ANTI-RACISM ROADMAP FOR EVERYDAY ACTION

PART ONE OF A FIVE-PART SERIES

MACRO-LEVEL OVERVIEW
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Black Lives Matter is not a trend. It is a movement that commenced in 2013 to address the injustice the Black community is facing every day in the social, political, economic realms of society. After an unjust verdict in the George Zimmerman trial in the USA, three Black women Alicia Garza, Patrisse Cullors, and Opal Tometi were tired of inaction and formed a coalition and movement to raise awareness, seek action, and systematic change.

With the continued display of police brutality toward the Black and Indigenous communities, Matrix360 strongly believes we must stand in solidarity with the Black and Indigenous communities as well as all communities affected by systemic racism. We too are frustrated, tired, angry and disgusted with the deafening silence of our Canadian leaders to combat and eradicate racism, this injustice has gone on far too long. This must be stopped.

Further, we acknowledge that partnerships and coalitions must be led and co-led by BIPOC people, with the assistance of non-Black people to eradicate racism. We know the solutions will be continuously challenged by the guards of the status quo and default culture that permeates the inequities. However, we stand strong and in partnership with the BIPOC community to evolve our systems and work to end the ignorance that breeds racism in our society and workplaces.
For two decades, Matrix360 has systematically addressed, built and implemented solutions to dismantle the pillars of inequities and rebuild with equity and care that works for all people. **We know that there is a lot more work to be completed.** We know that we are not capable of doing this work alone and have built partnerships with leaders and businesses to systematically evolve workplaces, and in turn, Canadian society. We call on you to recognize the power of collective collaboration in order to drive change.

**Matrix360 firmly believes it is imperative to continue to build, design and implement actionable strategies to inspire progressive change and systematically actionize anti-racist practices.** We need to move beyond words, circular conversations, checkbox approaches, fear of affirmative action, and stagnant mindsets that are steeped in inequities.

For two decades, our sole mission has remained consistent: to build sustainable and successful businesses that foster equitable workplaces where people embrace a global and inclusive mindset with a focus on the Commercial Real Estate and Development (CRED) Industry. We create and implement concrete solutions and actions to evolve our workplaces where diversity is recognized, equity is embraced, inclusion is celebrated, and belonging is the outcome.

The work we do is aligned with working towards the United Nations Sustainable Development Goals, that call to action what business leaders need to implement for progress toward diversity, equity, inclusion and belonging across all parts of society.

**We have a moral and ethical responsibility to eradicate systematic oppression and racism.**

*The Matrix360 Team*
I See Colour

Oh you don’t see colour? How nice for you.
I see colour every day.
I see it in the way that people look at me,
I see it in the comments that people make.

I see it in the way it enters a room before I do.
I see it in the way it's speaks my worth and place in society, before I can say a word.
I see it in the way it tells the story of my ancestors and the injustices they faced.

I see it in the bleeding, dying man. lying on cold pavement under his oppressors knees.
I see it in every plead for justice each broken State demands, as its requests are tear-gassed and violently hindered.

I see it in the life-sentences dished out in response to disproportionate crimes,
I see it in the wrongfully convicted brothers and sisters.
I see it in the comfortable lives lived by my white friends and allies.

I see it in spaces made in the corporate world for the white girl who is just like me, but white.
I see it in the ways my mother warns my brother as he leaves the house at night.
I see it in the ways my father begs me to not move to the United States.

I see it in the eyes of George Floyd and in the limp of Ahmaud Arbery,
I see it in the sneers of white supremacists.
I see it in the declaration that "all lives matter", when only one is at stake.

I see it in the blind optimism that racist ideologies and systematic injustices are in no way as bad as what our grandparents faced.
I see it when I ask God "why?"

I see colour everywhere I step my feet.
Yes,
I see colour every time I look at me.

princessoforiatta.com
Matrix360 would like to recognize the following project partners for contributions, content feedback, and support.

Company, Association, and Community Organization contributors:

- Acceleprise Ventures
- Black Community Action Network, Peel Region
- Black Gecko Consulting Group
- BOMA Toronto
- Canadian Association of Urban Financial Professionals
- CEE Centre for Young Black Professionals
- Dream Legacy Foundation
Matrix360 would like to recognize the following project partners for contributions, content feedback, and support.

Company, Association, and Community Organization contributors:

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- **KDPM Consulting Group Inc.**

Individual contributors:

- **Nokuzola Ncube**
  MA Candidate, International Education Policy at Stanford University, Fellow at Resolution Project, Founder at OBD Ventures

- **Paul Okundaye**
  Management Consultant

- **Dr. Beverly-Jean Daniel**
  Lead Consultant, Daniel Consulting Group
EMBRACING THE POWER OF COLLABORATIVE PARTNERSHIPS

Racism is the primary thread within a system that was built on holding one race superior and another race inferior. The institutionalization of racism is alive and thrives in our workplaces and society.

Understand that by acknowledging this fact, it is imperative that we continue to systematically dismantle the pillars of racism in all forms both locally and globally in robust and consciously intentional actions, while building a system that is rooted in total equality. The work will be challenging for a majority, and will take commitment, dedication, openness, discomfort, active listening and more importantly ACTION to eradicate racism and evolve the system.

