



Engage More Diverse Markets to Grow



Diversity & Inclusion Starts with You

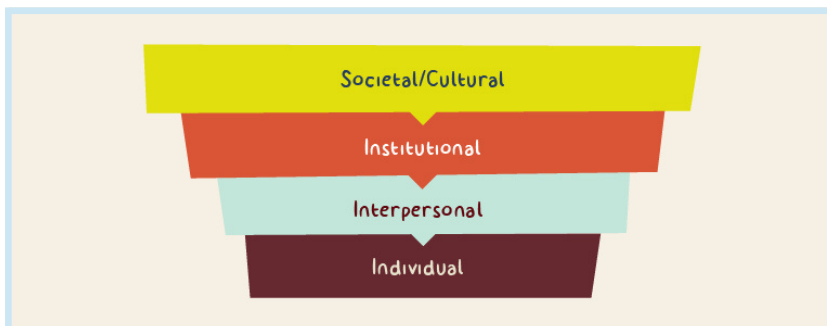


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Welcome! I say communication is the 'how' of diversity and inclusion. The goal of this newsletter is to support your leadership journey and learning. It will feature news, tips, and ideas with a focus on:

- Northwest & Puget Sound events
- Diversity and inclusion resources
- Zena Consulting projects

During this time of social upheaval, people are talking about change. We want the right words and labels. What does equity, equality, inclusion, institutional or structural racism mean- at work, at home, and in society? This graph from the YMCA sorts these complex ideas into simple categories.



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EVENTS

5-19
DES / Tabor 100
Lunch & learn on doing business with WA state.
[Register](#)

10
WA Small Biz Fair
FREE! From 9 to 5.
Details on page 2

5-19
Leadership Pandemic Power
Lunch & learn with Tom Rosenak and Adrienne Guerrero.
[Register](#)

12-13
DIRC20
The Diversity & Inclusion Research Conference is \$30 this year. [Register](#)

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24th annual
WASHINGTON STATE BIZ FAIR
An All Virtual Event

PRESENTED BY:
SCORE | Greater Seattle

Washington State
Small Business
Liaison Team
BUSINESS.WA.GOV

Employment
Security
Department
WASHINGTON STATE

Washington State Department of
Labor & Industries

Navigating the New Normal
Tuesday, November 10, 2020
7am - 5pm

FREE! Small Biz Resource

Due to COVID-19, this event is free this year. Join over 1,500 owners to learn how to start and grow a small business or build resiliency. Check out the Zena Consulting 'booth' in the virtual marketplace. If you can't attend live, all seminars and exhibitor booths will be online until February, 10, 2021. [Register](#)

The USA is Increasingly Multicultural & Multilingual

Rider University guide-
[Why Cross-Cultural Communication Skills are Vital in Business](#)

I recommend this guide for consultants, managers, and team leaders in any sector or industry who want a quick overview of cross-cultural communication and multicultural business environments.

This excerpt shows why savvy communication skills are vital to organizations in the USA- not just your global competitors.

