The 2020 GCA WORKSHOP+RETREAT

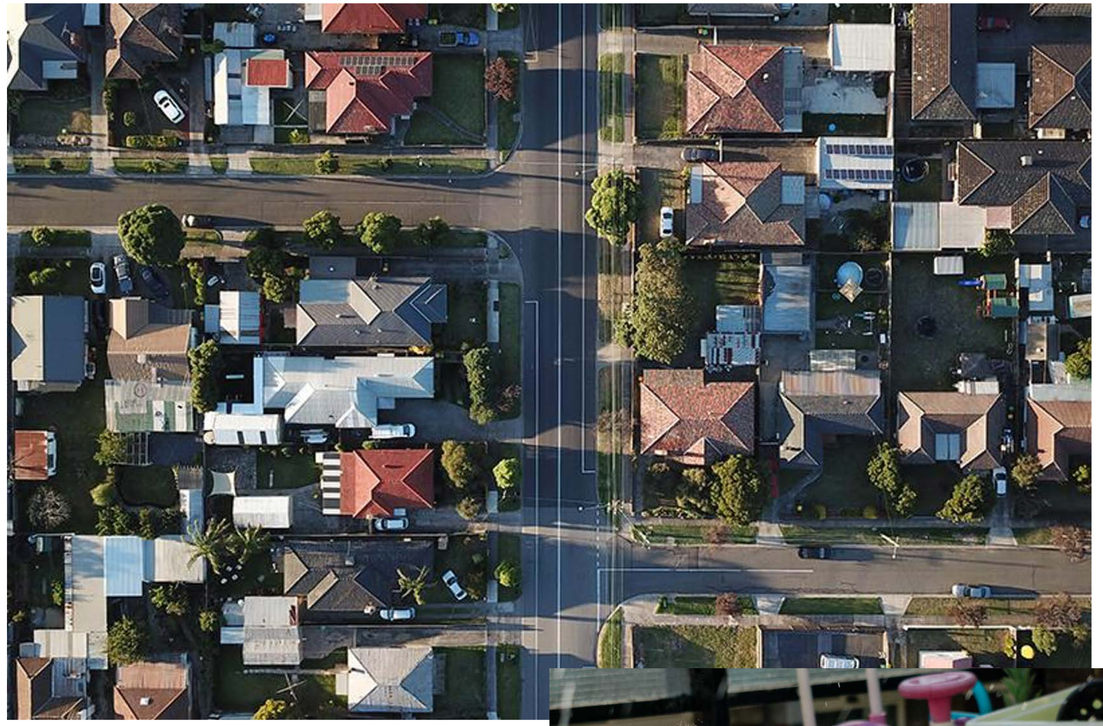
NOVEMBER 12-13, 2020

What to Expect

- The truth about change
- The DE&I progression
- What this means for you
- Questions

IGNORANCE. IS. BLISS.

RESET.
RECOVER.
REIMAGINE.



THE WAKE UP

RESET.
RECOVER.
REIMAGINE.

CHANGE. IS. HARD.

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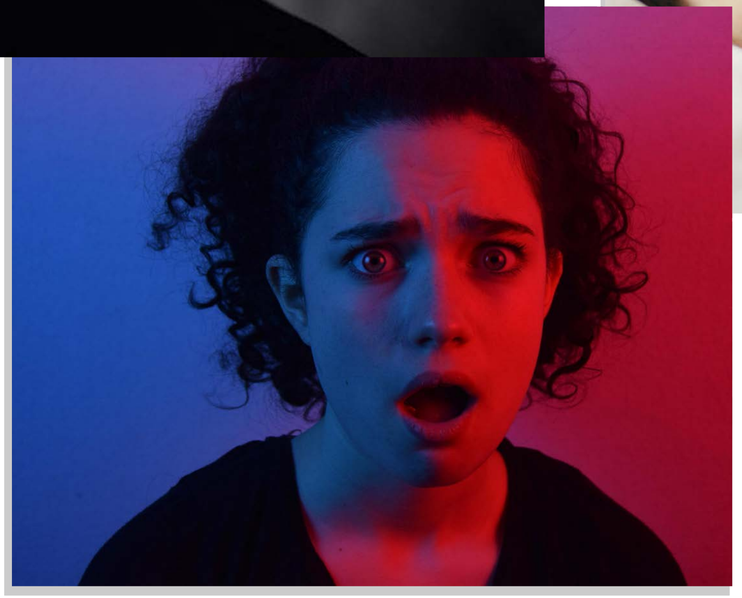
REIMAGINE.

