



ZENA CONSULTING

Strategies to Reach Diversity & Inclusion Goals



WRITING SAMPLE - "WELCOME", FALL / WINTER 2021

Everyone's talking about equity, diversity, and inclusion.

What does it mean in NorthCountry?



E/D/I is Different in Small Towns

The region is growing more diverse each year, although it may not be obvious at first glance. Multi-ethnic, multicultural, young Americans are driving this shift.

You Can't Buy E/D/I

Known as 'Gen Equity', they want to buy from or work for businesses and organizations with similar values. Tolerance won't cut it. They expect real change for the greater good.

Build on NW Cultural Inclusion

Our region has a long tradition of integrating new people and ideas outside of the black/white box:

- Washington has the largest LGBTQ+ chamber in the USA.
- We're known for welcoming relocating American Muslims.
- The region's diverse First Peoples influence environmental policies, arts, social justice, and tourism.

E/D/I is a Process

We help leaders compete in more diverse markets. Contact us if you'd like a guide, at 206.368.9608.



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E/D/I Tips for the Uncertain

1. **Begin at the top** – E/D/I is part of a leader's job today, ready or not.
2. **Start where you are** – and don't apologize for being white, male, etc.
3. **Focus on strengths** – and develop a plan to improve overall inclusion.
4. **Look past the obvious** – for diversity of age, gender, LGBTQ, or geography.
5. **Be curious** – and ready to explore differences that make a difference.

Find more free resources at zenaconsulting.com

Lee Mozena is founder of Zena Consulting, LLC, a certified woman-owned business with offices in Seattle and Bellingham. Call her to schedule a free consultation.

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