Our five-part series Anti-Racism Roadmap for Everyday Actions will serve as a resource and guide on what and how leaders can take conscious actions to create concrete steps to eradicate racism in all facets of society.

Each part will have cohesive steps, actions, and resourceful links to guide you through education and learning new habits. The intent is to create a foundation for actions, designing and implementing strategies that will continue to recognize that people and equity are the core to thriving societies.

It is about unpacking behaviours, thoughts, and habits that stem from biases, stereotypes, prejudice, bigotry and assumptions that limit BIPOC individuals away from decision making tables in workplaces and society.
It is about understanding how to create meaningful partnerships and learning how to become an effective and conscious ally to create lasting change.

It is about evolving your mindsets to tap into what it means to be human and a member of the global community.

Our process is steeped in the C.A.R.E. Model designed by Matrix360. The C.A.R.E. Model is purposely centred on human relations and connectivity.

Through social science data analysis and experiential learning techniques, we have identified a system that is central to the operating function of people.

We forewarn you, it requires you to:

**Pause, Reflect, Unlearn, Be Uncomfortable, Relearn, Take Action.**

Finally, remember this will take more than conscious effort, it is about your will to change and progress.
Based on the Employee Resources Group Model, with an intentional focus on frameworks that connect employees to the people managing the organization. The system is based on the investment of emotional, mental and physical commitment from collaboration between executive leadership teams and employee volunteers. Objectives are to systematically build employment processes with social spaces for employees to connect, learn and build with executive leaders; A platform that is directly linked to the internal talent management pipeline and leadership pipeline.

**Affinity Networks**

Characterized by relationships with the conscious recognition of the value of the individual(s) or group(s) benefit(s) based on common interests through support, acknowledgement and action. Most often it is displayed through acts of kindness and action.

**Allyship**

A belief that one is exempt from having to address a particular issue on the basis of either: a subjective perspective dismissing its importance, a lack of awareness of its existence, or deeply held belief that a problem exists only elsewhere and therefore no action is required.

**Angel Complex**

"Is prejudice, attitudes, beliefs, stereotyping and discrimination that is directed at people of African descent and is rooted in their unique history and experience of enslavement and its legacy. Anti-Black racism is deeply entrenched in Canadian institutions, policies and practices, to the extent that anti-Black racism is either functionally normalized or rendered invisible to the larger White society. Anti-Black racism is manifest in the current social, economic, and political marginalization of African Canadians, which includes unequal opportunities, lower socio-economic status, higher unemployment, significant poverty rates and overrepresentation in the criminal justice system." (1)

**Anti-Black Racism**

"Is the ongoing race-based discrimination, negative stereotyping, and injustice experienced by Indigenous Peoples within Canada. It includes ideas and practices that establish, maintain and perpetuate power imbalances, systemic barriers, and inequitable outcomes that stem from the legacy of colonial policies and practices in Canada." (2)

**Anti-Indigenous Racism**

"Anti-racism is the active process of identifying and eliminating racism by changing systems, organizational structures, policies and practices and attitudes, so that power is redistributed and shared equitably." - NAC International Perspectives: Women and Global Solidarity (3)

**Assumptions**

Thoughts, perceptions and perspectives that are opinion-based and not often derived from factual information, education, or data analysis.

**Belonging**

The conscious and willful belief, thought and feeling of unconditional acceptance without the fear of losing security or safety physically, mentally, emotionally, socially and spiritually.

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(3) Anti-Racism Defined. Alberta Civil Liberties Research Centre http://www.aclrc.com/antiracism-defined
Thoughts and beliefs that favour or oppose habits, behaviours, actions that are based in unfairness against person(s), place(s) or thing(s).

Intolerant or impatient behaviour(s) directed towards a person(s), group(s) or thing(s), which can occur both consciously or unconsciously.

"Supports causes that impact the Black community, has Black service users; Identifies itself as a Black organization serving the Black community" (4)

"A governance structure that is Black (i.e. a majority of board members are Black); A majority of senior management staff are Black" (5)

"The main population or service users are Black, an organization that explicitly (i.e. through vision, mission, or strategic plan) serves the Black community; An organization that uses an African-centered, cultural, approach" (6)

BIPOC Is an acronym for Black, Indigenous, and People of Colour (7)

Are based on the C.A.R.E. Principle of Matrix360; Where executive leaders create internal safe spaces for employees to engage in learning, leveraging emotional intelligence and collective brainpower to unpack, learn and reinforce processes that are centred on employees' mental, emotional, physical and spiritual well being.

Circles of Learning

Method of thought, action, and state of affairs that provides physical, mental, emotional, social, spiritual safety and security.

Comfort Zone

Commercial real estate (CRE) is property used exclusively for business purposes. From a business point of view, commercial real estate is any offering of office, retail, industrial, medical, hospitality, multi-family, land, and other commercial space that can be leased and bought for the use of the business. From an investment point of view, commercial real estate encompasses any type of property, including land, which brings or has the potential to bring income.