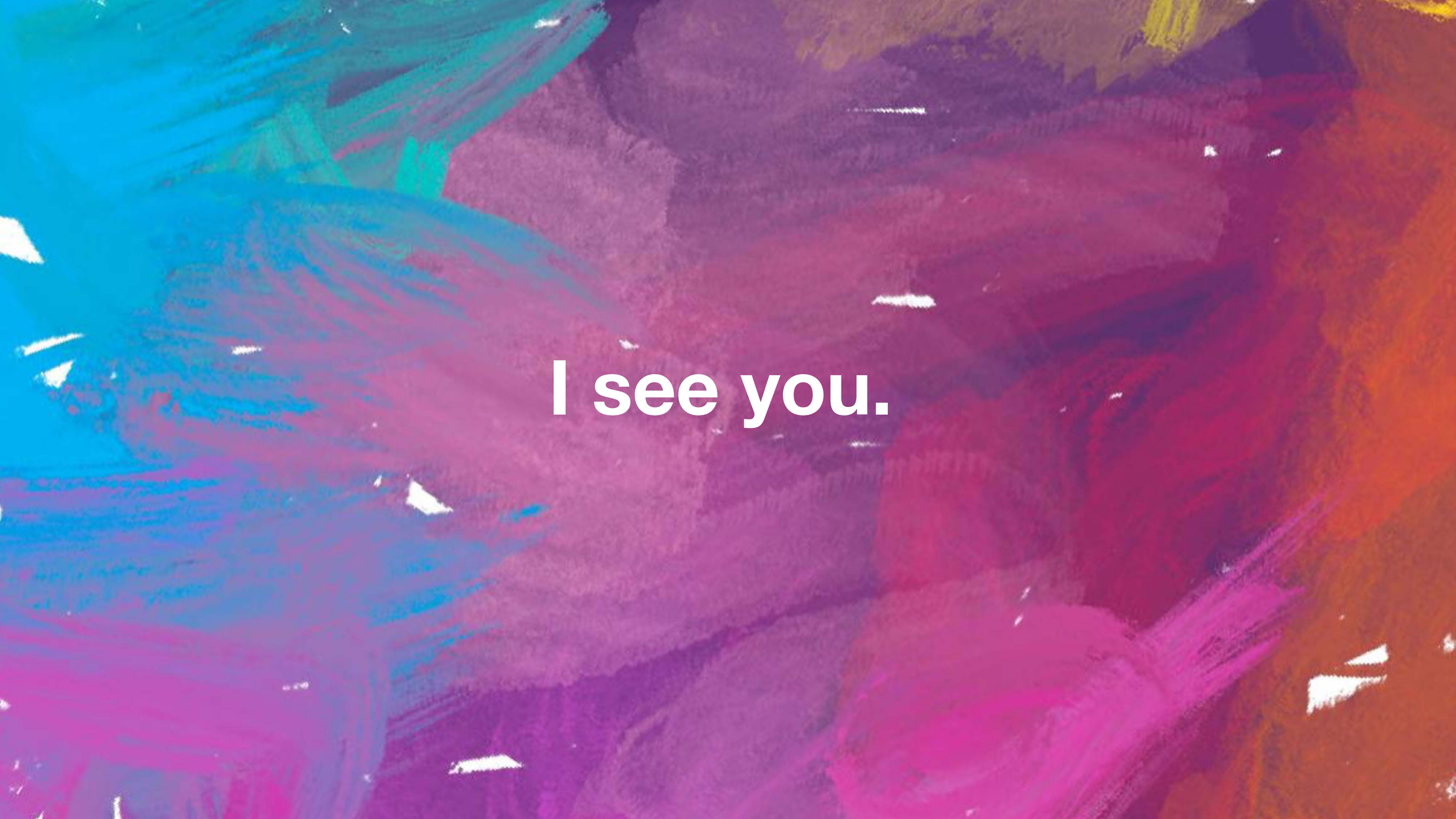


Get Comfortable with Being
Uncomfortable.

Get Comfortable with
Being Uncomfortable

The DE&I Progression

- **I see you**
- I support you
- I got you


I see you.

See = Acknowledge

Acknowledge an Individual's Presence

- Don't overlook
- Doesn't mean you understand
- Simply acknowledge an individuals

Acknowledge Similarities & Differences

- Skin color
- Language
- Dialect/Slang
- Education level
- Hair texture
- Political affiliation
- Sexual orientation
- Marital Status
- Location
- Gender
- Media consumption
- Struggle

You = Humanity

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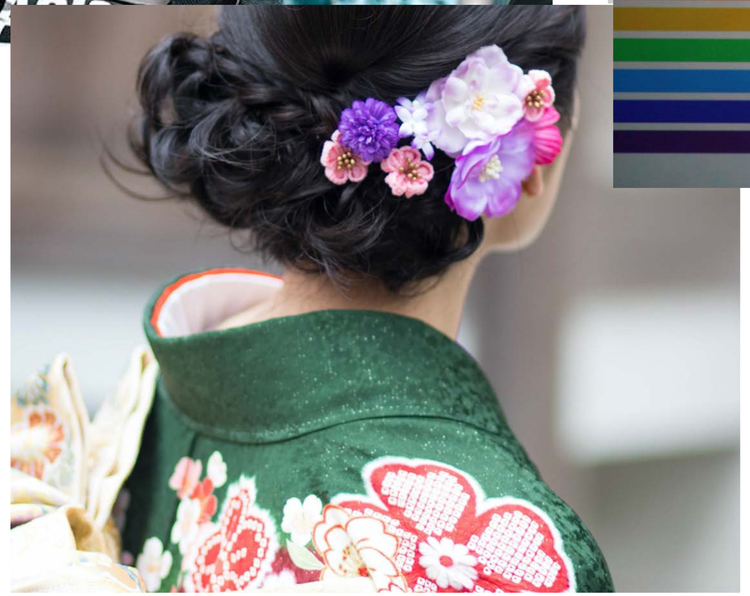

