

# The 5-Day Challenge 2024

Project Manager Guide

RaceEqualityMatters.com



#ListenActChange

Over 1,000 organisations took part in 2023.

## 5-Day Challenge

**80%** of respondents who experienced the 5-Day Challenge said it will make an impact in tackling race inequality.

**75%** said it will maximise colleague engagement in helping tackle race inequality.

**76%** said it will be more or significantly more effective than other D&I initiatives tackling race inequality.

### BIG Promise

**78%** said the Big Promise will help make race equality everyone's business.

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the Collaboratory  
working together for a better world

LLOYD'S

The Big PROMISE

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**Raj Tulsiani**

CEO | Green Park  
Co-Founder of Race Equality Matters



**Javed Thomas**

Founder & Director | The Collaboratory  
Co-Founder of Race Equality Matters

# Race Equality Matters

## Mission:

**To remove the barriers and provide the solutions to tackle race inequality.**

Tackling race inequality has shown little and slow progress for decades. The murder of George Floyd, as well as the Covid-19 pandemic, highlighted the fact that significant inequalities remain.

Things **need** to be done differently.

For this reason, Green Park and The Collaboratory formed the not-for-profit Race Equality Matters (REM) in 2020. REM's focus is on meaningful action that makes an impact through:

- Co-creating free solutions.
- Ongoing State of the Nation insights - monitoring race equality progress, barriers, and action in organisations, through our community.
- Providing the tools and resources needed to create the necessary change and impact.
- Uniting thousands of organisations and millions of individuals.
- Focusing senior leaders who have the power to create change in the workplace.
- Being a catalyst for ongoing change.
- Identifying and showcasing what's working.

Three years on, and our ongoing State of the Nation insights show that typically it is ethnically diverse employees who are playing a key part in tackling race inequality in their organisations.

Race inequality can only be addressed and eradicated if everyone takes action. That's why organisations need to make this everyone's business and support everyone to #ListenActChange the landscape for race equality.

# Bringing The Future Into Focus

## Powered by

A global talent advisory firm, Green Park, is an industry pioneer in building diverse senior leadership teams and more equitable workplace cultures. With services intersecting talent, diversity, and brand, Green Park provides a uniquely thoughtful, innovative, and data-led approach to consultancy and recruitment, empowering clients to build high-performing teams and inclusive organisational leadership from a foundation of trust and sustainability.



**Lloyd's** is the world's leading insurance and reinsurance marketplace. Through the collective intelligence and risk-sharing expertise of the market's underwriters and brokers, Lloyd's helps to create a braver world. The Lloyd's Market provides the leadership and insight to anticipate and understand risk, and the knowledge to develop relevant, new, and innovative forms of insurance for customers globally.



Lloyd's also promises a trusted, enduring partnership, built on the confidence that it protects what matters most: helping people, businesses, and communities to recover in times of need.

"Working with Race Equality Matters (REM) is an important part of the Lloyd's Ethnicity Commitments, which aim to improve racial equality, diversity and inclusion in our Market. We recognise the important role REM plays in advocating for racial equality and are proud to partner with them."

**Mark Lomas, Head of Culture, Lloyd's**

## Working together for a better world



Creating solutions to social issues through the power of collaboration.

**"If we delay today, what will those who need our help say?"**

The Collaboratory is a catalyst for a movement of social innovation. It brings together those with lived experience and specialised skills from commercial and not-for-profit organisations, allowing both sides to work together to come up with solutions that tackle the problems that really matter.

**97% of solutions have made an impact.**

# The 5-Day Challenge

## 5 Challenges 5 Minutes 5 Days, to Change the World

### Progress for Race Equality

IN THEIR ORGANISATION\*:

 **32%**

said their organisation focuses on action and not just words.

 **24%**

said their leaders and managers are comfortable talking about race.

 **63%**

believe that **less than a quarter of allies** are actually helping to tackle race inequality.

Race Equality Matters has polled thousands of individuals, and when it comes to tackling race inequality, progress has generally been slow, limited, and in many cases, non-existent. Similar findings have also been uncovered in ongoing reports and research by external sources.

A common theme that contributes to the lack of progress is the need for people to have a better understanding of the issues, barriers, and experiences of different people so they can be more inclusive when interacting and working with people from communities, backgrounds, and cultures that are different from their own.

Realistically, how many of us have read more than one book, watched enough documentaries, or listened to thought leaders so we truly understand what change is needed in our organisations and within ourselves as people?

Even if we have read a book, how many of us have changed our behaviours so they have had an impact on how our colleagues feel they truly belong?



**We can do so much more....**





## A Lonely Battle

Often only a handful and sometimes a sole champion tackle racial inequality in an organisation.

Given the economic circumstances we find ourselves in, organisations, large and small, are making choices.