Commercial Real Estate and Development (CRED)

Consciously holding on to or acting on belief and value systems that affect behaviours, habits, actions and thoughts.

The customs, beliefs, values, morals, and rules that frame and guide person(s), place(s), group(s) or thing(s) either consciously or unconsciously.

The state where people consciously feel unconditional acceptance, being included, and valued in the framework of workplaces and society. It is a human need that is central to our existence.

Culture of Belonging

Diversity

The experience when underserved group(s) directly or indirectly are forced to confront behaviours of the majority group(s) that have negative implications and in turn negatively affect the underserved group(s) experiences, behaviours, thoughts and comfort levels.
Having a conscious or unconscious notion or belief that the person(s) has the inherent right to possess or have access to something, tangible or intangible.

The conscious acceptance of a state of balance that is evenly distributed in the form of status, opportunities and rights.

The conscious willful behaviour and action to recognize, accept and operate from impartiality and fairness towards a person(s), place (s) or thing(s).

"Centered around Europe or European; Reflecting a tendency to interpret the world in terms of European or Anglo-American values and experiences." (8)

Adopting a mindset of negative, unpleasant thoughts, perspectives, opinions and feelings towards a person(s), place (s) or thing(s), occurring consciously or unconsciously.

The conscious or unconscious act of thinking or feeling delicate, broken, or damaged based on direct or indirect behaviours, habits, beliefs or thoughts.

The conscious behaviour and action to recognize and accept person(s), place(s) or thing(s).

“Indigenous people identify as being descended from the Original Peoples of what is currently known as Canada. In this context, Indigenous peoples include people who may identify as First Nations (status and non-status), Métis and/or Inuit and any related identities.” (9)

Adopting a mindset with conscious purpose, directness, and action.

Is an important framework that helps us understand how the varying social constructs of people's identities overlap, often in multiple layers. Defined as the interconnected nature of social categorizations that apply to an individual or group. The term was coined by Kimberlé Williams Crenshaw who identified there are overlapping or intersecting social identities that relate to systems and structures of oppression, domination or discrimination.

“Is a long-term, structural process of systemic discrimination that creates a class of disadvantaged minorities. Marginalized groups become permanently confined to the fringes of society. Their status is perpetuated through various dimensions of exclusion, particularly in the labour market, from full and meaningful participation in society.” (10)

“Are the everyday verbal, nonverbal, and environmental slights, snubs, or insults, whether intentional or unintentional, which communicate hostile, derogatory, or negative messages to target persons based solely upon their marginalized group membership. In many cases, these hidden messages may invalidate the group identity or experiential reality of target persons, demean them on a personal or group level, communicate they are lesser human beings, suggest they do not belong with the majority group, threaten and intimidate, or relegate them to inferior status and treatment.” (11)
A move to action to positively affect attitudes, perceptions, perspectives, behaviours and outcomes based on conscious opinions and thoughts.

The conscious and unconscious collection of perspectives, opinions and thoughts that directly negatively or positively affect attitudes, perceptions, perspectives, behaviours, habits and outcomes.

Persons or groups who recently arrived or joined established group(s).

A coming together of minds, efforts, and resources dedicated to taking action on a particular agreed upon issue, with the goal of measurable impact.

A conscious reflection and recognition that specific perspectives, opinions, and thoughts must be put on hold and explored for clarity to understand their effects on behaviours, habits and thought processes.

Preconceived thoughts, perceptions, or beliefs that are not based on reason, facts or perceptible reality.

The conscious or unconscious action or having the availability, choice and accessibility to position a person(s) or place(s) or thing(s) in an advantageous state.

"Is a term used to classify people into groups based principally on physical traits (phenotypes) such as skin colour. Racial categories are not based on science or biology but on differences that society has socially constructed, with significant consequences for people’s lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings." (12)

"Is the systemic fair treatment of all people. It results in equitable opportunities and outcomes for everyone. It contrasts with formal equality where people are treated the same without regard for racial differences. Racial equity is a process (such as meaningfully engaging with Indigenous, Black, and People of Colour clients regarding policies, directives, practices and procedures that affect them) and an outcome (such as equitable treatment of Indigenous, Black, and racialized clients in a program or service)." (13)

Conscious recognition that specific perspectives, opinions and thoughts must be learned and embraced to improve behaviours, habits and thought processes.

Thoughts, beliefs, ideas and images of a person(s), place(s) or thing(s) that are rooted in oversimplification and grouping that are based in assumptions, misconceptions, and/or false generalizations. Potentially results in stigmatization.

“Systemic racism consists of organizational culture, policies, directives, practices or procedures that exclude, displace or marginalize some racialized groups or create unfair barriers for them to access valuable benefits and opportunities. This is often the result of institutional biases in organizational culture, policies, directives, practices, and procedures that may appear neutral but have the effect of privileging some groups and disadvantaging others.” (14)

Unknowingly holding on to or acting on belief and value systems that affect behaviours, habits, actions and thoughts.
Conscious recognition that specific perspectives, opinions and thoughts must be removed and eliminated from behaviours, habits and thought processes.