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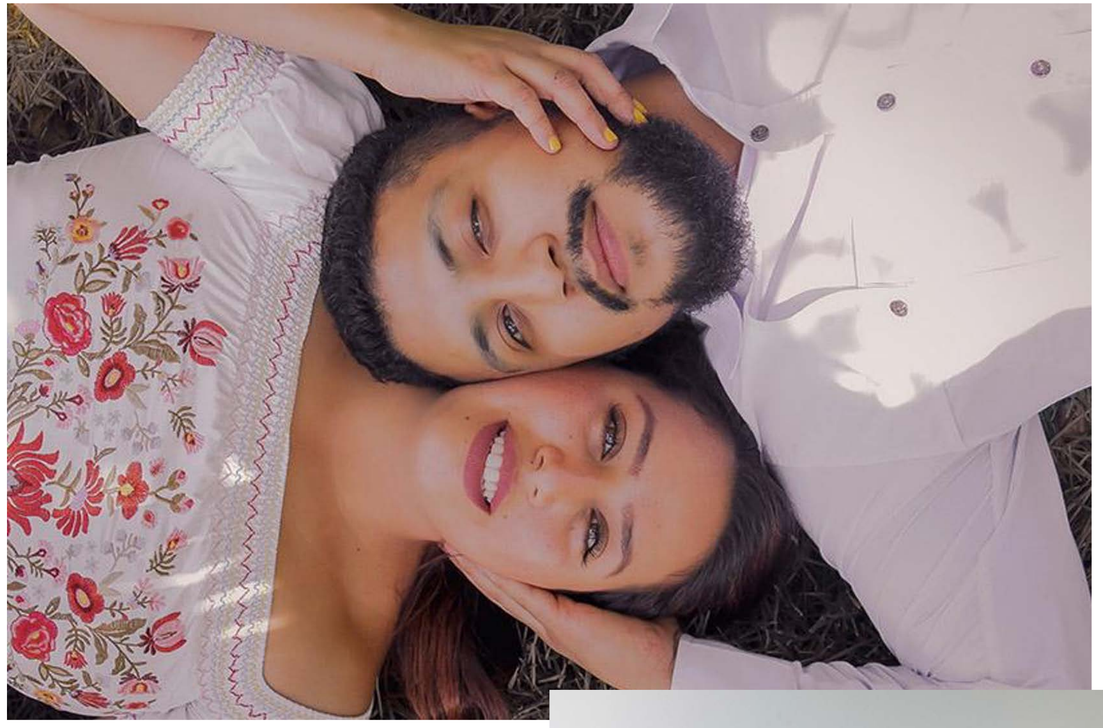
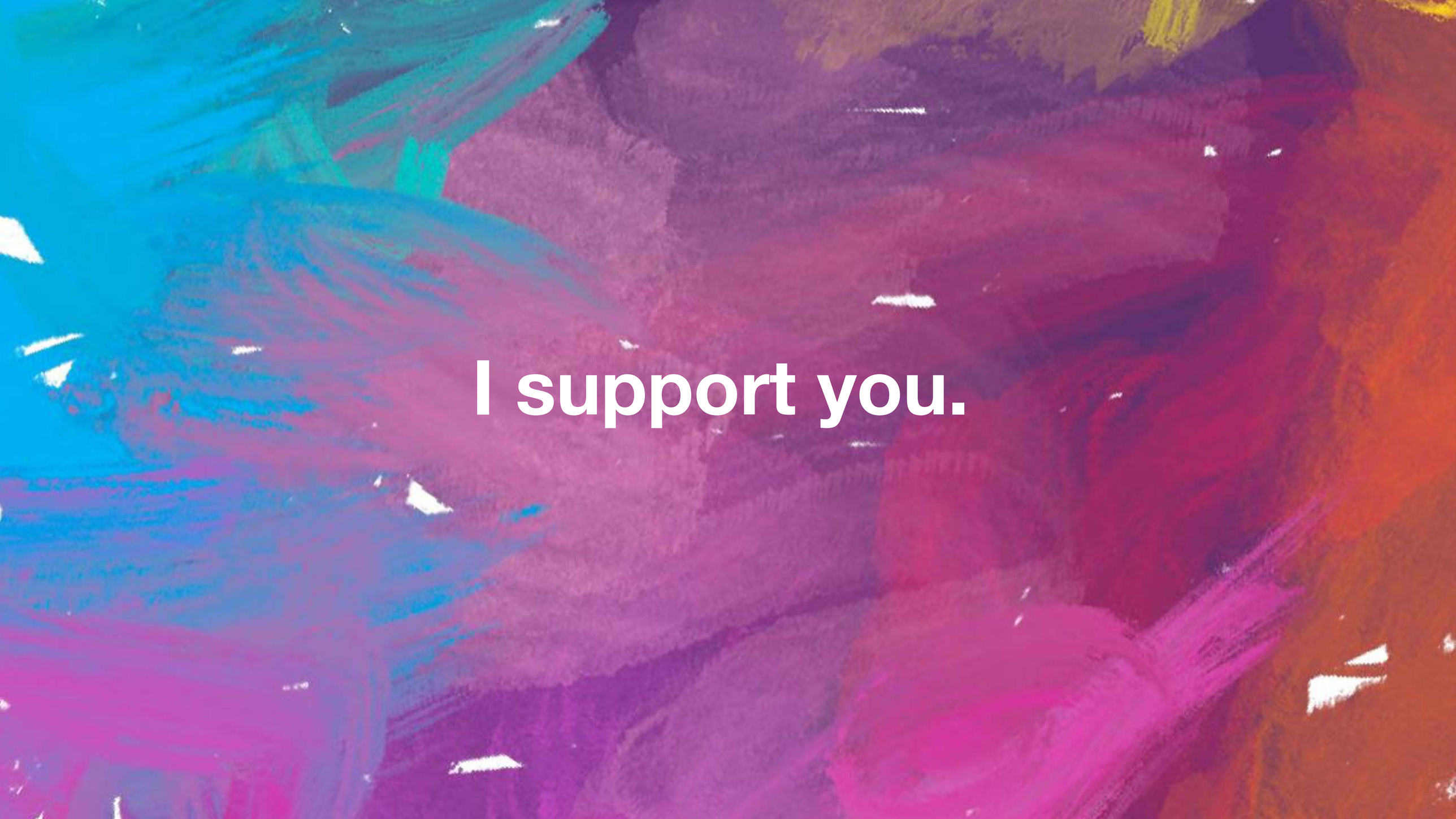


