

# Doing DEI (While Trying Not to Make the News): A Strategic Workshop

Online. Friday June 23, 2023  
8-11am PT / 10am-1pm CT / 11am-2pm ET

DEI is challenging enough without worrying that you're going to end up in the news or on social media, whether because you aren't doing *enough* or because you're doing *too much*. How can an organization advance DEI when it's afraid of becoming a headline? The fact is, we can't. And we have to, for the safety, dignity belonging and thriving of all, not just some, of our communities.

In this workshop, we'll explore:

- Why (of course) communities are going public with concerns about DEI, and what you can do about it;
- How ending up in the news *is* and *isn't* helpful (and for whom);
- How to reasonably prepare for efforts to "expose" and shut down your DEI work; and
- What it takes to advance the DEI that you intend, accepting the reality that justice is never a private matter.

Participants will engage with each other in discovery of how to focus on *their* DEI game, and not the news cycle.

**Who should participate in this workshop?**

Leadership teams that are committed to DEI, who are leading in communities that have disparate ideas about what this work should be, whether your organization has already made the news... or you're expecting that it might.

**Register Now**

# Doing DEI (While Trying Not to Make the News): A Strategic Workshop

Online. Friday June 23, 2023  
8-11am PT / 10am-1pm CT / 11am-2pm ET

## Your facilitators:



Alison Park (she/her), Founder, Blink Strategic Consulting. Alison, who *has* made the news for doing DEI work, wants to know: What do you want *your* headline to be?



Stacey Kertsman (she/her), Senior Consultant. Stacey believes that if you're proactively driving your narrative, it doesn't really matter if you end up making the news. In fact, sometimes it's an incredible opportunity to walk the walk.



Chris Thinner (he/him), Senior Consultant. Chris believes that transformative DEI initiatives need to make the news in order to reclaim and reinscribe a narrative that has been held hostage.

## Registration fees:

- For individuals: \$575
- For teams of 3 or more from your organization: \$525/individual. Please use code: DEITEAM

Blink will send your Zoom link and e-materials the week before the workshop.

If the workshop registration fee is prohibitive, or you have any other questions, please contact Alison at [alison@rethinkingdiversity.com](mailto:alison@rethinkingdiversity.com).

**Register Now**