The method of revealing perspectives, thoughts and opinions without conditions or restrictions, through the vehicle of self-exploration, exercising openness and understanding.

The conscious or unconscious act of having the availability, choice and accessibility to position a person(s) or place(s) or thing(s) in an advantageous state based on skin colour and skin tone.

Is a belief system that is centered on a mindset that Western Eurocentric values, beliefs and morals are the dominant rules and practices to define culture, workplaces and society. Further, it is a notion that Western Eurocentric thinking, practices and actions are the default and are the foundation of human civilization, and others must be approached with doubt, caution and/or limitation. It is depicted through words, images, and actions often by the displacement, ignorance, and/or dismissal of non-western Eurocentric people’s ideas, cultures and societal practices as inferior. It can be observed through actions that take many forms that are subtle or direct, subconscious and conscious, on a spectrum. (15)

Within a social environment of insulation from racial-based stresses, “White Fragility is a state in which even a minimum amount of racial stress becomes intolerable, triggering a range of defensive moves. These moves include the outward display of emotions such as anger, fear, and guilt, and behaviors such as argumentation, silence, and leaving the stress-inducing situation. These behaviors, in turn, function to reinstate white racial equilibrium.” (16)

“Fear and hatred of strangers or foreigners or of anything that is strange or foreign.” (17)

“We cannot see and we cannot hear so we must move forward together to tackle anti-black racism once and for all.”

- Agapi Gessesse, Executive Director, CEE Centre For Young Black Professionals
EMBRACING THE POWER OF COLLABORATIVE PARTNERSHIPS

STEP OUTSIDE YOUR COMFORT ZONE
1. Research the History of the BIPOC community

Now is the time to be consciously and actively **anti-racist**, which means dedicating energy and time to listening to BIPOC voices and unlearning racist beliefs, and educating yourself on the circumstances around current events. Remember that this work is your responsibility. Research a historical view of racism and oppression both locally and globally, from all perspectives and considering all voices.

Start with understanding Indigenous history and European colonization.

Learn about the contributions of BIPOC individuals in business, and society.

Learn about newcomers’ experiences; Reach out and volunteer your time once a month to learn about other cultures and experiences.

**Colonization Reading List**
- Embrace Bend’s Decolonize This Book Club
- 21 Things You May Not Know About the Indian Act
- 14 Black Inventors You Probably Didn’t Know About
- African American Contributions to the United States

**Newcomer Serving Organizations**
- Resources for Newcomer Entrepreneurs

2. The Responsibility to Evolve the Mindset Rests With You

Therefore, take the first step and explore books around anti-racism; Feed your mind with information and knowledge that creates exposure, awareness and understanding.

Challenge your mind by reading and sharing the information you unlearn and learn. Learn how to pass the baton of knowledge.

**Highlighted Reads:**
- How to Be An Anti-Racist by Ibram X. Kendi
- Stamped From the Beginning by Ibram X. Kendi
- Me and White Supremacy by Layla F. Saad
- Fatal Invention by Dorothy Roberts
- White Fragility by Robin J. DiAngelo
- The Racial Healing Handbook by Anneliese A. Singh
- So You Want To Talk About Race by Ijeoma Oluo
- The Inner Work of Racial Justice by Rhonda V. Magee
- The Half Has Never Been Told by Edward J. Baptist
- Helping Canadians Make Reconciliation with Indigenous Peoples a Reality by Bob Joseph
- Women, Race and Class Book by Angela Davis

For more: Anti-Racist Reading List

3. Face Fear and Unpack

It is your **responsibility** to learn the meaning and impact of how race influences and impacts everyone’s interaction. You have to **embrace the journey of understanding** biases, prejudice, bigotry and assumptions in society.

It is NOT simply about a seminar or two-day workshop; Rather, it is an **on-going cycle of learning** and experiential learning. It is about having real conversations and understanding how we can open our eyes to the ways others experience and move through the world.
4. Create Collaborative Partnerships Focused on Action

Allyships are important and need to evolve to a Partnership model of action. Partnerships are essential as it breathes collaboration, where common goals are developed and implemented to have a lasting positive impact. Having vested interests allows goals to breathe and come to fruition.

Connect with the BIPOC community, professional and cultural groups. Support through financial resources, volunteer drives, initiative involvement, and CRED industry exposure.

Black Organizations in Canada

**Black Community Action Network (Peel Region):** BCAN is “committed to building, healing and advocating for the Black community of Peel. Our Network is comprised of interdisciplinary professionals and community members invested in the holistic well being of the Black community, family and professional.”

**CEE Centre for Young Black Professionals (Toronto):** “A charity that addresses the economic and social barriers affecting black youth”

**Black Lives Matter (Toronto):** Canada’s Black Lives Matter chapter. They focus on making “critical connections and to work in solidarity with black communities, black-centric networks, solidarity movements, and allies in order to to dismantle all forms of state-sanctioned oppression, violence, and brutality committed against African, Caribbean, and Black cis, queer, trans, and disabled populations in Toronto.”