Built through empathy

- Ask questions
- Observe
- Challenge biases
- Lived experiences
- Authentic relationships
- Political affiliation


I support you.

Support = Tribe

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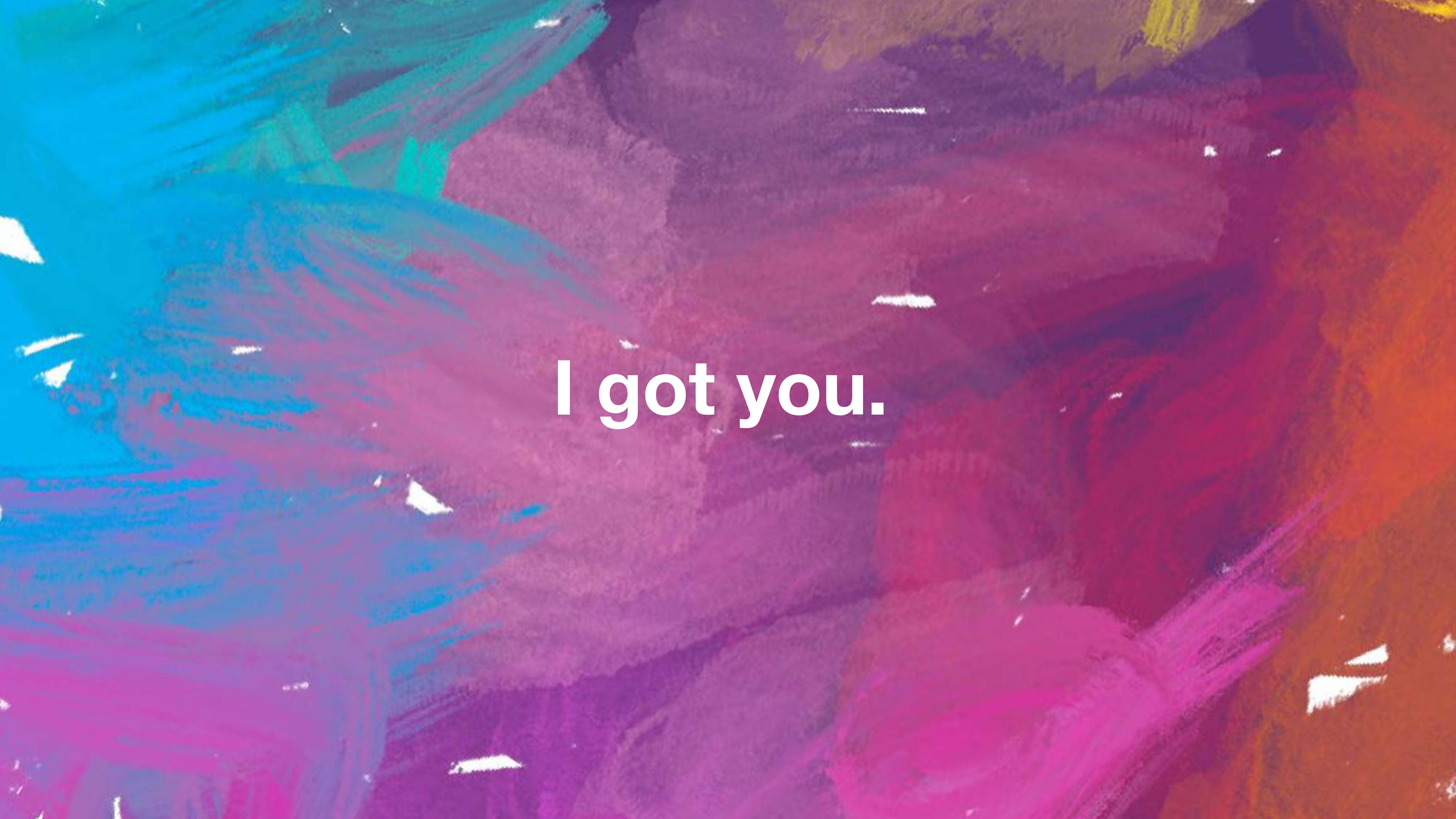
I got you.

