

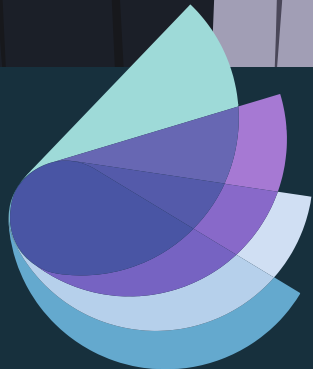
Hummingbird **Humanity**
an LGBTQ+ owned business

Presents:

REPRESENTATION MATTERS

Reframing Diversity and Inclusion
for Today's Workplace

June 2021



THE **4** LENSES
OF REPRESENTATION

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THE **4** LENSES OF REPRESENTATION

Welcome!

We are so happy you're joining us for this conversation.

Dear friends and colleagues,

Welcome to our report on reframing representation. The past few years have been interesting, to say the least, with cultural and societal shifts that have made indelible changes to our world. These changes have lasting impacts on how we do business and require us to change how we view diversity and inclusion. Now, more than ever, representation matters to your workforce and to your customers.

This report will highlight some current-day inequities when it comes to representing varied identities across different industries, as well as the latest initiatives companies are taking to move the needle. The reality is that our world continues to evolve, and the data included in this paper will show how companies who evolve along with it outperform those who do not embrace those changes. You'll also meet people who will share their experiences around representation, from a personal and business perspective.

At **Hummingbird Humanity**, we believe putting people first is essential to the success of any business. Historically, workplace diversity conversation has focused on whether women and people of color are included in an organization and its leadership. While it's an important part of the conversation, it's only the beginning.

We want to challenge you to expand your view of underrepresented groups, as well as your organization's initiatives towards creating and fostering an inclusive culture that celebrates all employees and all identities. We believe that in order to achieve true representation, organizations must take a holistic approach that honors not only their workforce but also their customers and the communities where they reside. As we continue to make progress, we must be conscious of how we open doors and blaze trails in order to make them sustainable.

We hope by the end of this paper you are inspired to take action and lead change, just as others have paved the way for many of us to flourish.

Yours,

Hummingbird **Humanity**

The Stats:

The Current State of Representation

Race:

A study by USC found **50%** of films and TV shows had **no Asian speaking characters**, and more than **1/5** of them had **no Black characters with dialogue.** - NPR



Mulan is one of my first memories of seeing an Asian woman as a heroine. It was interesting to see in a Disney film, as a child, someone who looked a bit more like me than the main characters I saw on TV.

I felt pride. I felt less like an “other”. ””

- Bianca Chow



When someone asked me, when was the first time you had a teacher of the same race, it blew my mind. I could not believe it wasn't until my junior year at Columbia University when I had a physics class, that I realized I've had white teachers my entire life.

Representation matters, especially in your formative years. Who is teaching you? ””

- Mita Mallick



**DID
YOU
KNOW:**

Time Magazine found that only **3%** of full-time professors at degree-granting postsecondary schools were **Hispanic**, only **4%** were **Black.** - Time Magazine

The Stats:

The Current State of Representation (cont.)

Gender:

63%

of **7-10 year-old girls**
feel confident in themselves

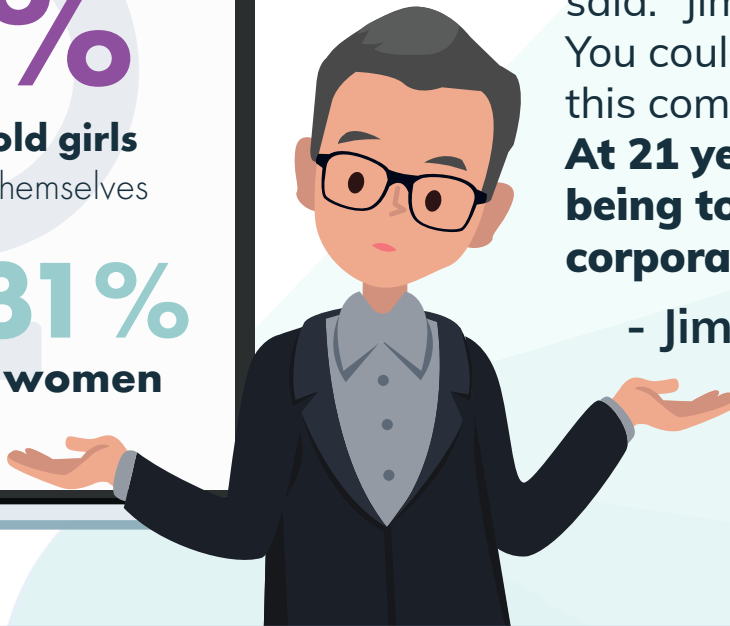
It decreases to **31%**
in **17-21 y/o women**

- Forbes



When I was interviewing for my first job, it was with a man. During the second round of interviews he said: “Jim, I believe in you. You could be the VP of this company someday.”
At 21 years old, I was being told this by corporate America.

- Jim Massey



Religion:

> 1/2

of **workers** believe there's **discrimination against Muslims**, based either on what they've read, witnessed, or experienced in the workplace

- Washington Post



The Stats:

The Current State of Representation (cont.)

Sexual Orientation:

4 in 10 respondents said they think being **open** about their **LGBTQ+ identity** will impact their **job search** - [LinkedIn](#)

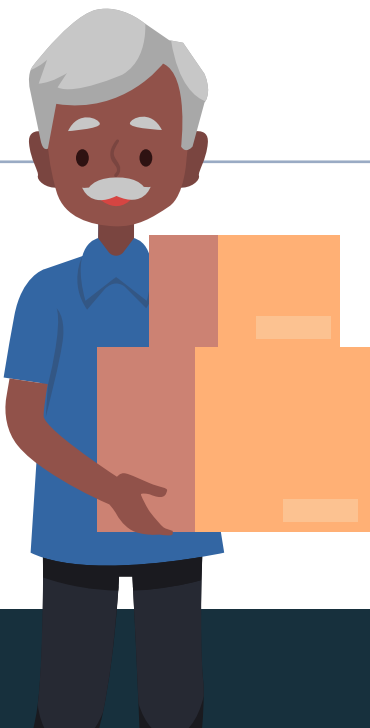


Ability:

The **United Nations** states that in most developed countries, the official **unemployment rate** for those **with disabilities** is at least

2x

that for those **without**
- [Bloomberg](#)



Age & Generation:

49% of respondents surveyed said that their organizations have done nothing to help **older workers find new careers** as they age - [Deloitte](#)

The Data:

Any organization's successful DEI efforts make sure to plan for the future. Part of that planning involves looking at the current state of our population, as well as the projections for what it will look like in the upcoming years.

Currently:

1 in 5

Gen Z identify as **LGBTQ+**
- NBC News

1 in 4

Americans lives with a **disability**
- Ford Foundation



In the corporate space, I'm still trying to find people who look like me...**How many Black, Queer, Trans, and Neurodivergent people are there in corporate America?**

- Bryce Celotto



Ahead:

1/3

of individuals in the United States are **people of color**, and **by 2050** that proportion is expected to climb to **one-half**
- Deloitte

By 2035

Globally, babies born to **Muslims** will begin to **outnumber Christian births** - Pew

%

The **65-74 age group** is projected to **grow by 4.2%** each year, and the **75+ group 6.7%** annually
- Deloitte



SAYS
BIANCA
CHOW:

“

If you can see her you can be her.

If you haven't seen a female scientist before, how can you know that pursuing STEM is for you? I volunteered a lot on college and career readiness with young girls to remove roadblocks and barriers that many of us have faced along the way.

”

Their Stories:

#RepresentationMatters



“...and then Alek Wek came on the international scene. A **celebrated model**, she was **dark as night**, she was on all of the runways and in every magazine and **everyone was talking about how beautiful she was.**”

...

My complexion had always been an obstacle to overcome and all of a sudden, someone was telling me it wasn't. It was perplexing and I wanted to reject it because I had begun to enjoy the seduction of inadequacy. But a flower couldn't help but bloom inside of me.