**Urban Alliance (Toronto):** UARR is working to “provide educational programs and research, which are critical in addressing racism in society.”

**Freedom School Toronto (Toronto):** Three week program for children aged 4-10 providing a self-love, justice and liberation focused curriculum.

**Nia Centre for the Arts (Toronto):** Canada’s first Black led and focused art centre. Nia is committed to fostering and promoting Black identity and community in Toronto through art.

**Black Women In Motion (Toronto):** This organization supports Black women through a variety of resources and opportunities.

**Black Legal Action Centre (Ontario):** This Centre is a non-profit community legal clinic that offers pro-bono (free) services for members of the black community of Ontario.

**Ontario Black Youth Helpline (Canada):** This helpline serves youth “as the point of contact for calls to our professional services from youth, families, school districts and a variety of youth-serving stakeholders.”

**Black Health Alliance (Canada):** This is a charity “working to improve the health and well-being of Black communities in Canada.”

Places to Donate & Ways to Help

Real-time Updating List: [Ways to help & donate]

- [Fundraiser for D’Andre Campbell]
- [National Bail Funds for Protestors]
- [National Black Mamas Bails Out COVID-19 Response]
- [Movement for Black Lives]
- [Black Lives Matter]
- [Campaign Zero]
- [Black Visions Collective]
- [Reclaim The Block]
- [Black Liberation Collective]
- [Black Emotional And Mental Health Collective]

Twitter thread to follow: “[What To Do If You Can’t Donate Right Now]”

Additional [Black Organizations in Toronto]

[10 Steps for Non-Optical Allyships] by Mireille Charper
Indigenous Leadership Organizations in Canada

**Assembly of First Nations (AFN):** A national advocacy organization that represents Indigenous citizens in Canada. Their work encompasses over 900,000 people living in 634 First Nation communities. They have an Elders Council, Women’s Council, and Youth Council to further their work.

**Congress of Aboriginal Peoples | Congrès des peuples autochtones:** Founded in 1971 to represent the interests of Métis and non-status Indians. CAP has extended its work to include all off-reserve status and non-status Indians, Métis and Southern Inuit Aboriginal Peoples, and is a national leader for its provincial and territorial affiliate organizations. CAP also holds consultative status with the United Nations Economic and Social Council (ECOSOC).

**National Representative Organization for Inuit in Canada:** Formed to address concerns about the status of land and resource ownership in Inuit Nunangat. They do a wide range of work as leaders in the recognition of Indigenous rights in Canada.

**Metis National Council:** The MNC has represented the Métis Nation nationally and internationally. The council receives feedback and leadership from democratically elected leaders of Métis governments in the five westernmost provinces. The MNC represents the Métis governments at national and international levels. The council aims to “secure a healthy space for the Métis Nation’s on-going existence within the Canadian federation.”

**Native Women’s Association of Canada (NWAC):** The NWAC was founded “on the collective goal to enhance, promote, and foster the social, economic, cultural and political well-being of First Nations, Métis and Inuit women.” NWAC represents thirteen Native women’s organizations from across Canada and act as “aunties, mothers, sisters, brothers and relatives to collectively recognize, respect, promote, defend and enhance our Native ancestral laws, spiritual beliefs, language and traditions given to us by the Creator.”

Additional Indigenous Organizations & Resources

**Aboriginal Professional Association of Canada (APAC):** The APAC works to advance Indigenous leadership in the private, public and social sectors. They run professional skill building and network development programs. APAC offers “First Nations, Metis and Inuit professionals the opportunity to connect, learn and prosper as a community.

**First Nations, Métis and Inuit Education Association of Ontario:** An association that helps educators who teach First Nations, Métis and Inuit Studies, and Native Languages in Ontario, Canada. They support the educators by offering a wide range of services to ensure the content is learnable for all.

**Ontario Federation of Indigenous Friendship Centres - OFIFC:** The Friendship Centre’s goal is to enhance “the quality of life for Indigenous people living in an urban environment by supporting self-determined activities which encourage equal access to and participation in Canadian society and which respect Indigenous cultural distinctiveness.” They offer a wide range of programs relating to youth, education & employment, ending violence, health, housing, and justice through legal resources.

**Aboriginal Business Directory**
**The Indigenous Bar Association in Canada (IBA)**
**Aboriginal Financial Officers Association of Canada (AFOA)**
**Council for the Advancement of Native Development Officers (CANDO)**
**Crown-Indigenous Relations & Northern Affairs (CIRNAC)**
**First Nations Information Governance Centre (FNIGC)**
**Indigenous Services Canada (ISC)**
**Indigenous Skills & Employment Training Program (ISET)**
**National Association of Native Friendship Centres (NAFC)**
**Reconciliation Canada**
**Turtle Island Native Network**

Places to Donate & Ways to Help

- TrueNorth Aid
- Canadian Roots Exchange
- Indspire
- ArtForAid
5. Evaluate Internal Talent Management Strategies & Processes

Talent Management Strategies & Processes need to evolve to a level where full accountability is created for ensuring the diversity of the workforce, and anti-racism is actively practiced.