Got = Trenches

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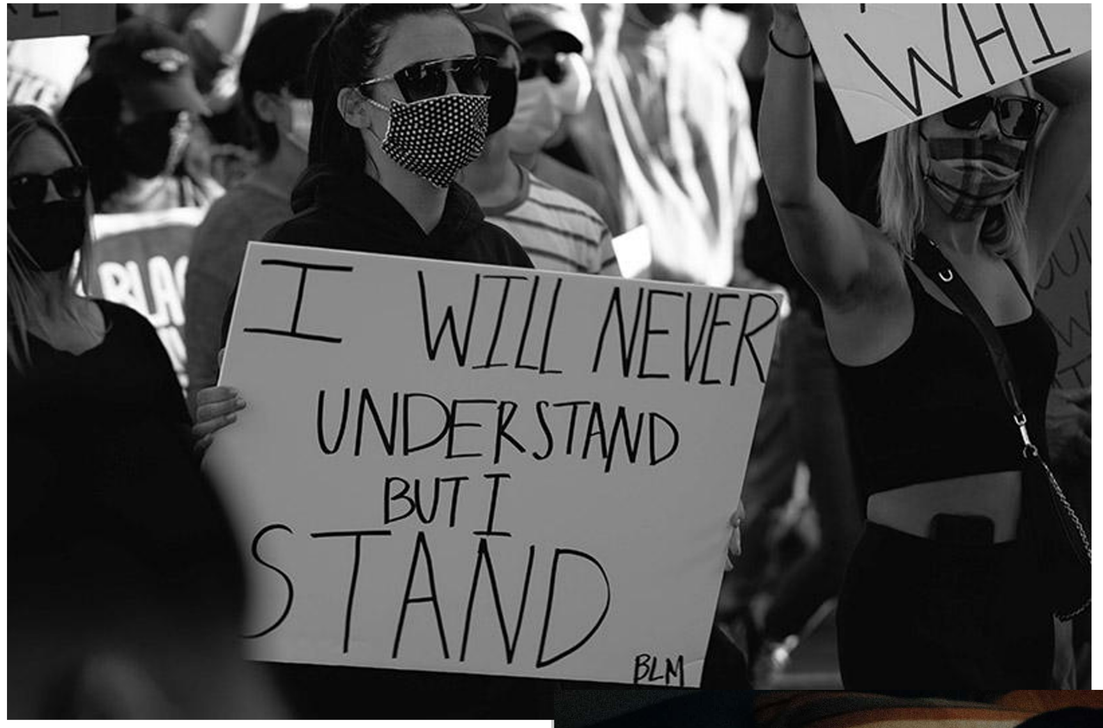

