



CRUCIAL DEI CONVERSATION STARTERS

A Media List & Programming Guide for SMPS Chapters & Members



Introduction

SMPS' DEI objective is to ensure that we have a diverse, equitable, and inclusive organization for our members and that we help them address DEI issues within their firms, both for their employees and their clients. This resource is intended to help members and chapter leaders have critical conversations about race and racism; their influence on policy, business culture, and the built environment; and their impact on individuals and communities.

The books, articles, videos and podcasts included in this resource can be used by SMPS chapters, corporate Employee Resource Groups (ERGs) and affinity groups, book clubs, and individuals (i.e. book clubs, monthly education programs, speaker panels, conference programming, etc.).

Though this guide focuses predominantly on racism that impacts Black and African Americans, the intention is not to dismiss or minimize the experiences that other minority or othered groups have. Many of the concepts explored in the listed material can inform a broader DEI discussion.

"Anti-blackness is very much a part of oppression's origin story in America and all other versions of oppression are bound up in that history."

—Dr. Destiny Thomas, Founder and CEO of Thrivance Group



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Recommendations for this Tool

This resource includes a curated list of traditional and new media and has been divided into two modules. The books, articles, videos and podcast included in this resource can be used by SMPS Chapters, corporate ERG and affinity groups, book clubs, and individuals.

Module One consists of articles, podcasts, and web-based videos that can be consumed in less than an hour. Suggested applications include personal learning, chapter panel discussions and programs, ERG & affinity groups, mentorship programs, and/or group discussions.

Module Two consists entirely of books which can be read in less than a month's time. Suggested applications include personal learning, chapter book clubs, leadership application, training program development, and ERG & affinity group and/or group discussions. Readers are encouraged to use the discussion questions available at the back of each book on associated websites or to develop a series of questions for their chapter or group.



MODULE ONE

This module consists of articles, podcasts, and web-based videos that can be consumed in less than an hour. Suggested applications include personal learning, chapter panel discussions and programs, ERG & affinity groups, mentorship programs, and/or group discussions.

Short Format, Fast Consumption

Application:

- Content development
- SMPS Board Leadership retreats
- Monthly education programs
- Member-only benefit
- Speaker panels & webinars
- ERG & affinity groups
- Mentorship programs
- Group discussions
- Joint programming with another chapter or association
- Regional conferences

Audience:

- Individuals
- ERG & affinity groups
- Book club
- SMPS members
- SMPS board members
- Owner, C-Suite and firm leaders



RACISM POLICY DIVERSITY EQUITY & INCLUSION

Articles: Racism, Policy, Diversity, Equity & Inclusion

How Air Pollution Across America Reflects Racist Policy From the 1930s

March 9, 2022 article by Raymond Zhong and Nadja Popovich explores the impact of neighborhood redlining by federal officials in the 1930s, adding to a body of evidence that reveals how racist policies in the past have contributed to inequalities across the United States today.



White Supremacy Culture (From Dismantling Racism: A Workbook for Social Change Groups, by Kenneth Jones and Tema Okun, ChangeWork, 2001)

Culture is powerful precisely because it is so present and at the same time so very difficult to name or identify. This article lists damaging characteristics of white supremacy culture which show up in our organizations.





Web-based Video: Racism, Policy, Diversity, Equity & Inclusion

What is Privilege?



BuzzFeed video of in-person exercise that explores varying levels of privilege. Questions are included in the video description.



Podcasts: Racism, Policy, Diversity, Equity & Inclusion

Code Switch

Code Switch is a podcast for fearless conversations about race. Hosted by journalists of color, the podcast tackles the subject of race with empathy and humor. It explores how race affects every part of society – from politics and pop culture to history, food and everything in between. This podcast makes all of us part of the conversation – because we’re all part of the story. Code Switch was named Apple Podcasts’ first-ever Show of the Year in 2020.