Those that do not understand the benefits of a diverse, creative, and innovative culture are not funding and properly supporting their D&I and race networks.

There is an alarming rate of cost cutting, disinvesting and job reduction within organisations, ED&I resources and teams.

Many of the changemakers are isolated, unsupported and face a lonely struggle to break down the causes of inequality.

The drive for change is often down to the incredible race networks (99.9% are volunteer-led on top of a day job and have no funds). These key people are stretched and face a seemingly impossible job to achieve equality.



## It needs to be everyone's business.

If organisations are going to drive impactful change, tackling race inequality cannot be down to a few; it needs to be everyone's business.

The 5-Day Challenge is the perfect solution to help make this possible.

# The 5-Day Challenge

# 5 Challenges 5 Minutes 5 Days, to Change the World

## Why the 5-Day Challenge?

Race Equality Matters co-created the first 5-Day Challenge to support the 2023 Race Equality Week theme of #ItsEveryonesBusiness.

Inspired by Dr. Eddie Moore's Racial Equity Habit Building Challenge, the 5-Day Challenge was originally created in collaboration with Natalie Watt of EQUANS and changemakers from the Race Equality Network.

It is a simple, time-efficient, and powerful solution that enables individuals and organisations to learn about race inequality in bite-size ways.

**It works!**

**Will your organisation take part in The 5-Day Challenge?**



Following Race Equality Week 2023, **75%** of respondents said they would like a 5-Day Challenge for 2024.



Race Equality Matters is all about listening to the voices of the community; hence we have the 5-Day Challenge 2024.

**Over 1,000 organisations took part in 2023.**

**80%** of respondents who experienced the 5-Day Challenge said it will make an impact in tackling race inequality.

**75%** said it will maximise colleague engagement in helping tackle race inequality.

**76%** said it will be more or significantly more effective than other D&I initiatives tackling race inequality.

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# The 5-Day Challenge

In our daily lives, we are busy and distracted, which often prevents action. Therefore, each challenge will typically take no more than 5 minutes each day.

This leaves little excuse for all those who genuinely want to be part of the solution not to participate.

## How the 5 Days will work:

**Day 1: Microaggressions**

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**Day 2: Different Cultures**

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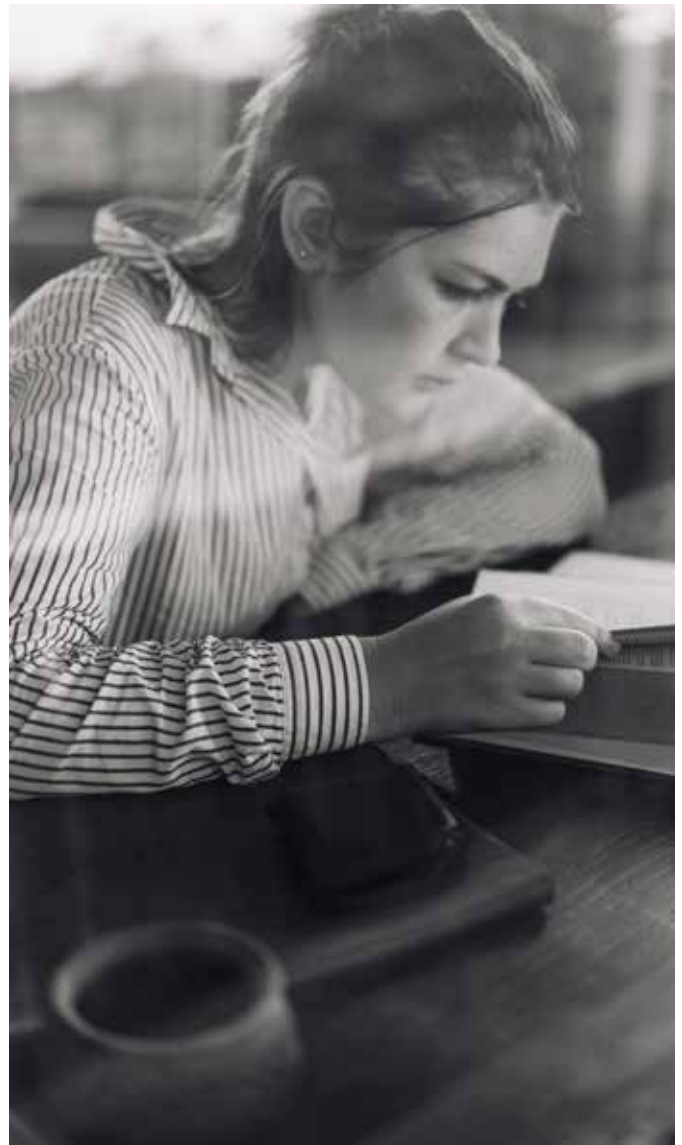
**Day 3: Public Praise**

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**Day 4: A Culture of Belonging**

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**Day 5: The Big Promise**



## Making it easy for you:

- ✓ This simple guide with narrative is to help your project lead, plan, and communicate the 5-Day Challenge to your employees, stakeholders, partners, and community.
- ✓ You will find the 5 Daily Challenges in this document.
- ✓ There are also downloadable PDFs for each daily challenge that you can send to your employees, stakeholders, partners, and community.
- ✓ Many organisations also put them on their internal systems. You will find them here: <https://www.raceequalitymatters.com/5-day-challenge/>

**TOP TIP:** Send a diary invite to your employees in advance: block out five minutes each day for people to carry out each activity.

