WE ARE A NATION IN PAIN. WE ARE A SOCIETY AND WORKFORCE BUILT ON SYSTEMIC RACISM. WE ARE A CULTURE THAT HAS BENEFITED FROM, AND HIDDEN BEHIND, WHITE PRIVILEGE.

The “we” who benefit never include BIPOC (Black, Indigenous and People of Color). The “we” who are systematically disadvantaged always do. Our Black siblings are tired. Good intentions mean nothing: Intentional actions mean everything.

We are seeing many declarations of allyship from leaders, brands and companies. It’s a start. But this moment is a culmination of the rage and destruction that we, as a racist society, inflict upon our Black community every single day; the most recent murders of unarmed Black citizens, like Breonna Taylor and George Floyd by white police; of Ahmaud Aubrey while jogging in his own neighborhood by white racists; and the video of Amy Cooper, weaponizing her white womanhood against a Black man as she falsely claimed she was being threatened to police. This is a system of events that consistently result in one group being disadvantaged century after century.

ENOUGH.

If this moment is going to be different, we must act differently. We must dismantle the systems, frameworks and institutions that have allowed racism, discrimination and inequality to thrive and prosper, untouched.

So, where do we begin? How do we move from optical allyship to tangible actions that will inspire changes in behavior and changes to policies, practices and traditions? How do we shift from living a life of passive non-racism to one of active anti-racism? A journey of a thousand miles begins with a single step.

If this list makes you uncomfortable, you’re on the right path. Change is inevitable. Growth is optional. Leading with empathy is *mandatory*.

Now, show us whose backs you have. We have her back...and his...and theirs...and yours.

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