

10 Actions to Take to Be a Better Black Ally



#1 - Build relationships with more Black people

Fear is the result of not knowing or not understanding. The best antidote for that is to get to know and understand people better, so that you build trust.

#2 - Talk to Black friends, peers or neighbours about their experiences

Be genuine and interested in the stories and perspectives of people who experience the world differently from you. Find out what they are thinking and feeling.

#3 - Get involved in an Employee Resource Group or Ally initiative

Step outside your comfort zone to take action whether at work or in your community so that you expand your understanding of the problems at hand.

#4 - Learn more about world and Black history from the colonized perspective

Unlearn the Eurocentric history that founded institutionalized racism.

#5 - Mentor a Black professional or aspiring leader

No matter your position, if you are leading people or can help someone progress or navigate a company or industry, find a way to mentor them so they have more chance of attracting opportunity based on merit.

#6 - Use metrics for accountability and progress

Your data must separate Blacks from other minority groups in order to keep track of progress in diversifying a company or team. Use metrics to determine objective hiring practices that weed out unconscious bias.

#7 Talk to your kids (family) about race

It's critical that parents speak openly about the way race affects relationships, opportunities and experiences in everyday life. Kids should learn to value equality and justice early on, and know that Black people are not a threat.

#7 - Diversify your own network

Go out of your way to meet new people that are not in your network so that you have better relationships with Black professionals who can help you diversify your talent pool at work or your people skills in life.

#8 - Don't support companies/groups that don't have diversity in leadership

Without diversity in leadership, solutions, programs, products and services cannot be geared towards the needs of Blacks and will not advocate for change.

#9 - Challenge yourself with unconscious bias training

Our thoughts and beliefs are shaped by what we've learned and experienced over the years. Understanding our own judgements will help us be better allies.

#10 - Use your position to speak up publicly

You have a platform. It may be as a leader at work, in your community, or on social media. What is important is that non-Black people (allies) speak up when they see racism in their midst instead of staying silent.