# The 5-Day Challenge

## 5 Challenges 5 Minutes 5 Days, to Change the World

It is only when we come together and understand how we, as individuals, our organisations, and our organisation cultures, have to change to be truly inclusive and ensure our ethnically diverse colleagues feel they belong, that change will happen.


That's why the 2024 Race Equality Week theme is **#ListenActChange**.

Recent **REM** community surveys revealed:

 **64%**

said ethnically diverse employees are playing a key part in tackling race inequality in their organisation, but only

**17%** said **allies** were.

 only **32%**

said their organisation focuses on action and not just words.

It was selected by the Race Equality Matters community and reflects ongoing findings and feedback.

Building on the REW 2023 theme, which sent a clear message that race equality is everyone's business (**#ItsEveryonesBusiness**), in 2024 **#ListenActChange** will galvanise everyone to focus on taking action.

1. Let's **Listen** to what needs to be done.
2. Take **Action** on what we have heard and learnt.
3. Create and be the **Change** in tackling race inequality!

If **we all** commit to **#ListenActChange**, then real **change** can take place.

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# The 5-Day Challenge

## How It Will Work.

There are many barriers to driving race equity, including a lack of understanding of what it feels like to be in others' shoes and how to be positively inclusive.

Small changes can make a real difference to how we act and, in doing so, how we make people feel.

If everyone makes a small change - it adds up and becomes powerful and impactful and enables real change.

Over the next 5 days, we ask everyone to take just 5 minutes each day to self-reflect and commit to taking action that will drive this change.

To maximise participation, and help people feel safe, there's no obligation to share answers with anyone - hence we call them **self-reflectors**.

### Days 1 - 4 each have:

- A specific theme.
- An eye-opener (a daily self-reflective question related to the theme).
- A thought-provoking 2-4-minute video\*.
- A bit of theory/science to explain how actions or behaviours may impact feelings of being included or belonging.
- Simple suggestions on how to take action.
- Access to additional resources suggested by the community, if people would like to explore the topics further in their own time.

**\*Important:** Please be aware that the videos included in each challenge are powerful and informative, and include lived experiences and sensitive subjects, which can be particularly upsetting for ethnically diverse colleagues. These videos have been selected by the REM community to help others get a deeper understanding of the issue being focused on.

Please let your colleagues know they are not obliged to watch them to the end.

### Day 5

- Take action - **make a BIG Promise.**

# Please find below downloadable PDF's for the individual days in the 5-Day Challenge.



**Day 1**

Do you ever hear someone say something inappropriate in the workplace, that would be considered a microaggression but wait for someone else to speak up?

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**Day 1:**  
Microaggression

[Download](#)



**Day 2**

How can we know about or understand things when we've never seen, heard, or read about them?

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**Day 2:**  
Different Cultures

[Download](#)



**Day 3**

Do you praise some people more than others?

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**Day 3:**  
Public Praise

[Download](#)



**Day 4**

How can we succeed and thrive if being ourselves does not 'fit in' with the expected culture of an organisation?

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**Day 4:**  
A Culture of Belonging

[Download](#)



**Day 5**

Will you join the millions of others today to turn words and thoughts into action?

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**Day 5:**  
The Big Promise

[Download](#)

“

What was really good about the 5-Day Challenge was that it was bite-sized challenges.

That was really helpful for us because people are very pushed for time.

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# Day 1

## Microaggression



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#ItsNotMicro



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#ListenActChange

## Day 1

**Do you ever hear someone say something inappropriate in the workplace, that would be considered a microaggression but wait for someone else to speak up?**

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# Today's eye-opener

## 30 secs



**If you witnessed someone describing a black woman as angry when she only spoke passionately about a subject matter, would you typically:**

- Ignore it because you did not know it was a microaggression.
- Ignore it because you do not want to get involved.
- Wait for someone else to speak up.
- At an appropriate time, speak to someone else who can look to question it.
- Question it in the moment.
- Question it privately, after it has happened.
- Question it in the moment but also speak to the colleague affected privately when it is appropriate.