When I saw Alek I inadvertently saw a reflection of myself that I could not deny.”

- Lupita Nyong'o



**DID
YOU
KNOW:**

Alek Wek's visibility helped Lupita Nyong'o to embrace herself and ultimately become an Oscar award-winning actor.

Meet Mita:

#RepresentationMatters



While a lot of people were obsessed with Will Smith on *The Fresh Prince of Bel-Air*, I was focused on **Tatyana Ali**. It was **seeing someone who looked like me** on **mainstream television**.

My heart sang.

Growing up in a white suburban neighborhood, I was one of a few families of color. I was constantly bullied, verbally and physically by my peers. I was being raised in a community that said I didn't belong, and at the same time, **I was not seeing myself represented anywhere in the greater medium.**

No surprise I ended up in marketing and storytelling. I wanted to know:

- **Who gets represented and why?**
- **Whose stories get told and why?**

That's something that always drove me and I wondered about.



 **MITA
MALICK**

Carta: Head of Inclusion, Equity, and Impact
She/Her - Woman of Color, Caregiver, First-Generation

Meet Ben:

#RepresentationMatters

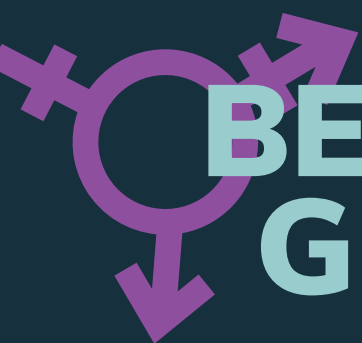


The summer after freshman year of college, I went to see a play that featured a trans actor playing a nuanced trans man in an off-Broadway play.

It was earth-shattering for me, to see a **successful trans man** and I had prepared all the things I needed to tell him after the show. I was going to tell him how much hope it gives me for the future to see him on stage and for him to sign my playbill. When I saw him after the show at the other end of the room, I just started sobbing. He saw me, walked across the room, and gave me the biggest hug and we stood there crying, for 2-3 minutes. He stood back and said,

“This is it, this is why representation matters.”

The same thing had happened to him 20 years before when he first met another trans man for the first time. It was pivotal and life-changing, because after that moment I realized I wanted to be that person for as many trans youth as possible. **It’s been the driving force in the work that I do since that day.**



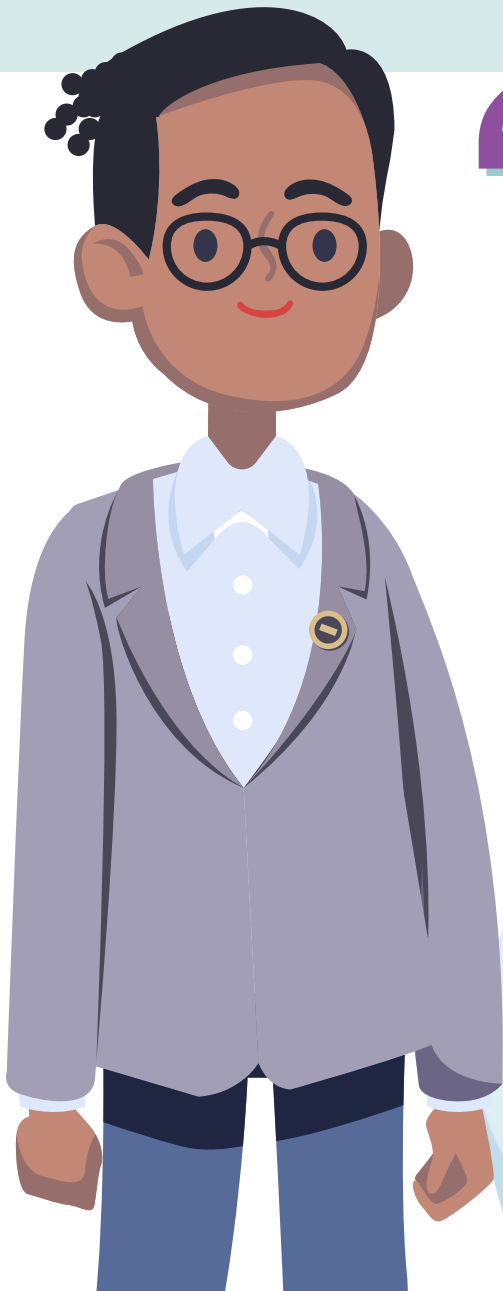
**BEN
GREENE**

Project Manager + Consultant

He/Him - White, Jewish, Transgender, and Bisexual Man

Meet Bryce:

#RepresentationMatters



My third-grade teacher. Have you seen The Magic School Bus? She was Miss Frizzle!

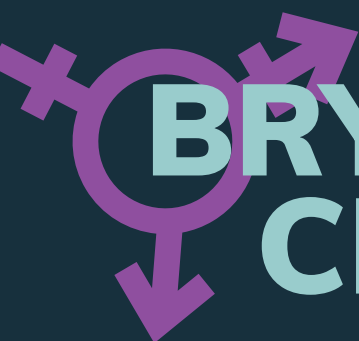
Miss Sheryl always wore vibrant clothes, had very cool earrings, and she was **the first Black teacher I had**. She always encouraged us to think outside the box, do things differently,

I felt seen as a Black person, but also celebrated for being a young **eccentric kid**.

From a young age, I knew I was different but didn't have the language to talk about my **queer identity**, or being **biracial**.

She created this environment in which being different was okay. I still think about her a lot. I felt **validated**, I felt **comfortable** in her classroom **to be myself**. She welcomed everyone to push the limits and boundaries. She really fostered curiosity and made me think if I know all of these things, I could do all of these things.



 **BRYCE
CELOTTO**

Policy Advocate, Educator, and Consultant
He/Him - Black, Queer, and Transmasculine Veteran

Meet Jim:

#RepresentationMatters



While I did see many of my identities (**heterosexual white man**) being represented,

I struggled with fitting into the “macho man” idea of masculinity at home.

My brothers and sisters were state champions in sports, I was interested in academia, attending future business leaders’ events.

It wasn’t until senior year when I was class president and salutatorian, that my dad understood the difference in my skills.

Later on, I understood that I was able to **pull the levers of my privilege to pave my own path**. I was represented, and yet I wanted to be my own version of that. Because of that privilege, I was able to.

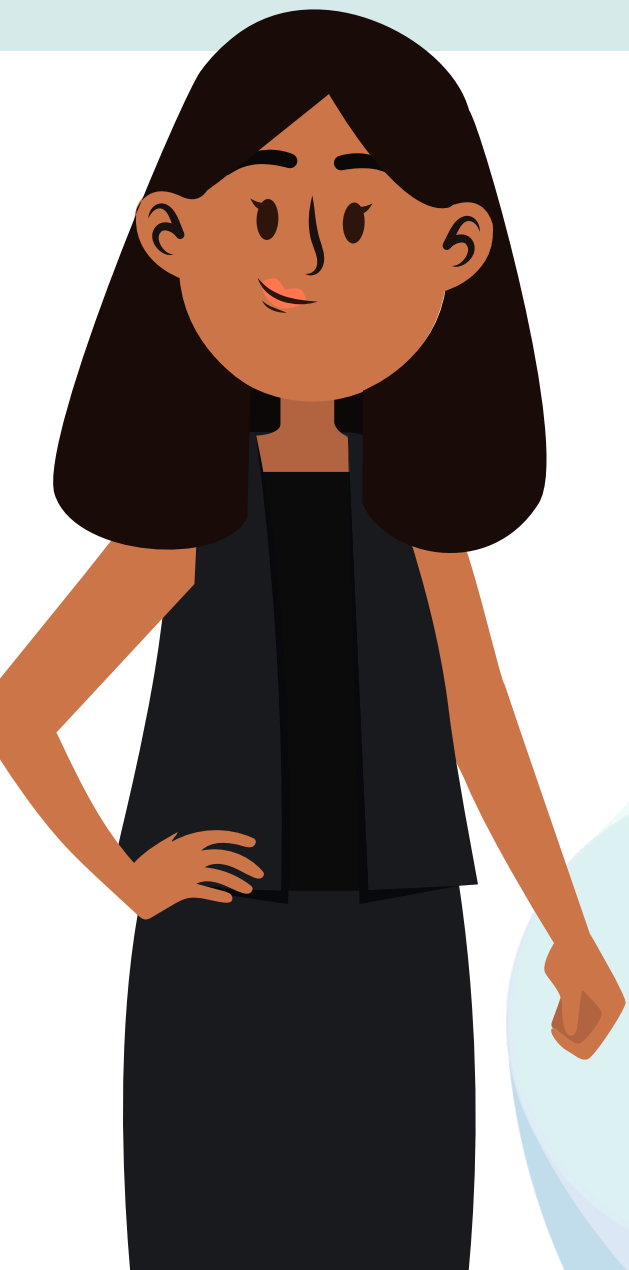


 **JIM
MASSEY**

Sustainability Executive and Consultant
He/Him - Heterosexual, White, Cisgender Man