Audit the system; look for blind spots, hidden biases, vendor relations, archaic processes, and sources for your talent pipeline.

Put in the work to make efforts to ensure equal treatment and compensation across races and genders for equal roles. Identify and proactively address gaps in compensation and policy.

To learn more about how Matrix360 is helping future-proof companies’ talent strategies click here.

6. Communicate and Participate

Advance your company brand with intentional support for BIPOC voices. Engage in social media discourse. Be present, participate in online dialogue to learn, support and advance positive messages to eradicate anti-black racism and racism.

If you do not know, seek the perspectives of BIPOC groups, subject matter experts, leaders and influencers.

Learning is a two-way street. The more you ask, the more people will share. An inclusive culture is embedded into the ideals that we strive for as a Nation in Canada.

7. Be Intentional With Representation

The focus in every interaction must be creating a sense of belonging. It’s the feeling and thought process for how all your employees are seen, heard and able to contribute, and is integral to collaborative teams. Your approach must be pragmatic and built around positive, progressive impact.

- Tap into your BIPOC employees for their input and invite them to the decision making tables.
- Meaningful consultation and actively ensuring BIPOC voices are represented is a critical step toward inclusion.
- Attract, recruit, support, grow and advance more BIPOC community members into the talent pipelines and leadership circles.
"This is not a black issue - it's a human issue.
This is not blacks versus whites - it's everybody vs. racism.

We all need to do our part, but especially those in positions of any and all types of privilege."

- Paul Okundaye
8. Understand the Importance of Intersectionality

Intersectionality is far too often ignored. It is imperative to recognize that employee engagement is not a matter of one brush stroke with one paint colour. There are many factors that contribute to perspectives and experiences held by each and every individual.

Recognize, cherish, and celebrate this fact, as this is critical for true employee engagement and business innovation to occur. Learn the importance and why intersectionality is crucial to be built in the framework of your workplace culture.

Learn how Matrix360 is working to help organizations Embrace Intersectionality here.

9. Silence is Deadly

Use your voice and speak up. Reach out to BIPOC groups to build meaningful connections through dialogue.

Challenge any perspectives that perpetuate misinformation about race, are negatively biased, or are hurtful and/or offensive. Actively denounce racism. Racism exists, it is a known fact - Denial will not erase its existence.

**Be actively anti-racist, using a loud and present voice.**

Use your voice and privilege to learn and share. Transparency is key.

10. Be A Champion for Progress

Be proud and own your merit as a leader for progress. Challenge your internal leadership team with “How can we do better?” Create accountability measures to track your progress. Diversify your talent pools with conscious intent and purposeful impact.

It calls for real work, and we know you are up to the task.

Connect with us to learn how Matrix360 is working toward advancing champions for progress here.

11. Back it with Data

Peter Drucker said it best, “If you can’t measure it, you can’t manage it.” A simple message with a huge impact.

It is imperative that you measure your progress to understand the demographics, the cultural nuances and perspectives of BIPOC and White individuals.

Own that diversity in your organization exists and set annual targets to measure your progress.

Learn more about how Matrix360 can help you own it here.
12. Recognize The International Decade for People of African Descent

Understand the reasons and why it is important. Adopt and integrate this into your workplace policies.

However, ensure the lessons are acknowledged and lived through the actions of leaders, managers and non-leaders in the workplace, to help ensure inclusive cultures are built and maintained.

Learn more here: International Decade for People of African Descent 2015-2024

13. Forgo the Angel Complex

Canada is tolerant to BIPOC individuals, however, the buck stops at the decision making tables in workplaces and society.

There are notable challenges within our societies and workplaces, Canada is no exception.

Examine your Executive and Board Suites. Ask yourself these questions. Listen to Hanna Sung’s informative podcast

14. Adopt A New Common Language

How we communicate and express our thoughts through words matters and impacts progress.

- Learn how to be more cognitive of the words you choose to express your thoughts
- Adapt a new vernacular that is inclusive and mindful
- Evolve your use of language to be from a lens of being actively anti-racist
- Revisit and rewrite workplace policies and processes to help accomplish this

15. Dust The Cobwebs

In Canada, we have provincial and federal laws that embrace, promote and protect BIPOC individuals. Remind your leadership teams to adopt and embrace measures set out by the Human Rights Code of Canada, as is formally required by law.

Employment Equity Act
Guide to Understanding the Canadian Human Rights Act
Employment Equity in Federally Regulated Workplaces

Create, adapt and implement living policies that actively maintain and enforce these in your workplaces.
“YOU HAVE TO ACT AS IF IT WERE POSSIBLE TO RADICALLY TRANSFORM THE WORLD.

AND YOU HAVE TO DO IT ALL THE TIME.”

— Angela Davis
There is an imbalance of power. Many BIPOC individuals are systematically marginalized and underserved in many industries and society. The systems need to evolve and the voices of BIPOC community leaders must be heard and respected.

It is about more than consuming media outlets’ messaging and collecting information from subscriptions to daily newsfeeds. The process must be upgraded.