## What is a Microaggression?



**'A microaggression is a subtle, often unintentional, form of prejudice. It often takes the shape of an offhand comment, an inadvertently painful joke, or a pointed insult.'**  
(Psychology Today)

**Here are some examples:**

- "I don't see colour."
- "There is no need to be so angry."
- "You are so articulate."
- "Can I touch your hair?"
- "Where are you really from?"
- "I can't pronounce your name; can I call you X for short?"

“

For me microaggressions are like death by 1,000 cuts. It's the accumulation of those instances across weeks, months and years.

Mark Lomas,  
Head of Culture, Lloyd's.

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#ItsNotMicro



These everyday occurrences may on the surface appear quite harmless, trivial, or be described as "small slights," but research indicates they have a powerful impact upon the psychological well-being of marginalized groups and affect their standard of living by creating inequities in health care, education, and employment.

**Derald Wing Sue Ph.D. Professor of Psychology and Education, Columbia University.**



In a recent poll, **83%** of respondents said they experience microaggressions in the workplace. Yet, only **16%** said microaggressions are regularly or quite often called out by colleagues.

**69%** said it is because they don't know what to say and **59%** said people don't know how to.

It's up to allies to become active and not those impacted by the microaggression. This can be done in a non-confrontational way by simply asking, "What did you mean by that?" Or "Can I check what you mean by that?" or using another non-confrontational question phrase that you are more comfortable with.

This is to give the person the opportunity to reflect, or at times correct, clumsy, inappropriate or even harmful language. It also enables everyone to be aware of what microaggressions are. This will create a culture that will enable meaningful change.

See #ItsNotMicro <https://www.raceequalitymatters.com/its-not-micro/>



## Video – 3 Mins



Why do microaggressions feel like a thousand little cuts?

Watch this video to find out: [All The Little Things \(3:28\)](#)

'All The Little Things' Written and directed by Meena Ayithey and Executively Produced by Davina Rajoopillai (BADLANDS - Production Company)

## Action – 2 Mins



At work it is crucial that when we see or hear a microaggression, we do not remain bystanders but become active allies.

- Encourage your organisation to sign up to REM's [#ItsNotMicro](#), which aims to normalise the calling out of microaggressions.
- Take time to learn more about microaggressions. See some helpful resources below.
- Think about the impact of any biases you may have and the language you may use.
- Call out/deal with microaggressions – some tips: (American Psychological Association):
  - a. Plan ahead - think about ways you could intervene.
  - b. Tailor your approach to the situation.
  - c. Speak for yourself, reflect your own perspective and feelings.
  - d. Target the behaviour, not the person - avoid calling a perpetrator racist or attacking their character.
  - e. Consider circling back – it may be more effective or safer to say something behind closed doors.
  - f. Seek outside support.
- Ask the person who experienced the microaggression if they're OK.
- Try using micro-affirmations - inclusive and kind actions. e.g., ask colleagues how they are doing, nodding, and smiling, making eye contact, asking others for their opinion, and giving credit to other people's ideas. See additional resources for more.

Here is one action you can take as a senior leader:



**Lead by example.** Actively show that it is okay to challenge microaggressions by implementing the [#It'sNotMicro](#) solution in your organisation/department.

# Action/s I will take:

Action/s I will take:	To be achieved by



If you are interested and would like to find out more.

## Additional Resources:

[Standing up to microaggressions and being a good ally](#)

[Recognising and responding to microaggressions in the workplace](#)

[Effects of microaggressions](#)

[Microaggressions -Calling them out in the workplace](#)

[What are Microaffirmations? The power of tiny acts of inclusion](#)

[An antidote to Microaggressions - Microaffirmations](#)

### Additional Video Resources:

[How Microaggressions are like mosquito bites \(2:07\)](#)

[What kind of Asian are you? \(2:19\)](#)

[Ethnic Stereotyping \(3:24\)](#)

[Just Ignore It - Anti-Racism Film \(5:38\)](#)





“

The 5-Day Challenge  
made staff think about  
issues which they had not  
previously acknowledged.

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# Day 2

## Different Cultures

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#ListenActChange

## Day 2

How can we know about or understand things when we've never seen, heard, or read about them?

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# Today's eye-opener

## 30 secs



How often do you read books, listen to music or podcasts or watch movies which expose you to different views and cultures?

- Never
- Rarely
- Occasionally
- Often
- Always

In the UK, only 1% of candidates for GCSE English Literature in 2019 answered a question on a novel by an author of colour (Penguin Random House, 2020).

This statistic alone shows that even in our early education we are not exposed to different cultures, therefore it is no surprise that we carry this on in our adult life.

However, when we expose ourselves to books, music, and movies etc, that have different views and cultures, it helps us become familiar with people's differences and experiences and that can replace judgement with understanding.



“

There are so many people sharing their stories and connecting with people from around the world.

So, start reading blogs, tweets, news articles and stories so you can get caught up.