Meet Sanjana:

#RepresentationMatters



“

I seem to be more attracted to companies that keep talking about what they're doing, and I wanted to be a part of this company called Henkle.

It's a consumer product manufacturer. **They keep talking about how their company is diverse, including more and more people of color.**

I see positive reviews and responses from people working there. I wanted to be there just because of how much I saw them talking about these things. **I think I applied to every open position.**

”



**SANJANA
BHANDARI**

Marketing Analyst, & Entrepreneur
She/Her - Spiritual, South-Asian, Woman

Meet Bianca:

#RepresentationMatters



It's not until more recently in 2019, through the Orchid Giving Circle, that I feel truly seen, not only as an Asian woman who cares about the community, but who also wants to challenge the model minority myth.

It was the first time I saw other Asian professional women who were unsatisfied with how little philanthropic funds are given to the Asian community. We wanted to change that - instead of waiting for someone else to change it. I was finally in a space where I was able to drive collective action. Before I thought "Hey I'm just one person, what can I do?"

Being with others who've felt the same way I felt - I was finally in a space where we might come from different backgrounds, but we all care about investing back into our community. **I wish it wasn't the case that I felt truly seen until much later in life.**



 **BIANCA
CHOW**

Diversity, Equity, Inclusion & Well-being Leader
She/Her - Asian-American, Daughter of Chinese Immigrants

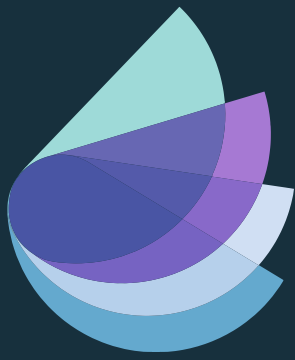
REFRAMING REPRESENTATION

Representation is more than just checking a box. It's a holistic reality that meets and values people right where they are.

In the following pages, we'll look at the Four Lenses of Representation: People, Culture, Customers, and Community.



THE **FOUR**
LENSES



A GUIDE for using THE **FOUR** LENSES

START

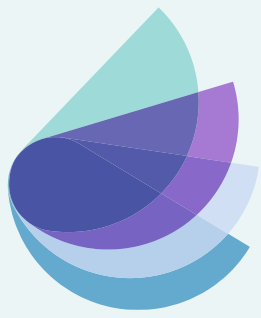
The following pages are a springboard for you to begin understanding representation and its value to your business, employees, and community. **Let them spark reflection and discussion in your organization.**

As you review the concepts and the real-world examples for each Lens, remember that any given situation may require more than one viewpoint to understand it fully.

People are part of a community, and people's actions impact the community. Culture shapes a community, and customers come from that community.

Ask your employees and local communities for their experiences, and let their insights and voices guide you. Their input will help you develop the policies, processes and programs that need to exist for a more representative environment.

Your organization may be doing well in some areas but not as well in others. **Acknowledge where you can do better and share the plan with your employees and your community.**



REFRAMING People

Representation matters from the moment someone interacts with your company. Are you reaching out to BIPOC professional networks? Is your company investing in women when it comes to career and succession planning? Employees more than ever are demanding to be invested in and supported for the work they are doing. Attracting the best and diverse talent requires supplying them with the tools they need in order to succeed.

Women of Color Leadership Pipelines:

Bank of America's Women's Next Level Leadership Program is a seven-month virtual development experience focused on the unique challenges multicultural women face in progressing their careers and provides strategies and tactics to overcome those challenges.

-Bank of America

LGBTQ+ Mentoring:

Pharmaceutical company Lilly's Reverse Mentoring program brings together LGBTQ+ employees with senior leaders across the company to help each other learn, grow and create an environment that helps everyone succeed.

-Lilly

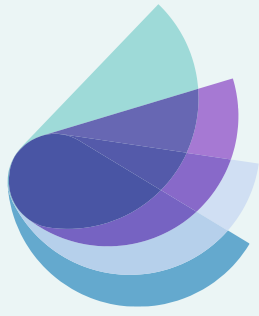


Outside of actors, dancers, musicians, I have yet to see a happy successful trans man in corporate America. I see them on TV, but not in the real world. It's a lot of pressure to be in the frontlines to create that space. It affects the ways in which I show up at work because it's also the first time most people have met a trans man professional.



-Ben Greene





REFRAMING People

Neurodivergent Applicants:

Microsoft has found new ways of hiring people with autism by working with autistic advocates to create new assessment processes, designed to test teamwork skills and technical knowledge, and not just rely on interviews or essays that may not be a candidate's strong point.

-Harvard Business Review

Black & Latinx Talent Pipelines:

Tech giant Google's Code Next is a free computer science education program that meets Black and Latinx high school students in their own communities and provides the skills and mentoring they need for careers in computer science-related fields.

-Google

Return to Work:

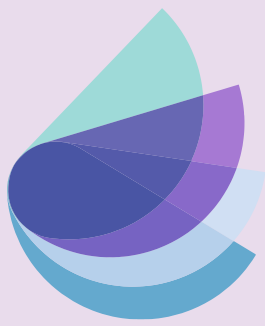
The Deloitte Encore program was specifically designed to enable seasoned professionals who have left the workforce for 6+ months to return to work. This paid, 18-week program offers an opportunity to enhance participants' skills while providing a role in a client service environment. Deloitte professionals provide training and mentorship, and participants could join the company upon successful completion.

-Deloitte



People: Attract, hire, develop and retain diverse talent. Value diversity in recruiting and hiring. Career and succession planning. Diverse leadership pipeline.

THE 4 LENSES OF REPRESENTATION



REFRAMING Culture

When we talk about reframing representation, we are asking you to look beyond your workforce. Are you creating an engaging workplace for all? Are your initiatives intentional in celebrating all walks of life? Representation matters when it comes to culture because you want to create a welcoming environment before inviting someone in. You want to let people know that you see them, and created this space for them.

Bereavement Leave:

At Reddit, they are redefining their culture by meeting all of the needs of their diverse employees. This includes providing for anyone who goes through a pregnancy loss; individual or their partner.

- Harvard Business Review



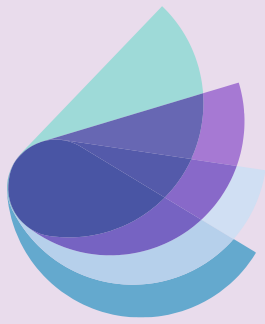
8 ½ WEEKS
of fully paid leave

Spirituality and Health:

Accounting giant EY found success in fostering an inclusive culture by creating “quiet rooms” which are open to all employees to take a break, reflect, pray, or take medication. They also make sure to include all major religious and cultural holidays to help set work schedules, as well as a dietary restrictions tip sheet for all meetings and events.

- The Guardian





REFRAMING Culture

Work-life Balance:

The Time Out initiative enables employees to request one month off, unpaid, every year in addition to their annual paid holiday entitlement – without giving a reason. The initiative has been recognized by the Sunday Times Best Companies to Work For 2015 where Deloitte took the special award for Innovation in Engagement Practice for Time Out.

