

# ZENA NEWS

SEP 21



STRATEGIES TO REACH DIVERSITY & INCLUSION GOALS



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## Gen Equity Won't Tolerate 'Tolerance'

It's a low bar to put up with someone. Acceptance and curiosity feel better- and that's what young workers increasingly look for in firms. Dozens of companies exist to rate reputations and help them. These "Yelp for employees," reviews reveal that people often prioritize a healthy workplace culture over salary.

## They're Talking About Your D&I Efforts (or Lack of)

This phenomenon isn't limited to Fortune 100s and 500s. Comparably gives 'Best of' awards on culture, diversity, leadership, women, and a dozen other categories, to firms with 50+ employees. It's hard to guess how much stock prospective workers place in formal efforts to quantify subjective experiences. But, combined with (equally hard to measure) virtual or live networking, you'll likely be rewarded for leading on diversity and inclusion. And your competition may be delighted if you don't.

## Start With B Corp Metrics



D&I is an art and a science- but not a mystery. Organizations in any industry can look to B Corps for clear guidelines. A B Corporation is a for-profit entity that expects it's members to meet triple bottom lines: social, environmental, and financial.

B Corps focus on accountability, transparency, performance, and availability. These principles can apply to businesses of every size and structure, regardless of state or country of incorporation. It's a collaborative model that naturally attracts like-minded and top talent. Learn more at [B Lab](#).



## EVENTS

**9/13- 9/15**

### National Small Biz Week

*Celebrating Resilience and Renewal* is the theme of this annual SBA event. FREE! [Register here](#).

**9/15-10/15**

### Give Gov Your 2 Cents

Governor Inslee's *Business Diversity Subcabinet* will host Zoom calls on *Equity in Public Contracting*, on 9/15, 9/18, or 9/20. [Register to attend](#) or [email feedback](#).

**ACMPMIDWEST**

Association of Change Management Professionals

**9/23**

### Our Leadership Webinar Goes National!

Positive Delta, LLC and Zena Consulting will co-present "Leadership Tools for the New Abnormal," for change management pros. Click on the logo above to register for this annual conference.

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