

**TAMPA BAY CHAMBER**  
September 2020  
Board Meeting/DEI Workshop

**BEST PRACTICES**  
LEADERSHIP/SPONSORSHIPS  
EDUCATE ON ALL LEVELS  
D&I CONVERSATIONS  
MENTORING

**MAKING THE BUSINESS CASE FOR RACIAL EQUALITY**  
DIVERSE TEAMS ARE 35% MORE EFFECTIVE  
"UNCONSCIOUS BIAS"  
DIVERSITY MEANS HIGHER PROFITS  
EXPANDING EQUITY  
INEQUITY COSTS EVERY AMERICAN \$4,300 A YEAR

**ECONOMIC JUSTICE FOR ALL!**

**ACT!**

**RECOGNIZE THE POWER OF DIVERSITY**  
EDUCATE & ADVOCATE FOR EQUITY

**FIND & HIRE PEOPLE OF COLOR**  

- ATTRACT
- BELONG
- PROMOTE
- INFLUENCE

**ECONOMIC FERTILIZER**

**THE GAPS**  
INCOME  
EDUCATION  
HOME  
TRANSPORTATION  
TECHNOLOGY  
OWNERSHIP  
COVID-19

**RACE/CULTURE POOL**  
ASIAN  
WHITE  
BLACK/BROWN  
NATIVE-AMERICAN

**Collaborative Labs**  
University of South Florida

# The Economics of Race

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# Objectives

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Understand where the gaps exist

Discuss how Covid-19 has widened the gaps

Explain the value of diversity

Make a plan for equity





# Check Your Privilege

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[click here](#)



# 2020 REGIONAL EQUITY REPORT



# Has Covid-19 widened the gaps?

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Economic Vitality

Talent

Civic Quality

Infrastructure







# The Value of Diversity

# What won't work?

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1. Pretending it doesn't exist
2. When the baby boomers are gone...
3. I had a hard life myself....

[click here](#)



“What’s the matter?  
It’s the same distance!”





**Does a Rising Tide  
Really Lift All Boats?**

# ACT!

**A**cknowledge others lived experiences

**C**reate a space for honest communication

**T**ake action to change the narrative—do something different





Be the  
CHANGE  
you wish to  
SEE IN THE  
world





Thank You for Making a Difference

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