- Deloitte



Paid Company Holidays:

Nike announced in a statement on their social media pages that all retail stores, offices, and distribution facilities in the US will be closed in observance of Juneteenth. The company also encouraged its consumers to connect and educate themselves.

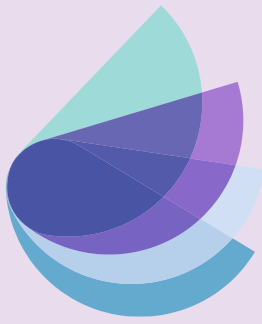
- ABC News



As a Brown woman who has been working in corporate America for many years, **I want to be in places where I'm celebrated, not tolerated.** I've been open about the bullying I experienced in school and I never thought that it would follow me into corporate America. There were a few moments where I let it persist longer than I should have allowed it to. I want to be recognized for Mita, and what she brings to the table. **My best moments have been with those managers who saw something I didn't see in myself and helped push me, coach me, and develop me.** That's when I've felt seen and supported.

- Mita Mallick





REFRAMING Culture

Cultural Competency:

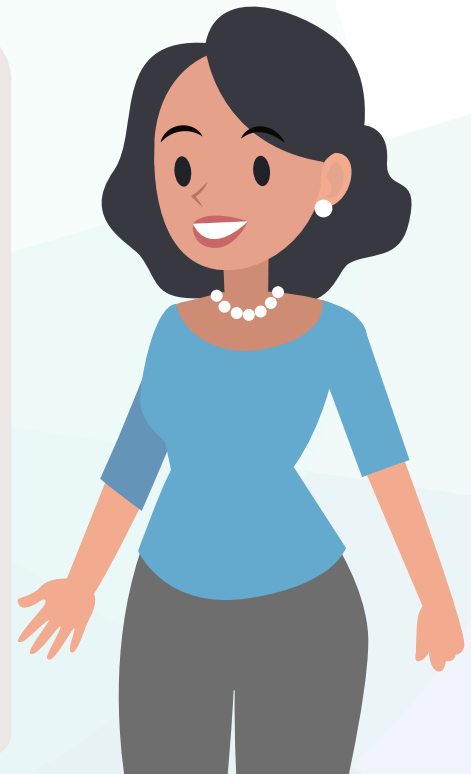
Johnson & Johnson has launched “Diversity University”, a dynamic website that helps employees to understand the benefits of working collaboratively. The Chief Diversity Officer also reports directly to the CEO and Chairman of J&J, to ensure they engage appropriately and are overseen by top-level management.

- McKinsey



At a previous company, a senior-level woman was planning for her retirement. Through her experiences, and her mentoring me throughout my career, I saw and felt seen in regards to what a woman leader can do in a company. However, I didn't see Asian women represented, or Asian representation in general in leadership roles. At Ericsson, **I feel more seen because we have an Asian Connections at Ericsson (ACE) Employee Resource Group (ERG) that is focused on promoting awareness of Asian heritage** and supporting Ericsson's efforts around inclusion, but I would love to see more Asian women in leadership roles, especially when it comes to the tech industry.

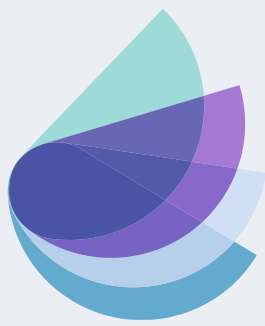
- Bianca Chow



Culture: Create an engaging global workplace for all employees. Intentional, inclusive culture where everyone can thrive. Benefits meeting needs of diverse employees. Celebrating differences.



THE 4 LENSES OF REPRESENTATION



REFRAMING Customers

The world is a diverse place and with that comes different obstacles and essentials for different communities. Is your company creating products and services that address the needs of everyone? Does your content highlight diverse voices? Many underrepresented groups are annually increasing their buying power and are choosing to vote with their wallet.

Services:

Toyota's Mobility program is designed to address the transportation needs of people who have a disability or a family member with a mobility issue. The program provides both financial assistance and a variety of mobility solutions to meet the consumer's needs.

- Toyota

Innovation:

Tommy Hilfiger Adaptive is the first time a global lifestyle brand modified its mainstream apparel into adaptive collections. The fashion brand approached the challenge with the knowledge that people with disabilities need to have a seat at the table when a company is creating adaptive products.

- Forbes

Products:

Band-Aid has launched a new line of bandages called "Our Tone" in order to embrace, as well as meet the needs of their diverse clientele's skin tones. Redefining our association with the color "skin" itself.

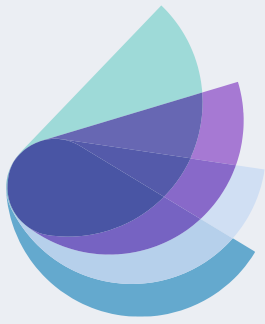
- CBS News



I feel when we talk about a woman or a woman of color, there are a lot of types of colors. I might fall in the Asian category, but there are a lot of other Asians and I feel people [in the U.S.] are not aware and neither are the companies.

- Sanjana Bhandari



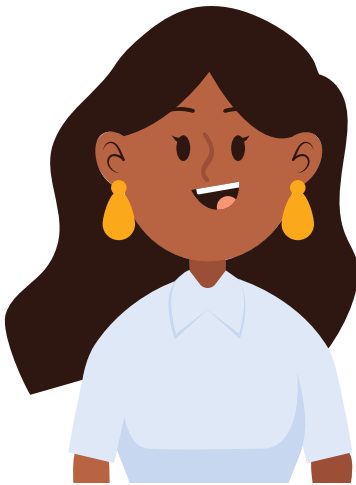


REFRAMING Customers

Communication:

Starbucks opened its first Sign Language store in 2018. Customers can communicate in ASL or write their orders on a tech pad. Rather than wait to hear their names called at the end of the bar, customers look up to a screen showing when their drinks are ready. Non-signing customers are also encouraged to use visual cues.

- Washington Post



The Dove Real Beauty campaign - this wasn't a small brand, this was a mainstream brand from Unilever. **I saw myself reflected and thought: they care about me, I matter to them.** That's the message you send when you include people: you matter in this world.

- Mita Mallick



Representation in Content:

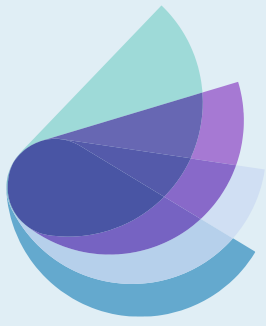
When Coca-Cola's America The Beautiful ad debuted, it became the first ad with gay parents depicted in a Super Bowl commercial. They also made it a point to highlight the different languages used by the immigrant communities across the U.S.

- USA Today



Customers: Target solutions for key customer segments. Diverse new products and services. Collaboration and innovation. Representation in content.

THE 4 LENSES OF REPRESENTATION



REFRAMING Community

If your company has a location in a community, **your company is a part of that local community and is responsible for taking part in supporting and uplifting it.** Does your organization give paid time off to employees to volunteer? Are you trying to address social inequities by coming up with solutions? Employees and consumers alike are expecting companies to invest in their communities and walk the walk.

People with Disabilities:

T-Mobile sponsors the National Wheelchair Basketball Association. The youth tournaments give them a presence among the under-18 crowd and their parents. They talk to them about what it's like to work at T-Mobile and encourage them to apply. They discuss options and plans for independent living.