Seeing White - Scene on Radio

Where did the notion of “whiteness” come from? What does it mean? What is whiteness for? Scene on Radio host and producer John Biewen took a deep dive into these questions, along with an array of leading scholars and regular guest Dr. Chenjerai Kumanyika, in this fourteen-part documentary series.



Southlake

Southlake, Texas, seems to have it all: stately homes, intense civic pride, and above all, terrific schools. So when a video surfaced in 2018 showing Southlake high school students chanting the N-word—and when Black residents came forward to share stories of racist harassment and bullying—the school board vowed to make changes. But the unveiling of the Cultural Competence Action Plan set off a backlash that consumed Southlake, fueled by a growing national crusade against critical race theory.



Pod Save the People

On Pod Save the People, DeRay Mckesson explores news, culture, social justice, and politics with Kaya Henderson and De’Ara Balenger. They offer a unique take on the news, with a special focus on overlooked stories and topics that often impact people of color. There’s also a weekly one-on-one interview with experts, influencers, and diverse local and national leaders who come on the show to go deep on social, political, and cultural issues. New episodes every Tuesday.



Web-based Video: Personal Perspectives & Experiences

The myth of bringing your full, authentic self to work



Calls for authenticity at work ask for passionate people with diverse, fresh perspectives who challenge old ways of thinking. But too often workplace culture fails to support the authenticity of professionals of color and other underrepresented groups, leading instead to backlash and fewer opportunities. Writer Jodi-Ann Burey outlines steps toward exposing privilege and achieving true equity on the job – and implores those in leadership positions to accept responsibility for change.



PERSONAL PERSPECTIVES & EXPERIENCES



Podcasts: Personal Perspectives & Experiences

Blackbelt Voices

The Blackbelt Voices podcast propagates the richness of Black Southern culture by telling the stories of Black folks down South. Through first-person narratives and in-depth conversations, hosts Adena J. White, Kara Wilkins, and Katrina Dupins share the experiences of Black Southerners living in, loving, and reconciling with the region they call home.



The Diversity Gap

The Diversity Gap is for everyday people who want to pair their good intentions for diversity with true cultural change. Through thoughtful conversation and authentic storytelling, Bethaney Wilkinson will inspire and equip you to create the kind of culture you say you want: one where all people are seen, heard, respected, and given what they need to thrive.





MODULE TWO

This module consists entirely of books which can be read in less than a month's time. Suggested applications include personal learning, chapter book clubs, leadership application, training program development, and ERG & affinity group and/or group discussions. Readers are encouraged to use the discussion questions available at the back of each book and associated websites or to develop a series of questions for their chapter or group.

Long Format, Slow Consumption

Application:

- Book club
- Small group discussion
- Content development
- Corporate DEI initiatives
- Identifying subject matter experts and speakers

Audience:

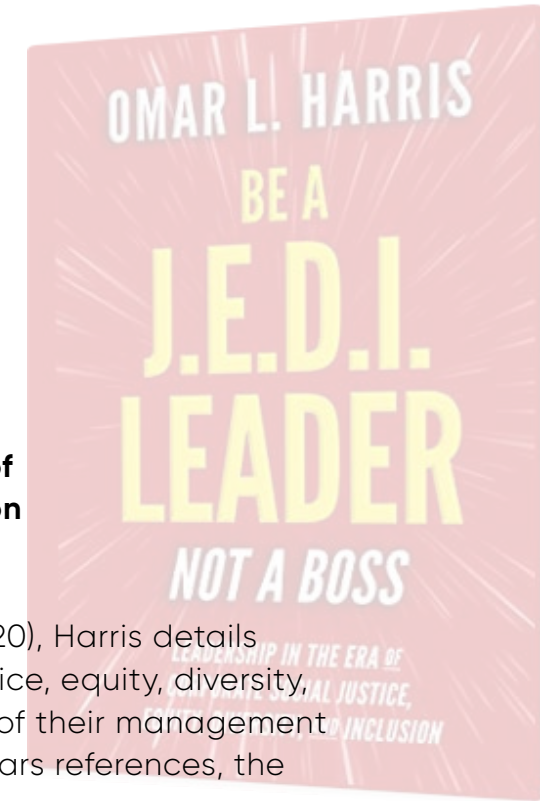
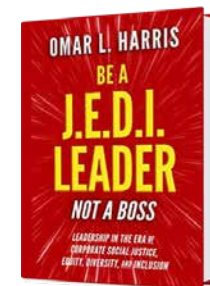
- Individuals
- ERG & affinity groups
- Book clubs
- SMPS members
- SMPS board Members
- Owner, C-Suite and firm leaders

