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ZENA NEWS

Lead the Change You Want to See



Has Diversity & Inclusion Lost it's Roots?



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Anti-racist author and consultant Kim Tran, recently asked this question in Harper's Bazaar. She grew up in the social justice movement, and claims today's multi-billion dollar diversity, equity and inclusion (DEI), industry risks being taken over by the marketplace.

Listen to an an-depth NPR interview about it with Sam Sanders, host of "*It's Been a Minute*."

One of Ms. Tran's key points is that leaders should focus less on interpersonal communications and more on the heavier lift of changing systems- the people in power are in the best positions to make real change.

Leading Communicators on Diversity & Inclusion



The Association of Women in Communications, has asked me to co-lead a national task force on diversity and inclusion, with Board Chair, Anita Parran.

Founded in 1909 by female journalism students at the University of Washington, AWC has grown to a USA-facing network of communicators in a broad range of disciplines. I look forward to the task, and to sharing related news and resources in this space.



EVENTS

4/2 - 5/15

PPP Application Help

The deadline for small business loan assistance has been extended again. Visit SmallBizHelpWa.com to learn more. You can also get a PDF of the loan application or watch a video workshop on the process at Tabor 100.

4/14-4/16

Consulting Bootcamp

Author and marketing expert Michael Zipursky, is hosting this free event, from 10-11:30 a.m., PT. Register by contacting Consulting Success, or download his free book, The Future of Consulting.

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