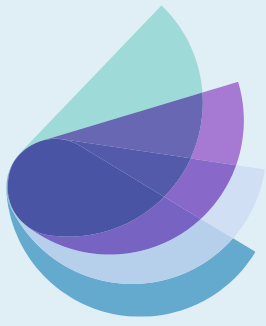
- Harvard Business Review



Progress is messy. I give Sephora a lot of credit because, in 2019, rapper SZA tweeted about how the store called the police under the assumption that she was shoplifting. Sephora apologized for the incident and has since been on a very intentional journey when it comes to inclusion. They've brought in a lot of external partners, thought leaders, and recently released an industry-wide study about racism in retail. **2 out of 5 Americans have had a negative shopping experience due to the color of their skin tone.** They've signed the 15% pledge (a commitment to more Black & Brown-owned products on their shelves), an accelerator program for underrepresented founders, and scaled back third-party security at stores. We can always debate whether more could be done, but **investing in a study of that magnitude says something.**

- Mita Mallick





REFRAMING Community

Climate Change:

Swedish multinational conglomerate IKEA is one company that has mapped out a strategic Environmental, Social, and Governance (ESG) program, transforming itself in response to accelerating environmental degradation.

- Harvard Business Review

Health and The Black Community:

Fitness app company FitBit has pledged to start driving research projects that address health conditions that disproportionately affect Black people, including COVID-19.

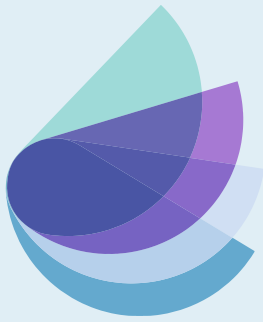
- NYTimes

Investing in Underfunded Communities:

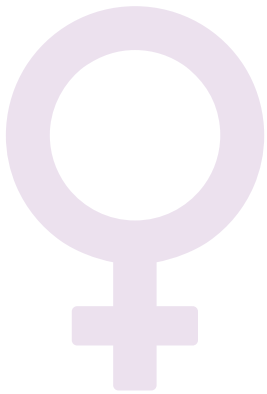
In 2020, payment platform PayPal created a \$500 million fund to support Black and minority businesses, as well as investing directly in Black and other minority-led start-ups. Another \$10 million was set aside for grants to assist black-owned businesses affected by COVID-19.

- NYTimes





REFRAMING Community



Uplifting Women:

At Tory Burch, they've launched the Tory Burch Foundation, which provides women entrepreneurs access to capital, education, networking, and mentoring.

- Tory Burch Foundation

Global and Local Action:

PwC took a new approach to help accelerate change, by establishing an Inclusion and Diversity Council to drive action globally. The Council includes senior leaders from PwC firms in Asia Pacific, Africa, Canada, China, India, InterAmericas, Netherlands, and the U.S. It will be responsible for determining what programs, initiatives, and policies should continue, stop, scale or start, as well as engaging with leaders across the network to drive accountability and accelerate change at a local level. - PwC



Community: Giving back to the community. Social impact programs that support marginalized communities. Volunteerism. Philanthropy. Supplier diversity.

THE **4** LENSES OF REPRESENTATION

GOOD FOR HUMANITY, GOOD FOR BUSINESS

Hummingbird Humanity believes **you can put people first and still be successful, and very likely more successful.** Beyond an ideology, it is also a fact. Organizations that have committed to reframing their representation initiatives have seen the return on their investment. The current political and social landscape is also becoming ever more important when it comes to attracting, hiring, and retaining diverse talent. Lastly, these initiatives have been shown to be directly correlated to higher employee engagement and consumer satisfaction.



GOOD FOR HUMANITY, GOOD FOR BUSINESS

People

Gender:

Companies in the top-quartile for gender diversity on executive teams were

21% more likely to outperform on profitability and 27% more likely to have superior value creation.

- McKinsey



As a working mother with two young children, the pandemic has been really difficult. My work community really showed up. They did storytelling or drawing with my kids via Zoom, coworkers ordered me a cake when they knew I'd had a long day. Sending a meal for my family tells me I am being seen as a caregiver, and someone is trying to make my life a little bit easier at least for that day.

- Mita Mallick



Culture

Race/ethnicity:

67% of job seekers (and **89% of Black job seekers**) report that **a diverse workforce is important** when considering a job offer.

- Deloitte

LGBTQ:

72% of full-time employees said they would leave an organization for one they thought was more inclusive.

- US Chamber of Commerce Foundation



Trans folks are hesitant to speak out at work because by outing themselves they are open to retaliation. Coming out also makes you the designated trans person for all of their questions. Some LGBTQ+ folks don't disclose their identity at work because the company is not discussing, educating, or celebrating through any Pride messaging or events.

- Ben Greene



ABOUT THE DATA

Companies with top quartile healthy cultures have

3X the total return to shareholders

- McKinsey

GOOD FOR HUMANITY, GOOD FOR BUSINESS

Customers

Ability:

71% of shoppers with disabilities **will click away from your website** if it is too difficult to use.

- Forbes

Race/ethnicity:

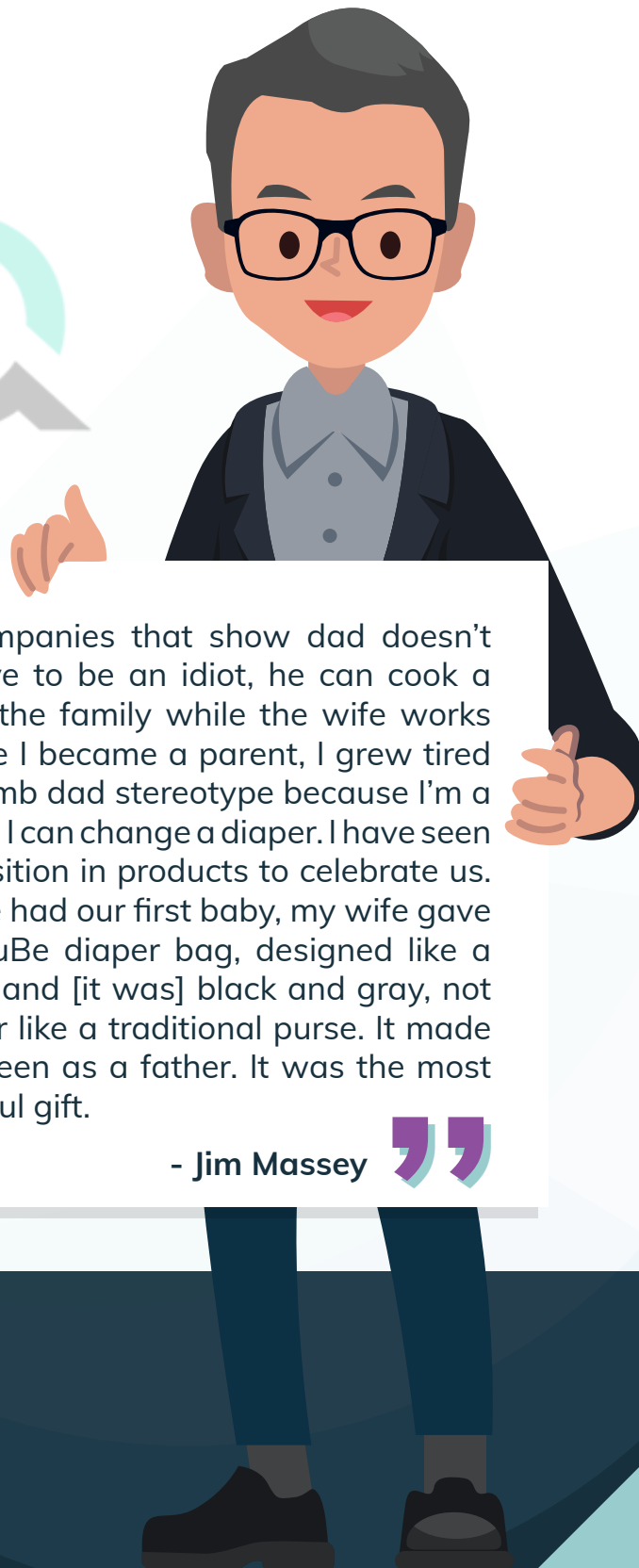
77% of Americans say **companies must respond to racial injustice** if they expect to “earn or keep” public trust.

- Deloitte

Culture:

A Harvard study found that **customer satisfaction** is tightly linked to **company culture**.