BUSINESS & THE BUILT ENVIRONMENT

Books: Business & the Built Environment

Be a J.E.D.I. Leader, Not a Boss: Leadership in the Era of Corporate Social Justice, Equity, Diversity, and Inclusion
by Omar Harris

In this follow-up to *The Servant Leader's Manifesto* (2020), Harris details the qualities of corporate leaders who make social justice, equity, diversity, and inclusion—the book's title acronym—the keystones of their management philosophies. With occasional but not overdone Star Wars references, the author calls for an end to the traditional "boss" role. He encourages an egalitarian form of leadership driven by humility that values the contributions of all employees and responds to their needs appropriately, leading to the creation of an equitable, anti-racist, inclusive—and profitable—corporate environment.



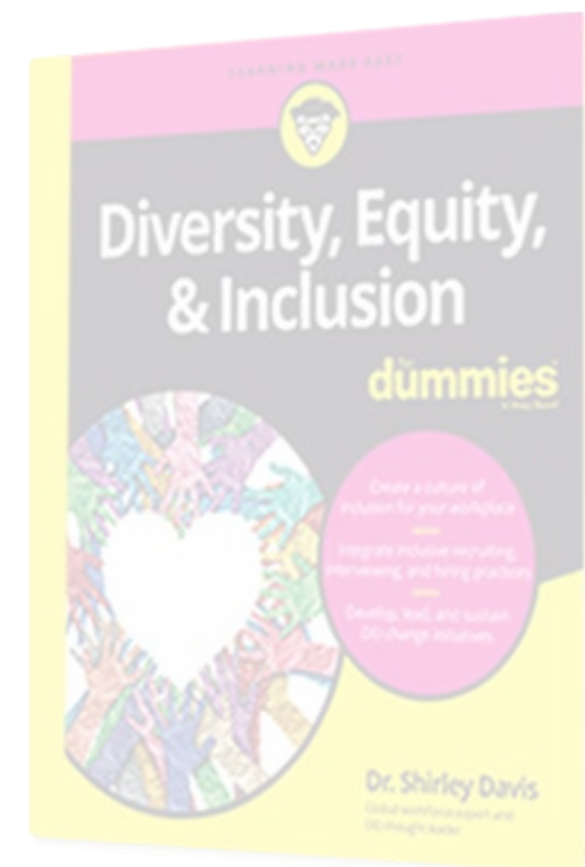
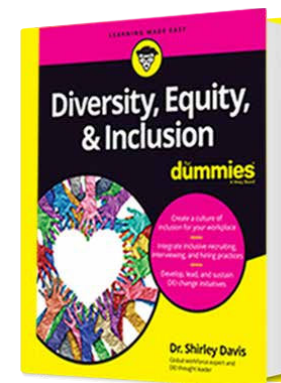


Books: Business & the Built Environment

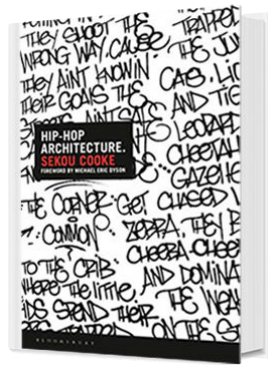
Diversity, Equity, & Inclusion for Dummies

by Shirley Davis

In Diversity, Equity & Inclusion For Dummies, global workforce expert, and three-time Chief Diversity and Inclusion Officer Dr. Shirley Davis unveils her extensive collection of real-world experiences, stories, case studies, checklists, assessments, tips, and strategies that will give you a deeper understanding of the business impact of DEI and how your role as a leader can contribute to your company's long term success.