Franchesca Ramsey  
5 Tips for being an Ally.

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Here are some examples of the benefits of exposing yourself to different views:

- You begin to celebrate those differences rather than judge them.
- It encourages discussions about people's cultures and views that are different to your own.
- It helps you understand the barriers and challenges people naturally face because of their differences.
- It helps to debunk stereotypes.
- You learn to respect people's differences and cultures.

**We shouldn't keep asking those with lived experience to educate us when there are enough resources including Google to do our own research.**

## Video – 3 Mins



How do our differences also reveal our similarities?

Watch this video to find out: [Don't Put People in Boxes \(3:00\)](#)

This video shows that, though many of us may at first appear different, we may actually have more in common than we expected. We realise this when we get to know a bit more about each other.

## Action – 2.5 Mins

Exposing ourselves to different views introduces us to new things and experiences that make our lives richer.

Try watching or reading about a place or character that's different to you. This can be on Netflix, Apple, Disney, or your local bookstore/library. There is also a range on Audible and you'll find many people from different communities posting on social media.

Try it once, you never know what new joy you may come across.



**What could you do to expose yourself to different views and cultures?**

**Ideas:**

- Read a book from the list of the most popular books from other cultures:  
<https://www.goodreads.com/shelf/show/other-cultures>
- Watch a movie from the list of the best movies about different cultures and nationalities: <https://www.imdb.com/list/ls021754505/>
- If you have children, encourage them to read books and watch films that are based around different views and cultures. We can never start too young.
- Ask a colleague from an ethnically diverse background to recommend you a book or a movie to watch that is based around their heritage or language.

**Here is one action you can take as a senior leader:**



**Lead by example.** Watch a movie or a series from our recommendations list above and discuss it with your colleagues/team/department. Encourage your colleagues/team/department to do the same.

## Action/s I will take:

Action/s I will take:	To be achieved by



If you are interested and would like to find out more.

## Additional Resources:

[Understanding Different Cultures](#)

[Understanding A Different Culture Pt.2](#)


# Day 3

## Public Praise

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## Day 3

# Do you praise some people more than others?

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# Today's eye-opener

## 30 secs



**If someone does something well in the workplace, do you publicly praise them regardless of their race?**

- I often praise colleagues publicly in the workplace, regardless of their race.
- I often praise colleagues privately in the workplace, regardless of their race.
- I praise ethnically diverse colleagues publicly less often than others.
- I praise ethnically diverse colleagues privately less often than others.
- I rarely/never praise anyone.
- I rarely/never praise ethnically diverse colleagues.

Public recognition is the most high-impact form of employee recognition and creates a lower turnover in the workplace (HR online, 2019).

A recent survey by **ApolloTechnical** found that over **91%** of HR professionals believe that recognition and reward make employees more likely to stay.

Additionally, a study by the Institute of Leadership and Management asked 1,000 employees across the UK to identify one thing that motivates them to do more at work and **31%** of them said '**better treatment from their employer**', '**more praise**' and '**a greater sense of being valued**'. These studies show just how impactful public praise in the workplace can be.



However, **ethnically diverse colleagues** can often feel as if they have to work harder than other colleagues to be publicly recognised. For example, a research study from **Coqual** in 2022 found that **more than three in four Black** UK professionals felt as if they had to work harder than others to advance within their company.

The **Halo Effect** is a term used to describe how, at times, different characteristics individuals have, whether that be their qualifications or their interests, may make them more or less likely to receive public recognition or positive appraisals.

This shows us that our biases, whether intentional or not, can influence how we treat our colleagues. This is why it's important to publicly praise colleagues fairly!

There is also a correlation between being publicly praised and promotions, opportunities, and career development.

## Video – 2 Mins



Recognition is a powerful thing, ever wondered why?

Watch this video to find out: [Why Recognition Improves Employee Engagement \(2:11\)](#)

## Action – 2 Mins

When we recognise ethnically diverse colleagues for their hard work, it shows that their efforts in the workplace are not ignored but are instead valued. It also creates a pathway for promotion and development. For many ethnically diverse employees it is a rare experience and will have an impact on their confidence and wellbeing and make them feel less invisible.



**How could you publicly praise your colleagues in the workplace?**

**Ideas:**

- Ensure there is a standard that all colleagues are held to and when you see an ethnically diverse colleague exceeding expectations, publicly acknowledge this (maybe in a team meeting).
- Pay attention, notice your ethnically diverse colleagues too and make sure they are recognised. A way to do this is by giving yourself the task to publicly say 'I see how great you're doing'. Ensure that your praise holds value - highlight what they did well - so everyone else in the team can learn what good looks like.
- Consider whether an employee of the month scheme would work, where employees can nominate each other and publicly speak about each other's achievements.
- If you see an ethnically diverse colleague who has a particular working style that you like, don't be afraid to tell them that you are impressed by it and ask how you can learn from them.
- Cover the blind spots: If you think a particular ethnically diverse colleague is consistently doing a lot of good work that your manager hasn't noticed, don't be afraid to mention it to your management and encourage them to publicly acknowledge it.
- When opportunities come up, mention an ethnically diverse colleague who isn't normally selected and share the value they will bring.
- Never take credit for the work of others, doing so is demotivating and will not support constructive and meaningful relationships in the workplace. It also undermines trust and can make people feel de-valued.