- Harvard Business Review



“ Companies that show dad doesn't have to be an idiot, he can cook a meal for the family while the wife works late. Once I became a parent, I grew tired of the dumb dad stereotype because I'm a caregiver. I can change a diaper. I have seen that transition in products to celebrate us. When we had our first baby, my wife gave me a JuJuBe diaper bag, designed like a gym bag and [it was] black and gray, not flowers or like a traditional purse. It made me feel seen as a father. It was the most meaningful gift.

- Jim Massey



GOOD FOR HUMANITY, GOOD FOR BUSINESS

Community

Social impact:

93% of employees who volunteer through their company **report being happy** with their employer and 54% of those who are proud of their company's contributions to society are engaged at work.

- Harvard Business Review

Social impact:

According to a recent Edelman survey on trust and race, 71% of those surveyed **place more trust in companies to respond to racial injustice than in the government** (36%) - PwC

Age/generation:

90% of all **Gen Z support the Black Lives Matter movement.** Additionally,

94% of that generation **expect companies to take a stand on important social issues.**

- Deloitte



“ There are currently 50 anti-trans bills currently pending and I recall a few years ago when North Carolina had **the anti-trans bathroom bill, the reason it was thrown out was because of the number of companies who said they'd pull their business out.** My hope was in response to seeing these anti-trans bills come up again, companies would speak up. So far I haven't seen anyone do that, and it's really disheartening. People don't want to get political. I don't get to have that choice when my identity is politicized under the law. Even a statement of support would be something. ”



**BEN
GREENE**

Project Manager + Consultant
He/Him - White, Jewish, Transgender, and Bisexual Man

GOOD FOR HUMANITY, GOOD FOR BUSINESS

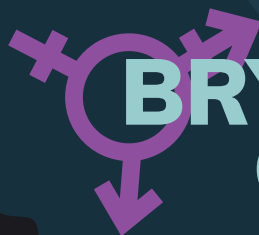
Representation still has a long way to go when it comes to resembling our world's population. We've also shown that there is a business case for representation and it is a compelling one, which can bring your business to the forefront, and as an example to follow. Representation can no longer be seen as simply seeing someone like you in an organization. The initiatives these companies are taking are thinking beyond the visual. They are taking into consideration our societal problems, socioeconomic barriers, and inequities from birth.



As the world continues to shift and change, DEI strategies must shift and change as well. Reframing representation is no small effort, but the benefits to your employees, consumers, and overall community are well worth it. Here are some thoughts from our interviewees on how they hope to see representation evolve in the future, before we show you how to get started in reframing representation.



I haven't worked at a company that values who I am. Who celebrates my Blackness, my queerness, my trans identity, for being neurodivergent. I haven't. It's half the reason I started my own business, Swarm. **I grew tired of working for places that weren't willing to create a space for me.** The other half of the reason is that through my company, I teach people in corporate spaces how to make space for others like me.



**BRYCE
CELOTTO**

Policy Advocate, Educator, and Consultant
He/Him - Black, Queer, Transmasculine, Veteran

GOOD FOR HUMANITY, GOOD FOR BUSINESS



Companies have jumped from understanding to inclusion by making white employees feel good about progress. **Real representation starts with people who don't look like me when it comes to executive teams or the boards**, which I still don't see a year after companies made a commitment to following George Floyd's death.

We need to shift from allyship, which allows these systems to continue to exist but help one or two people over the fence, to **systematically disrupting the system so that it no longer protects just me.**

- Jim Massey



 **JIM
MASSEY**

Sustainability Executive and Consultant
He/Him - Heterosexual, White, Cisgender Man

GOOD FOR HUMANITY, GOOD FOR BUSINESS



I sit at the intersection of DEI and our Sustainability / CSR team. At Ericsson, we're aware there's a large digital divide in our communities that was amplified in 2020 by the pandemic, especially for communities of color. Lack of devices, lack of access to the internet, lack of digital literacy when it comes to folks who can help with technical support. The issue is exacerbated in communities of color and we don't want to put a band-aid on it.



So we're leveraging our power as a tech company to **move from the mindset of there's no talent pipeline to addressing the problem at the root by getting young kids interested in STEM.** We know that diversity drives innovation, we simply can't talk about a short-term plan. We have a long-term plan that is good for our communities, as well as good for sustainable business.

- Bianca Chow



 **BIANCA
CHOW**

Diversity, Equity, Inclusion & Well-being Leader
She/Her - Asian-American, Daughter of Chinese Immigrants

GOOD FOR HUMANITY, GOOD FOR BUSINESS



Representation matters in brands, products, and services. Inclusive content and design. **Your consumers want to see themselves.** It matters when it comes to supplier diversity. Are the agencies you work with diverse? Your partners? I think that is one area where representation matters a lot. **Companies need to start being more conscious about supplier diversity.** If you're someone's first customer, if you're partnering with a women-owned company, whose purpose is advancing women leaders, that's pretty incredible. It's game-changing for their business and game-changing for ours.

A lot of the times you see these mistakes with products or messages a brand puts out there and we blame the brand. We also have to ask, who else is part of that ecosystem? Companies are always outsourcing work to other individuals. Who are these advertising agencies they are working with? And are Black and Brown agencies being included if those are the consumers your product is trying to reach?

- Mita Mallick



 **MITA
MALICK**

Carta: Head of Inclusion, Equity, and Impact
She/Her - Woman of Color, Caregiver, First-Generation

GOOD FOR HUMANITY, GOOD FOR BUSINESS



If I see someone, practicing a similar way of life, I would feel more connected and be more open to having discussions or gab. I haven't seen that. I think those are small things. But yet, they matter. **It's kind of scary, because the corporate world is like, you're there for your skills. You go there, get your job done, and you're back home. There's not enough personal growth** that could happen, if it's only restricted to the job that you do. So I feel if I were more comfortable, if I really made connections with people, it would go beyond just work. And it would be a place where I would love being.

- Sanjana Bhandari 



SANJANA BHANDARI

Marketing Analyst, & Entrepreneur
She/Her - Spiritual, South-Asian, Woman

Getting Started:

Now that we've reframed representation and how it can change your company, what will you do with that information? We encourage you to assess how your organization is doing based on our Four Lenses of Representation.

Here are a few questions you can use to gauge the current level of representation at your company or start a dialogue towards making sure everyone is represented in your initiatives.

These questions are just the starting point. As you explore, you'll find there is often another lens, or perspective, to consider.

People: Representation here focuses on attracting, hiring, and developing diverse talent.

Does your company have initiatives to increase representation?

- **Does your company have partnerships with HBCU's?**
- **How are you creating opportunities for people with disabilities in your workplace?**
- **Are you helping your aging workforce keep up with advancing technology?**



By being **out and proud**, I've opened myself to being a **resource for other trans people**. I recently spoke with a young trans man in a panel. I reached out afterward to congratulate him, and let him know I'm here if he needs any tips on public speaking or in regards to speaking about our community. I was intentional in letting him know I'm here if there's anything I can do to support him.

No matter how busy, I am here for trans people. This is why I do this work. - Ben Greene



Getting Started:

Now that we've reframed representation and how it can change your company, what will you do with that information? We encourage you to assess how your organization is doing based on our Four Lenses of Representation.

Culture: Representation here focuses on creating an engaging space for all employees.

Does your company offer diversity training for all employees?

- **Does your company celebrate holidays from all religious backgrounds?**
- **Does your company have LGBTQ+ inclusive benefits?**
- **Are your workplace flexibility initiatives meeting the needs of all your employees?**



Shifting the way we talk about Diversity, Equity, and Inclusion work is really important. I used to talk about my work as DEI but now I talk about my work as **racial justice**, as **LGBTQ+ equity**. I don't want to just give QPOC seats at a table while the companies and cultures themselves remain hostile and homogeneous. Holding the door open is also about **changing the language** and being **more intentional** because that's how you let people really know that these spaces are safe for you. **You are welcome here.**

- Bryce Celotto 



Getting Started:

Now that we've reframed representation and how it can change your company, what will you do with that information? We encourage you to assess how your organization is doing based on our Four Lenses of Representation.