Books: Business & the Built Environment



Hip-Hop Architecture

by Sekou Cooke

As architecture grapples with its own racist legacy, Hip-Hop Architecture outlines a powerful new manifesto—the voice of the underrepresented, marginalized, and voiceless within the discipline. Exploring the production of spaces, buildings, and urban environments that embody the creative energies in hip-hop, it is a newly expanding design philosophy which sees architecture as a distinct part of hip-hop’s cultural expression, and which uses hip-hop as a lens through which to provoke new architectural ideas.

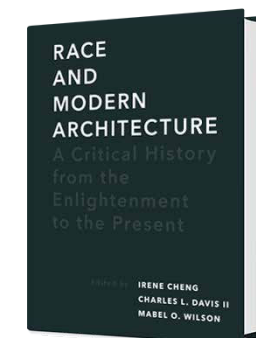
Examining the present and the future of Hip-Hop Architecture, the book also explores its historical antecedents and its theory, placing it in a wider context both within architecture and within Black and African American movements. Throughout, the work is illustrated with inspirational case studies of architectural projects and creative practices, and interspersed with interludes and interviews with key architects, designers, and academics in the field. This is a vital and provocative work that will appeal to architects, designers, students, theorists, and anyone interested in a fresh view of architecture, design, race and culture.



Race and Modern Architecture: A Critical History from the Enlightenment to the Present (Culture Politics & the Built Environment)

Edited by Irene Cheng, Charles L Davis II, and Mabel O Wilson

Although race—a concept of human difference that establishes hierarchies of power and domination—has played a critical role in the development of modern architectural discourse and practice since the Enlightenment, its influence on the discipline remains largely underexplored. This volume offers a welcome and long-awaited intervention for the field by shining a spotlight on constructions of race and their impact on architecture and theory in Europe and North America and across various global contexts since the eighteenth century. Challenging us to write race back into architectural history, contributors confront how racial thinking has intimately shaped some of the key concepts of modern architecture and culture over time, including freedom, revolution, character, national and indigenous style, progress, hybridity, climate, representation, and radicalism. By analyzing how architecture has intersected with histories of slavery, colonialism, and inequality—from eighteenth-century neoclassical governmental buildings to present-day housing projects for immigrants—Race and Modern Architecture challenges, complicates, and revises the standard association of modern architecture with a universal project of emancipation and progress.





Books: Business & the Built Environment

Authentic Diversity: How to Change the Workplace for Good

By Michelle Silverthorn

In *Authentic Diversity*, culture change expert and diversity speaker Michelle Silverthorn explains how to transform diversity and inclusion from mere lip service into the very heart of leadership. Following the journey of a Black woman in the workplace, leaders learn the old rules of diversity that keep failing her and millions like her again and again, and the new rules they must put in place to make success a reality for everyone. A millennial, immigrant, and Black woman in America, Michelle will show you how to lead a space centered on equity, allyship, and inclusion and how together we can build a new organization, and nation, centered on justice.



