



Resisting the Rollback: Defending Equity in the Current Political Era

Boulder Chamber Leading Change Conference
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Google rolls back DEI efforts, including hiring goals

The company informed employees there will no longer be aspirational hiring goals tied to representation.

FORTUNE

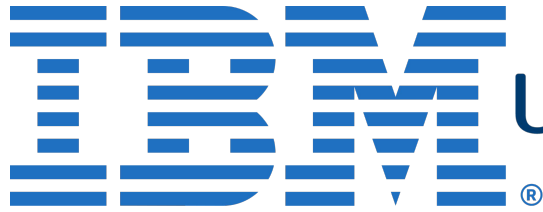
Bank of America scraps diversity goals in latest Wall Street DEI retreat

yahoo!finance

DEI retreat widens as Citigroup and PepsiCo roll back diversity policies

FORTUNE

IBM Reportedly Walks Back Diversity Policies,
Citing 'Inherent Tensions': Here Are All The
Companies Rolling Back DEI Programs



UNITEDHEALTH GROUP®



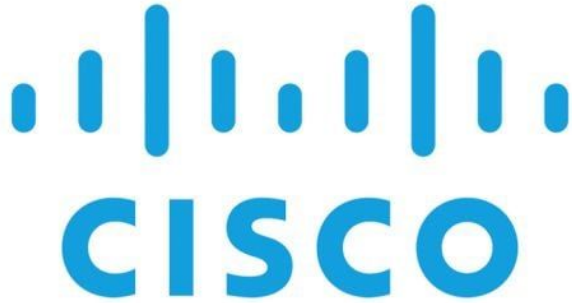
Coca-Cola



target

AXIOS

Which companies are rolling back
DEI



COSTCO

McKinsey
& Company



How equity makes your business better

- Innovation and speed
- Improving your reputation
- Make your market bigger





"HEARTS ON A SWING"
ARTIST - GEORGE LUNDEEN
ON LOAN FROM
STEPHEN TEBB

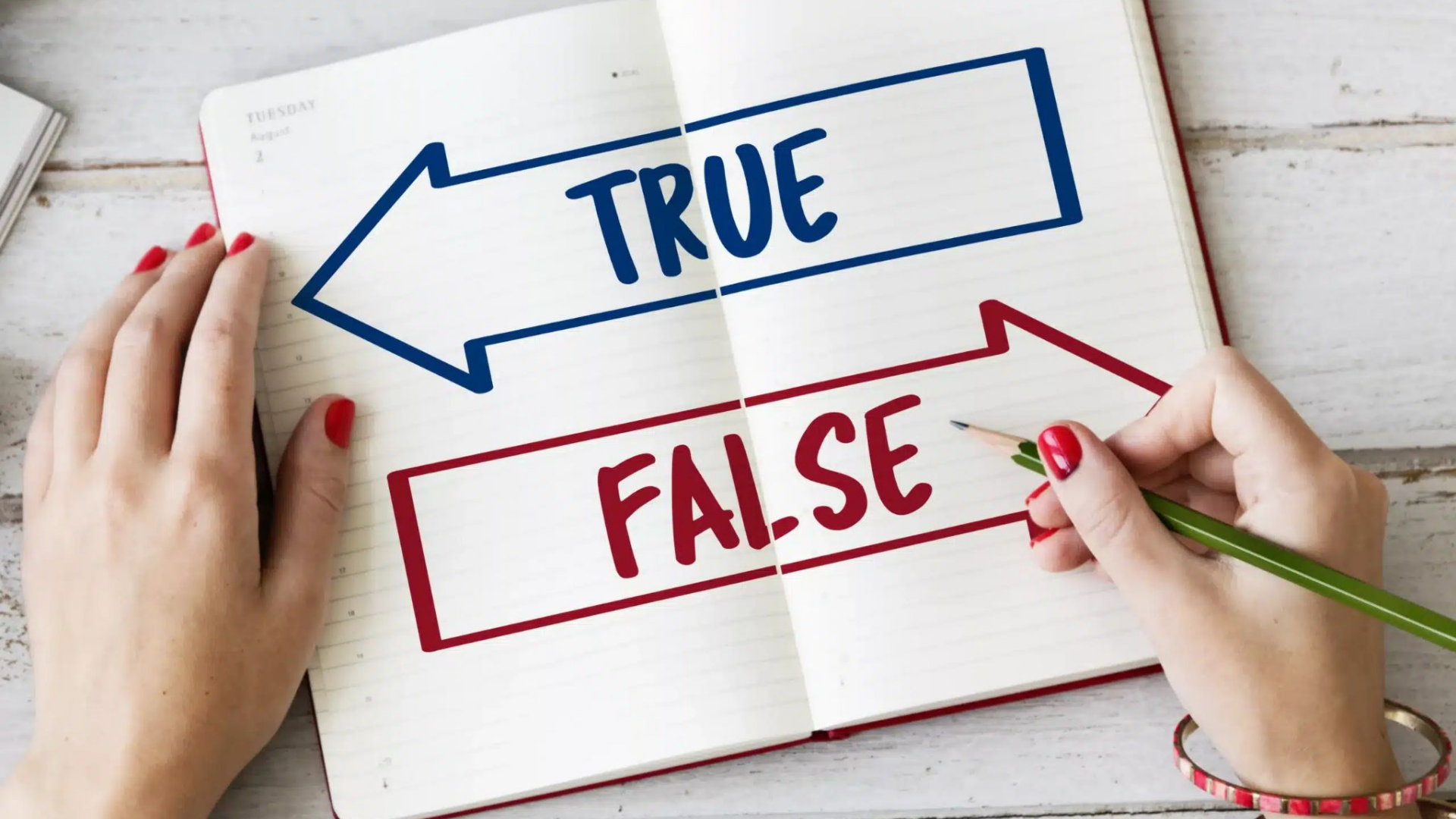




TUESDAY
August
2

TRUE

FALSE





Fear → Bold Leadership
False Choice → Real Action
Performative Fatigue → Embedding in the Business

Making equity hard to undo

- Talent
- Vendors
- Product and access
- Governance and accountability

Make a Plan

Step 1 - Stabilize and clarify

- State your “why”
- Cross-functional alignment
- Comms refresher

Step 2 - Prove and share

- Report out
- Get internal feedback
- Engage with your peers

Communicating with courage

- Ground in purpose
- Be honest about what you've done
- Report outcomes you can defend









**I SCREAM
FOR
JUSTICE**



DEFEND THE
RULE OF LAW



STAND UP
FOR
JUSTICE

NO
FASCISM
UPHOLD THE
RULE OF LAW

DUE PROCESS
IS THE
RULE OF LAW!





Questions?



Thank you!