Customers: Representation here focuses on meeting the needs of all consumers and clients.

Do you see the world fairly represented in your products?

- **Are there any communities your products should take into consideration?**
- **Does your company have an accessible website for people with disabilities?**
- **Does your company outsource or partner with diverse talent?**

“ **I keep having the conversation. I take action. I ask questions.**

If I'm calling a car dealership, which is a male dominant field, I ask if there are any women reps. When Wells Fargo's CEO came out and said there's no Black talent, I moved my funds to a different bank and asked about the diversity in their financial planners. I **ask for representation**. You have to be intentional about having a diverse network.

- Jim Massey ”



Getting Started:

Now that we've reframed representation and how it can change your company, what will you do with that information? We encourage you to assess how your organization is doing based on our Four Lenses of Representation.

Community: Representation here focuses on meeting the needs of your community.

Has your company advocated or spoken up in the face of inequity?

- **Does your company give paid time off allotted to volunteering?**
- **Does your company include employees in decision-making when it comes to philanthropy?**
- **Has your company pledged to fight racial injustice?**



Representation matters because I want to pay it forward to others. We know women of color have been disproportionately affected in the workplace by COVID-19. If someone wants to meet for coffee or would like me to take a look at their resume, I do. I toggle between surviving and thriving, between raising children and making an impact in the world. We have so many things going on, but I **try to make time to help others and support them.**

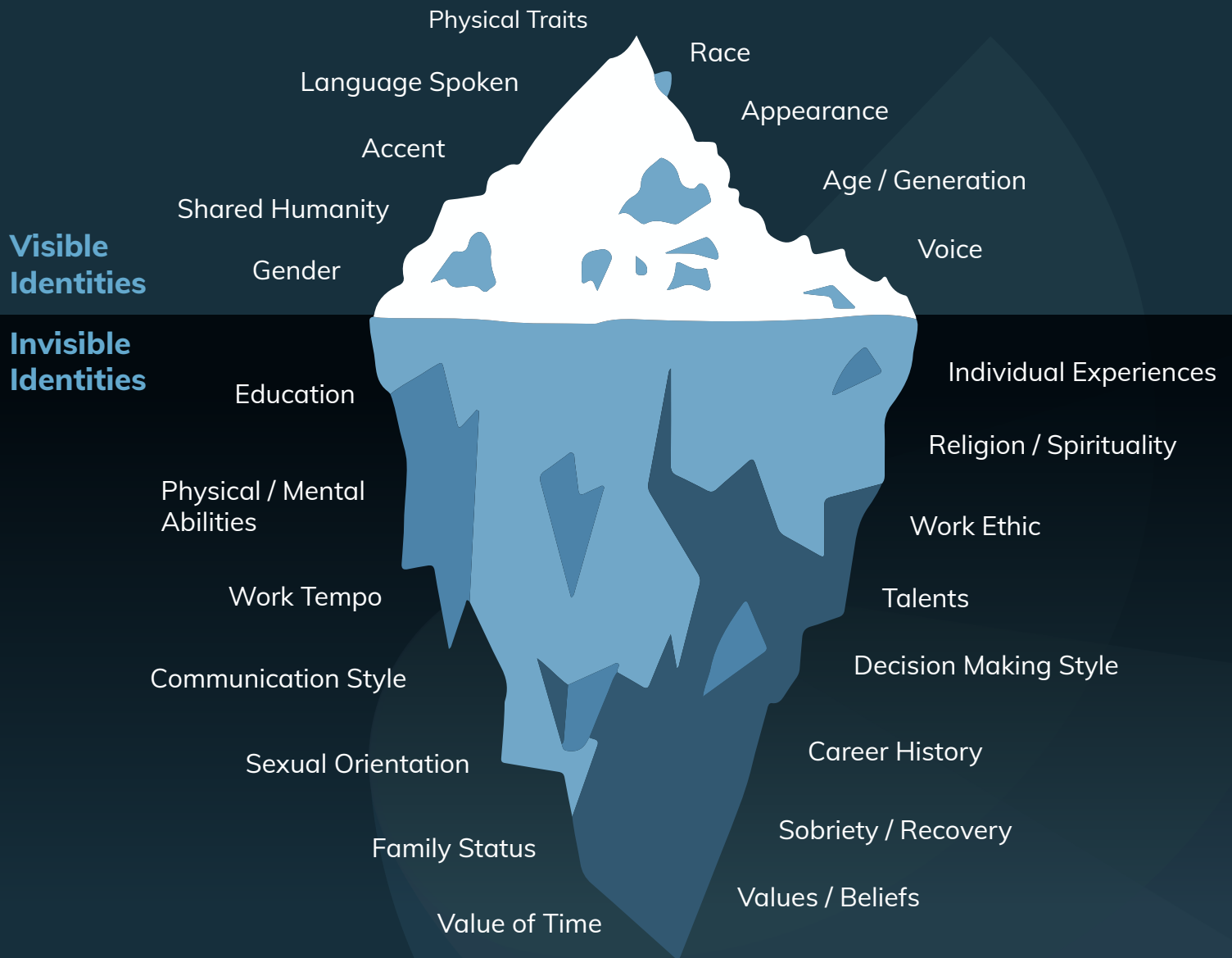
- Mita Mallick 



Human First

We hope that this paper helped you to understand more about representation and the value it brings to your organization.

But this is just the tip of the iceberg.



Representation transforms organizations and societies when people can see more and more of themselves.

When we share our stories, we make room for others to share their stories.

What story will you share today?

Moving Forward:

Looking for more information?

We'd love to have a chat with you about the ways your organization can benefit from Reframing Representation.

[Click Here](#)

to set up a time for our team to have a conversation about the unique needs of your business.

You can also follow us on:



to get fresh thought leadership on DEI and how it can make your company higher performing.

Hummingbird Humanity believes that putting people first is essential to the success of any business. We partner with organizations to foster human-centered, highly engaging workplace cultures where representation matters, diverse voices are celebrated, and everyone knows they belong.

Our goal at Hummingbird Humanity is to foster change through individuals and organizations so that they can reach their maximum potential inside and outside of the workplace.

We believe that employee experience drives organizational success. With that in mind, our services are tailored to organizations that recognize a missing piece in their company's DEI readiness and are looking to increase productivity, employee engagement, and more through a human-centered inclusive environment.

Moving Forward:

Before we say goodbye...



While you're getting ready to talk to us, here are some more resources that you can explore:

- How to Develop a Diversity, Equity and Inclusion Initiative
- 50 Ways to Fight Bias Against Women at Work
- Creating a Trans-inclusive Workspace
- 5 Steps to Building an Inclusive Workplace for People with Disabilities
- Guide to Diversity and Inclusion in Modern Advertising
- Workplace Diversity Through Recruitment
- Creating Inclusive Multi-faith Workplaces
- A Guide to Inclusive Philanthropy
- PwC's Global Diversity & Inclusion Survey

Did you enjoy this paper? Don't keep us a secret. Send this report to someone you think will benefit from it.



“Hi, my name is **Brian McComak** and I founded Hummingbird Humanity to create a better world for all humans.”

This paper is one of the first of many projects that are designed to help people put humans back into the center of business, so that everyone knows that their talents, experiences and genuine selves are valued and sought out. It's not an easy journey, but one that is incredibly valuable.

It is my honor to introduce the creative team behind this paper.

The guiding force behind this paper is JD Valladares-Williams. As the author of this paper, he contributed many hours of research, interviews and writing to create this work. Words cannot express the gratitude I have for him.



JD Valladares-Williams (he/they) Queer, Latinx, Immigrant

Author + Hummingbird Humanity Consultant

is an Educator, Activist, and Consultant who helps unpack conversations around sexuality, race, and intersectionality. Previous work includes partnering with the NYC Dept. of Education to create inclusivity and belonging for all in schools, as well as the It Gets Better Project to highlight LGBTQ+ history and activism. As a Queer, Latinx, Immigrant, he understands inequity begins early on in life, and that corporate engagement and community organizing are key to societal shifts so he also created a partnership between Gayglers (Google's LGBTQ+ ERG) and NYC public schools to mentor the next generation. His mission in life is to eradicate the barriers he and many of us face as we try to thrive and belong in the world.