A collective coalition must be established with Black Lives Matter and other socially and economically conscious BIPOC leaders to ensure their voices are represented in embracing Anti-Racism as an active aspect of daily life for lasting change.

We invite you to learn more about a coalition that we are building to address racism here.

16. The Impact of Social and Economic Justice

BIPOC individuals appreciate the increased external validation and support for the social injustices that permeate in society.

However, the BIPOC community needs you to Step Up too. It is crucial that your support does not stop at only words and imagery.

It is more than a pledge or a code of conduct. The words need to be alive and reflected in actions.

17. Take a Knee

18. Invite the BIPOC Community - Expand your Network

It is not about charity or handouts, rather, members of the BIPOC community crave the respect to be seen, heard and invited to the decision-making tables.

BIPOC individuals are qualified and experienced, with diverse competencies and perspectives that are often critically missed in talent pipelines and traditionally-upheld networks. Expand your networks to include, welcome and engage people from the BIPOC community.
**20. Discontinue Cultural Appropriation**

It is important to celebrate the rich tapestry of global diversity through experiencing cultures. Further, it is important to embrace multiculturalism, explore, celebrate and participate in cultural traditions of BIPOC groups.

However, it is not okay to appropriate other cultures or skin tones. People have had to fight to be accepted to wear braids, traditional pieces, and seen as equal despite skin colour. When dominant cultures take from historically oppressed groups, it becomes highly problematic.

*Understanding If It Is Cultural Appreciation or Appropriation*

**21. Understand & Respect Indigenous Peoples**

Indigenous people have historically been ignored by mainstream culture. It is imperative that we learn, explore, understand and embrace the significant importance of Indigenous people, their culture and contributions to the lands you live on now.

Indigenous’ traditions and cultures are rich in knowledge, wisdom and solutions for all of humanity.

*Truth and Reconciliation Commission of Canada*
*Respecting the Cultural Diversity of Indigenous Peoples*
*National Centre for Truth and Reconciliation*
EMBRACING THE POWER OF COLLABORATIVE PARTNERSHIPS

SUPPORT THE BIPOC SUPPLY CHAIN OF BUSINESSES
1. Support the BIPOC Supply Chain of Business

Expand your financial reach by supporting BIPOC businesses locally, nationally and internationally. Integrate BIPOC businesses into the mainstream; It is not just about where you eat and what you listen to.

Identify the Supply Chain of BIPOC businesses that can influence and impact your everyday life and meaningfully support them through purchasing, investment, and referrals. Share with your network.

2. Your Financial Capital Matters

Support and donate to BIPOC owned and led community organizations and professional businesses.

Kickstart your support here:

Afrobiz: Canada Black Owned Business & Black Entrepreneurs Directory
135 Black-owned restaurants and other businesses in Toronto you can support right now
Black-Owned Canadian Beauty, Fashion, Health and Lifestyle Brands
Indigenous Business Directory - Government of Canada
Dream Legacy Foundation
Canadian Council for Aboriginal Business
7 Indigenous businesses you can support this season
Fabienne Colas Foundation
Indigenous Business and Investment Council
Support Women Entrepreneurs of Colour
Black-Owned businesses in Toronto you can support right now
Canadian Association of Urban Financial Professionals
Employment and Social Development Canada (ESDC)

3. Cheque On It

Donate to non-mainstream BIPOC associations, charities, organizations, and schools. It is a fact that BIPOC individuals are underserved and need financial capital to develop and expand programs and services that support BIPOC individuals and families.

Donate and build stronger, more sustainable communities.
4. Divest and Invest

The diversity and equity space need a systems overhaul. There is sufficient evidence that given the long-standing challenges and slow progress, it is time to upgrade the diversity and equity conversations to take them to the main stages and boardroom tables, with strategists, change-makers and sustainability experts - who bring with them lived experience from the business sector and voices from the BIPOC community.

Leaders need to examine where corporate dollars are being invested and de-invest in the supply chain of vendors who do not breathe equity.

Learn how Matrix360 can help you Audit the Supply Chain and community investments [here](#).

5. Examine and Expand Your Supply Chain

It is imperative that BIPOC owned and led small and medium enterprises (SMEs) have access to opportunities within the supply chain. Businesses owned by BIPOC community members are vital to Canada's economic prosperity.

Build an Accountability process to check and balance the system.

"Diverse, well-developed supply chains can help businesses reduce costs, enhance innovation, successfully integrate acquired businesses, and reach new markets." - Whitfield and Farrell, "Diversity in Supply Chains," 31

Curious how to diversify your supply chain? Connect with us [here](#).

6. Invest in Spaces for Innovation

Tap into the wealth of knowledge and experiences of BIPOC start-ups, businesses and community associations.

It is evident that economic hubs need to be created and supported financially and with access to knowledge and tools for success.

BIPOC economic hubs must be managed by BIPOC people, free of any barriers.
EMBRACING THE POWER OF COLLABORATIVE PARTNERSHIPS

EMBRACE THE POWER OF PEOPLE
In general, it is a challenge to reach an environment that everyone can fully feel comfortable, freely think and express themselves in the workplace. Employees are expected to adhere to the default cultural frameworks and be on their best behaviours.

