

BLM Actions by Paradigm

	P1 (Make Amends/ Talent Acquisition)	P2 (Managing Differences/ Social Culture)	P3 (Maximize Internal Talent/ Performance Culture)	P4 (External and Marketplace Stakeholders)
ACTION	Corporate commitments and goals for hiring more Black executives and board members.	Juneteenth/Black History Month	Arrest and indictment of officers/civilians for murders	Changing of Team names (FedEx)
	HBCU scholarships (for George Floyd's Children, black youth in general)	Mandatory D&I Training	Reparations	Compassionate response to looting (Minneapolis Target)
	Commitments for public reporting of workforce demographics	Anti-racism training	Police Reform/Defund Police efforts, Ending Qualified Immunity	Aunt Jemima off labels, Trader Joe's renaming products
	Youth training programs	Company "safe spaces" for dialogues.	Policies to remove Confederate flags and facility names	Public pronouncements of support for Black lives, social media campaigns
		Empowering Black ERGs	Introducing laws to address fraudulent Karen and Ken behavior	Commitments to increase supplier diversity spend
		Removing Confederate statues		Investing in social determinants of health (housing, food insecurity, access to higher education)

BLM Actions by Paradigm: Explainer

NOTES

1. This list of actions is not limited to actions solely by the Black Lives Matter movement/group. Rather, we have aggregated actions that organizations across various industries in the U.S. have taken in response to the increased awareness of racial and social injustice since George Floyd's murder.
2. This list represents a sampling of actions initiated since George Floyd's death and is not exhaustive.
3. Some actions could be listed under multiple Paradigms, depending on the scope and depth of the initiative. For the sake of simplicity, we have taken these actions listed at "face value" and have not ascribed any deeper scope of action or intent beyond the text provided.
4. Why the Red Box around Category P3? All the actions captured in the chart are beneficial. They help increase awareness and move the conversation about racism and social injustice forward. However, the actions taken in P3 (Performance Culture) are the ones that help to create and maintain sustainable change. These actions begin to address the inequities in the infrastructure (systems and policies) that governs how people groups are treated in the US.
5. Why did we create this chart? We presented this analysis during a debrief of the PDP in an effort to move the discussion of the PDP from theory to application. All too often we act without fully contemplating what messages various stakeholders will receive when examining our actions. If we seek to address all strategic concerns, this type of analysis can be useful in finding balance in our approaches and the actions to which we commit.
6. The specific context for the creation of this chart is to track specific actions taken to improve the treatment of black Americans in the US. However, the Paradigm categorizations can be applied to any dimension (i.e., age, gender, sexual orientation, religion, etc.) in any cultural context (any public or private organization, various countries, etc.).