**Here is one action you can take as a senior leader:**



**Lead by example.** Promote a work culture where everyone recognises the achievements of others. Ask your direct reports how they would like to be recognised and get them to do the same to those they manage.

## Action/s I will take:

Action/s I will take:	To be achieved by



If you are interested and would like to find out more.

## Additional Resources:

[What is Allyship? \(3:58\)](#)

[The Importance of Praise in the Workplace](#)

[How to be an ally in the workplace – 13 Ideas](#)

[The labels we carry](#)

# Day 4

## A Culture of Belonging

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## Day 4

**How can we succeed and thrive if being ourselves does not 'fit in' with the expected culture of an organisation?**

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# Today's eye-opener

## 30 secs



**Have you ever been the only person who looks, sounds, and talks like you in an office/room?**

- Never
- Rarely
- Occasionally
- Often

According to the 2021 Census, **81.7%** of the England and Wales population is white whilst **9.3%** is Asian, **4.0%** is black and **2.9%** is from a mixed background (govuk, 2021).

This means that in the workplace, there is always the likelihood that an ethnically diverse colleague may be the only one in the room or a minority in the organisation.

Being the only ethnically diverse colleague in the room can feel lonely, and sometimes makes an individual wonder if they belong.

It is exacerbated if they have an additional protected characteristic, e.g., non-male, disabled, or sexual orientation. That is why it is important to create environments that encourage belonging.



Too many people feel lonely, isolated and uncomfortable if they are not made to feel welcome and that they belong.

If we don't make colleagues feel like they belong or feel valued, then poor representation of diverse individuals will remain a status quo.

For far too long individuals have had to fit into an organisation. This has often meant having to 'act or be different' and not be their true selves - it means they can't thrive or be their best and this impacts their mental health and wellbeing.

Instead, organisations need to fit around their people's individuality and differences. This is when we truly achieve belonging.





Belonging is a key component of inclusion. When employees are truly included, they perceive that the organisation cares for them as individuals — their authentic selves.

Ania Krasniewska, Group Vice President at Gartner.

## Video – 4 Mins



How do we build a culture of inclusion?

Watch this video to find out: [Building a Culture of Inclusion \(4:19\)](#)

## Action – 30 seconds



How can you help create an environment of belonging?

Ideas:

- Encourage your team to try one of Race Equality Matter's solutions, such as Tea Break or #MyNames.
- Encourage inclusive bonding exercises and team events that can help everyone get to know each other and create a sense of belonging. It is important this is done in a way that is inclusive and doesn't make people feel uncomfortable.
- Think about how colleagues who may not feel part of the crowd or don't naturally fit in, can be made to feel included and welcomed.
- Ensure that socialising and staff parties are inclusive. For example, not everyone is comfortable being in a pub for Christmas drinks or a celebration. There are many reasons why, including: Religion, sobriety, health conditions and personal choice.

Here is one action you can take as a senior leader:



**Lead by example.** Sign your organisation up to try one of Race Equality Matter's solutions as a way to create an inclusive environment, such as [#MyNames](#). Or facilitate staff listening groups using REM's [Tea Break](#) or [Safe Space Plus](#) solutions and take action to create an environment where everyone feels they belong.

## Action/s I will take:

Action/s I will take:	To be achieved by



If you are interested and would like to find out more.

## Additional Resources:

[Build a Sense of Belonging in the Workplace](#)

[Belonging in the Workplace: What does it mean and why does it matter?](#)

[Belonging, A Critical Piece of Diversity, Equity and Inclusion \(15:55\)](#)

[Why Belonging at work matters \(1:46\)](#)

# Day 5

## The Big Promise

Race Equality  
#ItsEveryonesBusiness



RaceEqualityMatters.com

 <p><b>RACE</b> <b>EQUALITY</b> <b>WEEK</b></p> <p>5-11 February 2024</p>	<p>Powered by greenpark</p> <p><b>LLOYD'S</b></p>
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#ListenActChange

## Day 5

Will you join the millions of others today to turn words and thoughts into action?

This guide cannot be used for commercial gain; if you would like to discuss using it commercially, please contact [info@raceequalitymatters.com](mailto:info@raceequalitymatters.com)



In the 5-Day Challenge we have explored just some of the key and daily issues that are so hurtful, damaging, and excluding to your ethnically diverse colleagues, community friends and families (we appreciate many of you may have experienced issues directly yourselves).