However, for underserved groups, specifically BIPOC groups, many confront an emotional tax and microaggressions that negatively impact their experiences, performance and mindsets.

It is imperative that executive leaders create policies and processes to systematically eradicate the unwanted and taxing negative behaviours that permeate in workplaces.

To understand more about steps for how to create inclusive workplaces that work, connect with a Matrix360 representative here.

1. The Impact of Emotional Tax and Microaggressions

2. Interrupt A Pattern of Thinking - Create A Mindset and Culture of Belonging

3. Tap into Emotional Intelligence

What the mind does not hear is what controls behaviours and habits. It is imperative that leaders build internal and external access and systems to understand and adapt emotional intelligence (EI) more effectively into the workplace culture.

It is crucial that BIPOC experiences are addressed and connected to the EI system.
5. Adopt the Power of the Word Black

Black is beautiful. Black is present in our lives. Acknowledge what Black is. Ask Black individuals about what it means to be Black and what you could do better. Understand and learn the plight of the Power of the Black community.

Remove any negative connotations you hold and have fear of: the word Black, Black people, the Black community - because Black is beautiful.

Immerse yourself and do the work to learn about Black culture and history, as it is not singular and it is mandatory you do so with respect for all the differences and cultural variations therein.

More importantly, recognize Black culture and the arts and all that it contributes to your life and the amazing contribution of Black individuals in business and society.

23 Historical Black Canadians You Should Know
100 Accomplished Black Canadian Women
List of Notable Black Canadians

4. Invest in Affinity Networks and Circles of Learning

Networks are crucial to human connection. They help build trust, commitment, collaboration and ideation. Networks build connections at a human level about real issues, and in doing so, help kickstart collaborations toward building better processes and systems.

Involving both leaders and employees in these dialogues together is essential to getting lasting results.

We recommend that we interrupt the traditional approach of how Employee Resources Groups (ERGs) are created, designed and implemented, as taking them to the next level of impact requires the connection to leaders, decision-makers and the talent management systems.

Leaders are instrumental in the establishment of Affinity Networks within their organizations as a resource. In addition, we recommend Circles of Learning as they are integral to bring to light collective Emotional Intelligence and Mental Capital to build more inclusive environments safely in the workplace.

To learn how to create and implement Affinity Networks and Circle of Learning, connect with a Matrix360 representative here

6. Build Systems to Integrate, Embrace, and Value BIPOC

The knowledge and experience of the BIPOC community are deeply entrenched with rich histories, cultures, and powerful stories. Tap into it, as businesses need to innovate.

Create opportunities and willfully promote BIPOC individuals to the table, invite BIPOC individuals to challenge the existing processes and evolve the processes with you.

What you do not know can be learnt, provided you have an open and willing mindset to do better. Embrace it, as it does the body and mind good!

Matrix360 has dedicated services and solutions to help you achieve this, connect with us to learn more about them here
The responsibility to evolve our workplaces and society is the responsibility of everyone. You have the power to ask and do something meaningful with true purpose for your workplaces and society.

You have a voice to instigate progressive change. Change that will impact what we all want and need: workplaces that challenge us (for the better), workplaces that embrace our value, workplaces where we belong, workplaces that respect us, workplaces that deconstruct and eradicate the one thing that keeps us from truly connecting: racism.

The work will require you to move into an uncomfortable state - emotionally, mentally, and physically. However, with the power of Matrix360's C.A.R.E. Model, you will gain clarity, understanding, acceptance, connection and insights for how to create relationships, workplaces and societies that work for everyone.
Remember the following:

1. The default culture is not inclusive
2. The unlearning is not easy and it takes real work
3. You cannot do the work alone
4. You must commit
5. Hurt is powerful and affects us all
6. Leave your ego at the door
7. Learn to pause and then act
8. Accept the fact that you do not know everything
9. You must allow curiosity to guide you
10. You must embrace your humanity
11. You will say and do the wrong things
12. Embrace the words: I am sorry, how can I learn to do better?
13. Challenge your mind first, before you challenge what is in front of you
14. Be consistent and intentional with your unlearning and learning
15. Embrace your mistakes without allowing yourself to get stuck
16. Own your guilt, it is yours
17. Own your privilege and entitlement, it is contextual and situationally based
18. Own your responsibility
19. Remove your blinders and embrace the power of discovery
20. Accountability is the key to unlocking the true human connection
21. The work is more than academic knowledge, it is about lived experience
22. Approach every conversion with openness
23. Fear is good, allow it to empower you to pause, reflect, unlearn, relearn and action you to do better
24. Share with positive intent to learn more
The upcoming parts in our series, Anti-Racism Roadmap for Everyday Actions will take a deeper dive into further specific actions for specific groups. Part Two explores actions for Leaders in the Private Sector to take to create, design and build systems that are framed in the Sustainable Development Goals. The primary outcome is to build a culture of belonging in workplaces through intentional actions.

You are on a learning journey, let your heart lead and embrace the power of community.
It is about sustained action toward building the future, led by you.

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