I Got You

- Representation
- Amplifying voices
- Providing opportunities
- Job promotions
- Speaking Up
- Financial investment
- Financial risk

A Matter of the Heart

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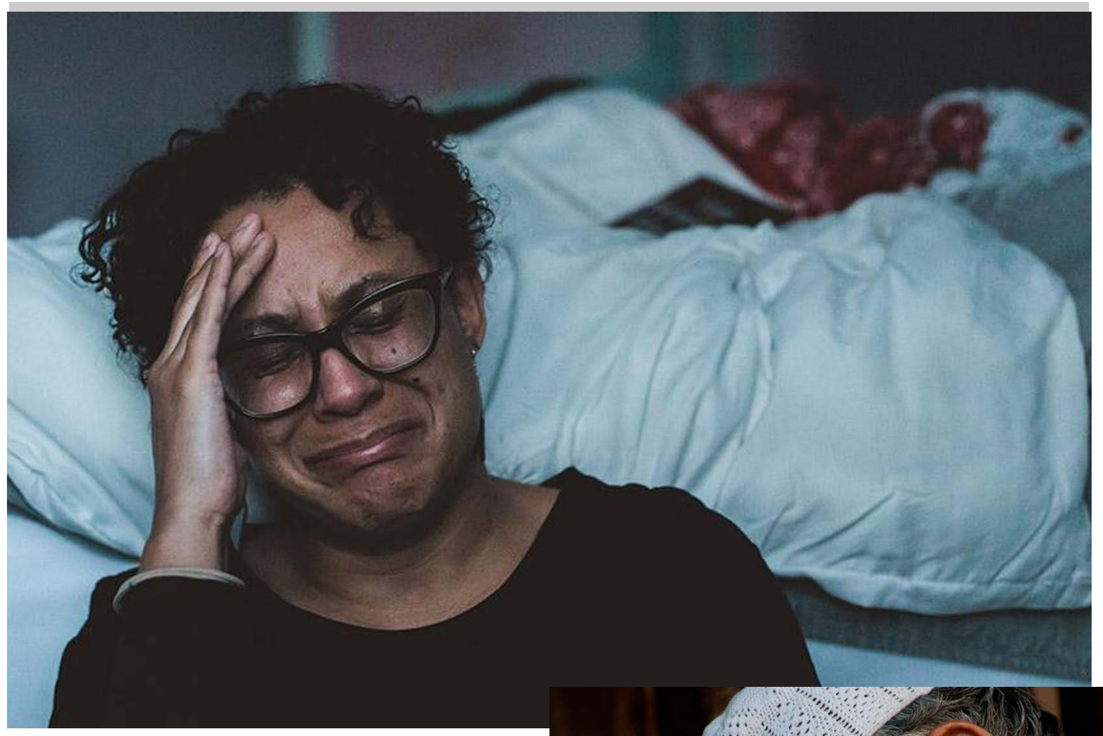
REIMAGINE.

RESET. RECOVER. REIMAGINE.



Your Product & Your Communications

- Visual representation
- Relevant messaging
- Amplifying voices through writing
- Hire writers, designers, and illustrators
- Listen and ask questions
- Avoid cultural appropriation
- Show Up; Don’t wait for the audience to come to you

How to Show Up as a Product

- Targeted ads
- Events
- Collaborations
- Retail locations
- Leverage internal and outsourced talent to help with key decisions

How to Show Up as an Organization

- Representation
- Amplifying voices
- Providing opportunities
- Job promotions
- Speaking Up
- Financial investment
- Financial risk