### **Do we step back, walk away, ignore, or take action?**

The only way to achieve equity and equality is for each and every one of us to take action.

The theme for Race Equality Week this year is #ListenActChange. Over the last four days, we have shared the issues faced, the impact of not taking action and simple actions that you can take to make a big difference. It's time to:

- Listen to what needs to be done.
- Take Action on what you have heard and learnt.
- Create and be the Change in tackling race inequality!

If we all commit to #ListenActChange, then real change can take place.

It's time to make your Big Promise and a commitment that has a long-lasting impact!

**You can start to change the world today by making your Big Promise now:  
go to the Big Promise tool**





## Why The Big Promise?

Race Equality Matters carried out in-depth interviews and research, which evidenced that the majority of ethnically diverse employees feel that there has been very little visible action to move towards the deeper and more meaningful change required to drive race equality.

There has been the will and call for action by leaders and organisations, especially three years ago (2020), but it is clear that for many organisations, the experiences of their employees when it comes to unfairness, inequality and pain have generally not changed.

Whilst there are some organisations that have started to make progress, typically driven by few individuals, meaningful change will only happen if everyone gets involved and commits to driving change. [#ItsEveryonesBusiness](#) to [#ListenActChange](#).

Race Equality Matters carried out one-to-one interviews and group workshops with the Race Equality Matters community and collaborated with the governance forum and Dr Karl George MBE. This included reviewing 15 race charters which collectively drew together 200+ suggested commitments and pledges. With the community, we identified promises that are must-do's and are measurable, accountable, transparent and that will create meaningful change.

They are known as the **Big Promise**.

You can start to change the world today by making your Big Promise now:  
go to the Big Promise tool



## Action – 2 Mins

To help you make that commitment to change, we have identified bespoke sets of Magnificent 7 promises for:

- ExCo/C-suite/Board
- Senior leaders
- Allies
- Ethnically diverse colleagues

The sets of 7 promises have been developed specifically so that each will make a real impact on race inequality in the workplace.

Please look at the promises for your stakeholder group and reflect on which promise or promises you can make.

If you made your Big Promise in 2023, take some time to review and reflect on your progress and decide whether you may want to choose another promise this year.

- Choose your Big Promise/Promises.
- Promote your Big Promise.
- Keep your Big Promise.

Encourage your organisation to implement the Big Promise so everyone gets involved.

**Here is one action you can take as a senior leader:**



**Lead by example.** Encourage your team to make a Big Promise and share with them that you are making a Promise too.

# The Big PROMISE™

To access the online tool,  
Big Promise Guide and  
further information and  
resources, go here:

<https://www.raceequalitymatters.com/the-big-promise/>

Race Equality  
#ListenActChange

# Frequently Asked Questions

## The 5-Day Challenge

**Q: Do we have to do all 5 days of the Challenge?**

A: The 5-Day Challenge has been developed to help organisations and individuals understand, learn, and get to know about key race-related issues that affect colleagues and the community. Ideally, we recommend doing all 5 days. However, if for various reasons it is not possible, doing fewer days is still better than not participating at all.

**Q: We will not be ready for REW. Can we do the Challenge later in the year?**

A: Yes. The resource is relevant 365 days a year. It will not go out of date.

**Q: If my organisation does not take part can I do it individually?**

A: Yes, however it will have a greater impact if your organisation encourages as many employees as possible to participate.

**Q: Can the 5-Day Challenge be used outside my organisation?**

A: Yes, it can be used in schools, clubs and community groups. Many do.

It cannot be used for commercial gain. If you would like to discuss using it commercially, please contact [info@raceequalitymatters.com](mailto:info@raceequalitymatters.com) and we will see how we can support you.

**Q: Do you provide training for any of the subject matter?**

A: Please get in touch if you have a budget at our email address, [info@raceequalitymatters.com](mailto:info@raceequalitymatters.com).

**Q: Are there any other resources to help me run the 5-Day challenge?**

A: There are downloadable guides for each day, and we have included links to additional resources in the guide.

**Q: Is there a social media template post we can use?**

A: Yes, you will find this and suggested text here: [https://www.raceequalitymatters.com/solutions/5-Day Challenge](https://www.raceequalitymatters.com/solutions/5-Day-Challenge)

**Q: Can we donate to support your work?**

A: Yes, we rely on funding and donations, please contact [info@raceequalitymatters.com](mailto:info@raceequalitymatters.com)

**Q: Can we use your logo?**

A: The logo is included in the Race Equality Week Participants' Pack which you will find here: <https://www.raceequalitymatters.com/race-equality-week-participants-pack-fororganisations/> We would appreciate any donations, if possible, should you choose to use it.