Many thanks to the Prideful Hearts team for supporting JD's storytelling through graphic design that made these stories come to life.



Prideful Hearts



Abe Dickison (he/they)

Queer, Genderfluid Transman,
Seahorse Dad

Co-Founder + Creative Director

is a serial Entrepreneur, Designer, and a seahorse Dad. Abraham has 12 years of experience as a Creative Designer and Marketing Strategist, is co-founder of Prideful Hearts a 100% LGBTQ+ staffed marketing and design agency that works with LGBTQ+ organizations to bring visions of a better world to life while building an internal culture that creates jobs with compassion and understanding for the needs of LGBTQ+ team members. He is also the founder of Brave Bear, an organization that seeks to create opportunities to inspire moments of kindness and connection to strengthen the support circles of LGBTQ+ folks.



Malcolm Ribot (he/him)

Mixed Puerto Rican + White,
Queer, Man of Trans Experience

Co-Founder + Graphic Designer

is a community builder, trans advocate, graphic designer, artist, guitar and ukulele player, avid hiker, constant wanderer, wiggler, and the father of 2 fur babies and about 60+ plants. Malcolm has 11 years of experience as a professional in the Graphic Design field, and co-founded Prideful Hearts to help uplift businesses and community efforts of fellow queer folks, while also exclusively offering employment opportunities to fellow queer designers and creatives. Additionally, he loves to bring together fellow men of trans experience as the FTM Traveler, and volunteers and works with The Venture Out Project and trans youth camps.



Elizabeth Hamilton (he/they)

Non-Binary,
Autistic

Editor

is your friendly non-binary, autistic book person! Their clients have been on the NY Times and Wall St Journal Bestseller lists and they even knocked Harry Potter off the #1 spot on Barnes and Noble. They live in Houston, TX, with a variety of pets, including 2 cats, a dog and a middle-aged man.



I also want to thank our contributors for their honesty, vulnerability and willingness to share their experiences with our audience for this paper.



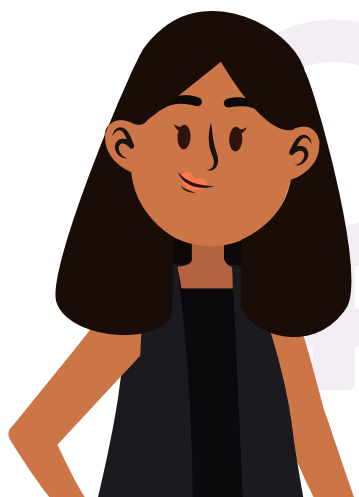
Interviewees:



Bianca Chow (she/her) Asian-American, Daughter of Chinese Immigrants

Ericsson: Leader in Diversity and Inclusion

Prior to pivoting her career to the tech industry, Bianca launched Fossil Group's inaugural D&I efforts and led initiatives in the areas of Global Operations, Marketing, Brand Management, and Sustainability during her 16+ year tenure at the global retail company. Bianca is a passionate champion for women and girls and supports nonprofits like Dallas Step Up Women's Network, GenHERation, The Orchid Giving Circle at the Texas Women's Foundation, and the Girl Scouts of Northeast Texas.



Sanjana Bhandari (she/her) Spiritual, South-Asian, Woman

Marketing Analyst, Young Entrepreneur

is a marketing analyst who helps companies achieve the best value for their product/services by providing consumer-centric marketing strategies. She has worked with Unilever, Tresemmé, Vaseline, and Simple on product launches and marketing initiatives. Sanjana used her creative abilities to start "Makeup Works," a freelance talent agency for makeup artists and hairstylists in India.



Jim Massey (he/him) Heterosexual, White, Cisgender Man

Sustainability Executive and Consultant

is leading sustainability efforts across 6 continents. He built the company's first sustainability program, Lead with Health, that led to AZ's recognition as one of Corporate Knight's 100 Most Sustainable Companies for the past four years. Jim started in the bio-pharmaceutical industry as a sales representative in Texas. In 2007, he joined AstraZeneca where he has worked in commercial, compliance and sustainability within a business unit, a marketing company and our global enterprise. Along the way, he found his purpose: removing barriers, so those willing can be who they need to be in the world.

Interviewees (cont.)



Bryce J. Celotto (he/him) Black, Queer,
Transmasculine, Veteran

Policy Advocate, Educator, and Consultant

is a Black, queer, transmasculine professional with a decade of experience in education, social justice advocacy, political strategy, youth organizing, and leading Justice, Equity, Diversity, and Inclusion (JEDI) initiatives. Bryce is the Founder and Chief JEDI Officer at Swarm Strategy - a comprehensive justice, equity, diversity, and inclusion consulting firm rooted in anti-racism practices and the history and tradition of Black Southern storytelling, community organizing, and collective care.

As a former classroom teacher, historian, policy advocate, military veteran, and program manager Bryce brings his experience and expertise from all walks of his life to examine injustice and inequity. His advocacy has been featured in national news publications such as The Huffington Post, CNN, and the New York Times.



Mita Mallick (she/her) Woman of Color, Caregiver,
First-Generation

Carta: Head of Inclusion, Equity and Impact

is a corporate change-maker with a track record of transforming businesses, who gives innovative ideas a voice and serves customers and communities with purpose. She is currently the Head of Inclusion, Equity and Impact at Carta and formerly was the Head of Inclusion and Cross Cultural Marketing at Unilever, and was one of the chief lieutenants in launching The Vaseline Healing Project in the U.S.. Mallick is a LinkedIn Top Voice, a contributor for Entrepreneur, and a columnist for SWAAY. She has been featured in the New York Times and Forbes. Her writing has been published in Harvard Business Review, Fast Company, Business Insider and The New York Post.



Finally, a shout out of thanks to my team at Hummingbird Humanity. You inspire me everyday with your tireless commitment to our mission. I couldn't do it without you.



Hummingbird Humanity



Julia Hamilton (she/her) Lesbian, Woman, White, Cisgender

Business Manager + Consultant

is a DEI advocate and champion for LGBTQ+ progress in the workplace, spending the past 5 years working at Goldman Sachs leading various initiatives to support our community. Most notably, she co-led and founded Goldman's Pronouns Initiative: a global, firm-wide campaign focused on education and awareness around gender identity and pronouns, and also worked to establish a Parental Resource Forum for LGBTQ+ parents and employees who are parents to LGBTQ+ children. Julia was promoted to Vice President at Goldman in December 2020. Julia received her Bachelor's Degree in Law and Society from American University, and will be pursuing a Master's in Business Administration at the London Business School in the Fall of 2021.



Ben Greene (he/him) White, Jewish, Transgender, and Bisexual Man

Project Manager + Consultant

is a graduate of Brandeis University and a DEI professional. As one of the only out transgender people in his town, he became established as a go-to source of information about the trans community and fell in love with advocacy and education. After giving a TEDx talk in the spring of 2019, he decided to pursue advocacy work full time and now speaks at companies internationally about how to improve the inclusivity of their workplace. He is originally from Weston, Connecticut, and spent much of his time in quarantine reading, playing the ukulele, and writing a book!



Brian McComak (he/him) Gay, Person with a Disability, Cisgender, Son of a Veteran

Founder + CEO

is a diversity & inclusion consultant, speaker, author, and facilitator with over 25 years of experience in D&I, HR, change management, internal communications, talent development, and employee experience. Before starting Hummingbird Humanity, he was Global Head of Inclusion for Tapestry – the home of Coach, Kate Spade & Stuart Weitzman – where he built the company's D&I strategic road map. He put Tapestry 'on the map' as a great place for inclusion earning recognition from the Human Rights Campaign's Corporate Equality Index, Women in the Workplace, and Forbes' Best Places to Work for Diversity.