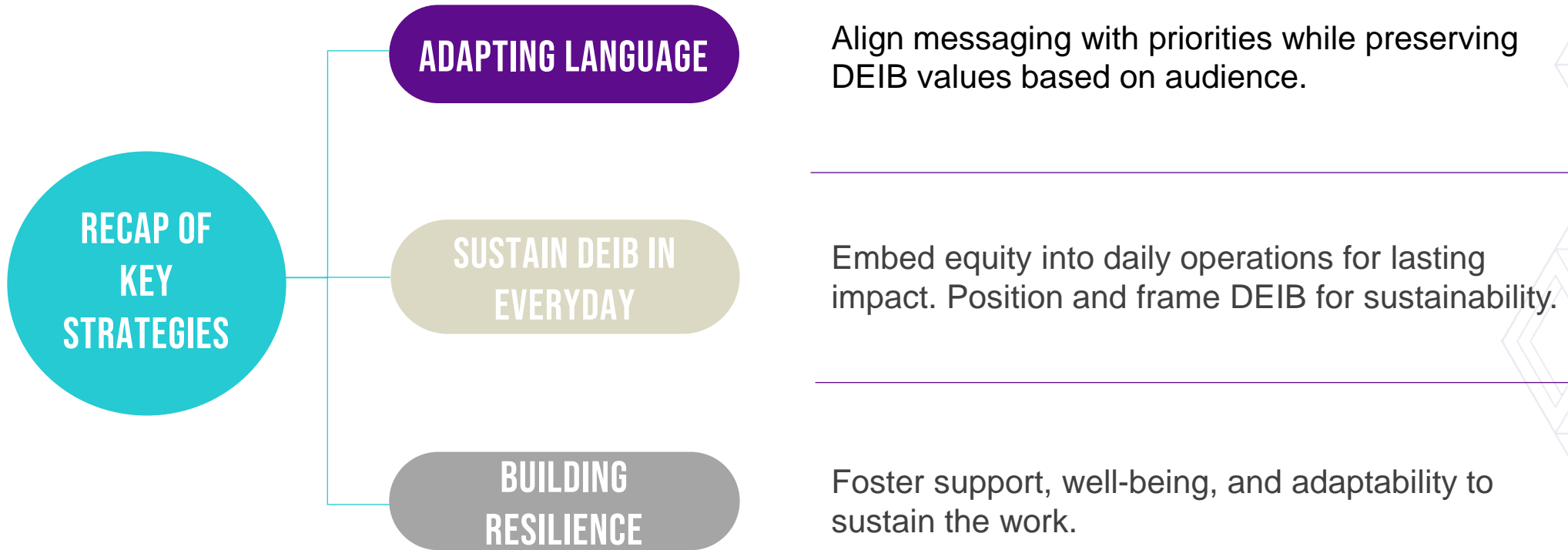
USE UPHEAVAL AS A CATALYST

Leverage the current moment to influence change within your sphere of control and drive transformative action.

CLOSING

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LOOKING AHEAD



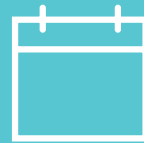
NEXT STEPS



STAYING CONNECTED

If you'd like to meet with Krista for a deeper dive on anything we've discussed, please select a time on her calendly:

<https://calendly.com/krowe-22>



FUTURE SESSIONS

Keep an eye out for future sessions, like our upcoming joint session with ERACCE on March 19 on community agreements as anti-racist practice.



SHARE WIDELY

Take anything that piqued your interest today and continue to be in conversation. Please also reach out to us with any resources you'd like to share.

RESOURCES

- Social Change Ecosystem Map: <https://buildingmovement.org/our-work/movement-building/social-change-ecosystem-map/>
- White Supremacy Characteristics: www.whitesupremacyculture.info
- EG Resources:
 - DEIB: <https://eventgarde.com/services/diversity-equity-inclusion-belonging/>
 - Community Agreements event on 3/19: <https://eventgarde.com/on-demand/co-creating-community-agreements-fostering-collaborative-accountability>
 - Community agreements Voices + Views: <https://eventgarde.com/on-demand/voices-views-community-agreements>



CONTACT US



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