## **The Big Promise**

**Q: Can we only make a Big Promise on Day 5 of the 5-Day Challenge (Friday)?**

A: This is when we feel the majority will do it, but you can do it any day of the week or year.

**Q: Would it be possible to select more than one stakeholder category?**

- A board member or executive
- Senior leader
- An ally
- An ethnically diverse employee.

A: We appreciate many people may straddle two or three of the categories however, we propose that you select the most senior level you can. Promises made at senior level will enable you to have a greater impact on your organisation - hence select Board and Exco over Ally.

**Q: I think colleagues may need some support and guidance to deliver some of the promises.**

A: One option is to look at other promises, which may initially be more achievable.

Alternatively, you could open up a dialogue to find out what type of support or training your colleagues might need and come up with collaborative and innovative ways that you could help support them. Furthermore, this could be an important opportunity for change: you could raise this with a line manager or HR department to see if promises could be facilitated and delivered through policy changes or an allocated resource.

We appreciate different organisations and the individuals within them may have access to more resources than others. However, this is an opportunity for you to define the culture of your workforce and where you stand on racial inequality.

If you have a will and a desire for change this may be a time to seek investment to really make a difference.

If you need further guidance and have a budget, you can always contact us, and we will happily discuss ideas with you. Please email us at [info@raceequalitymatters.com](mailto:info@raceequalitymatters.com)

**Q: Why do I need to type in basic contact details on the Big Promise tool?**

A: This information will help Race Equality Matters:

1. Let you know when appropriate support is available.
2. Support individuals to deliver on their Promise.
3. Understand the most common Promises by sector and job title.

Note: Your data will only be used for the purpose of helping Race Equality Matters accelerate tackling race inequality and you can always unsubscribe at any time.

**Q: Will you publish my Promise?**

A: No, we will not share your Promise but we encourage you to.

**Q: Will I be able to find out what Promises my colleagues are making?**

A: No, we will not share data or individual Promises, only overarching data, e.g. how many people made Promises, which sectors got involved, the most common Promises selected etc.

If you are keen to know what your colleagues have Promised, you could open a dialogue and discuss whether this is something they would like to share and then you can consider an internal mechanic to capture people's Promises. However, many colleagues may post their Promises on internal comms channels or social media.

**Q: Do colleagues need to share their Promise publicly?**

A: The Big Promise was created to help individuals identify and take meaningful action, and to encourage accountability and transparency by visibly sharing their Big Promise. We appreciate some individuals may not want to do this.

Some organisations may encourage their employees to share their Promises via internal comms channels and/or some may want to show they are becoming an anti-racist organisation encouraging staff that are comfortable to share their Big Promises externally e.g. via social media. This can create a significant visual impact similar to the one we saw as part of the #MyNames campaign.

**Q: How else have other organisations used The Big Promise?**

A: Organisations have used it in several ways including:

- Printing their Big Promise images and displaying them in canteens and reception areas.
- Sharing their Big Promise with a community.
- Creating a montage of Big Promises and promoting this through social media.
- Creating a video of people sharing their Big Promise.
- Displaying Big Promises on their websites.

**Q: Do I make 1 or all 7 Big Promises that are in my category?**

A: Our ideal is for every employee to make the one Promise that they will deliver on. With millions of employees in the UK alone we can imagine the impact this will have when the Promises are delivered. However, if someone wants to make more than one Promise then that is fantastic and possible. Many people do.

**Q: When I have delivered on my Big Promise is that it?**

A: The idea is for everyone to start to make a difference, with their first Promise.

We would therefore encourage employees whether it has been three months, six months or a year later to make their second Promise. Tackling race inequality is not a one-off thing. The idea of having seven Big Promises per stakeholder group is that over time individuals will deliver on them and accelerate the drive to race equity and equality.

**Q: Do you want to hear about our organisation's Big Promises?**

A: Absolutely, we are very keen to hear how the Big Promise has been adopted in your organisation and the impact it is starting to make. We can also help publicise it. In addition, we can advise you if we feel your organisation should consider applying for Race Equality Matters Trailblazer status. This is an acknowledgement and recognition of the progress your organisation is making towards eradicating race inequality and promoting the fact that #ItsEveryone'sBusiness to #ListenActChange.





# Acknowledgements

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Big Promise Tool – FL1

**Thank you to the Race Equality Matters change-makers:**

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Annisha Ogilvie  
BADLANDS  
Bernard Bruce  
Carys Jenkins  
Christy Carter  
Davina Rajoopillai  
Denise McCausland  
Erika Mather

Faiza Mukith  
Gemma Kerr  
Jasmine Martins  
Jenni Guthrie  
Kate Hopkins  
Kimberly Sutherland  
Leon Owusu  
Lydia Igwe  
Meena Ayithey  
Monica Stancu

Neetu Khosla  
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# Some of our key partners and collaborators



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