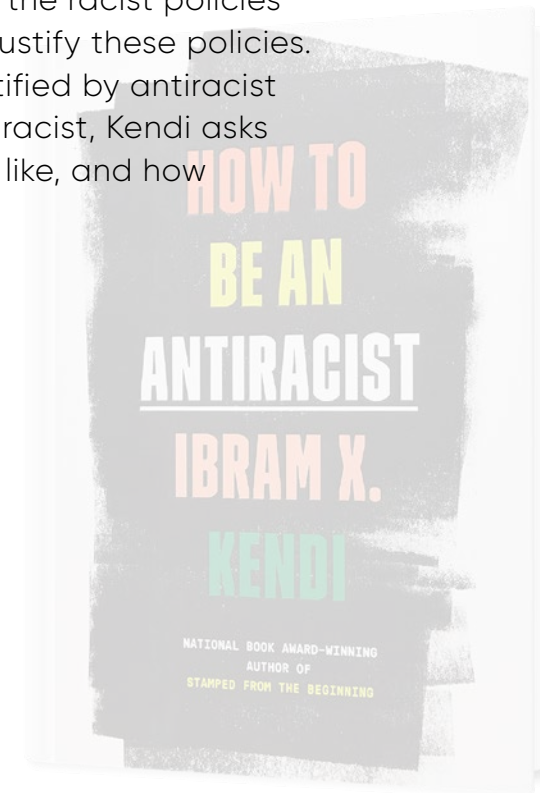
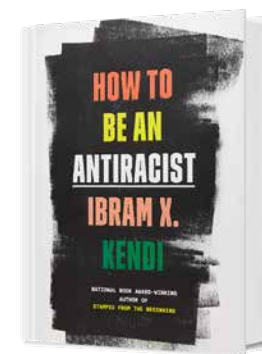
RACISM, POLICY, DIVERSITY, EQUITY & INCLUSION

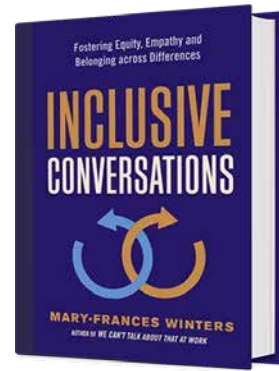
Books: Racism, Policy, Diversity, Equity & Inclusion

How to Be an Antiracist

By Ibram X. Kendi

How to Be an Antiracist is a 2019 nonfiction book by American author and historian Ibram X. Kendi, which combines social commentary and memoir. The book discusses concepts of racism and Kendi's proposals for anti-racist individual actions and systemic changes. Kendi defines racism as a system comprised of three main components: racial inequities; the racist policies that create these inequities; and the racist ideas that justify these policies. In contrast, antiracism is a set of antiracist policies, justified by antiracist ideas, that produces racial equity. In How to be an Antiracist, Kendi asks us to think about what an antiracist society might look like, and how we can play an active role in building it.

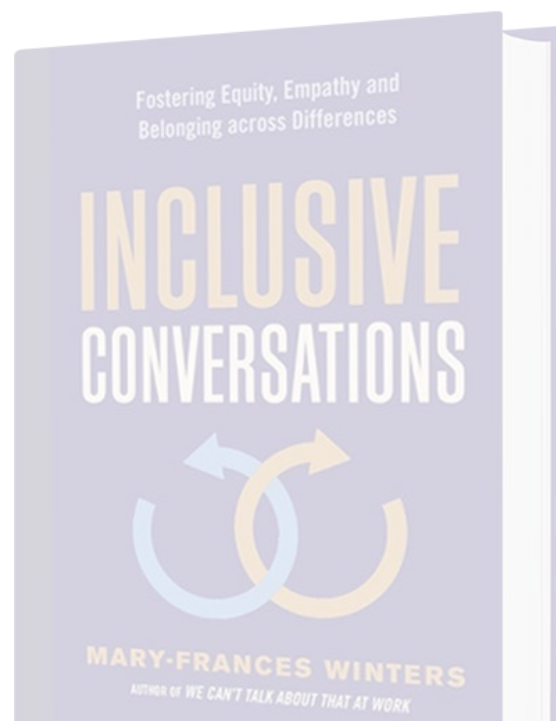




Inclusive Conversations: Fostering Equity, Empathy, and Belonging across Differences

By Mary-Francis Winters

Effective dialogue across different dimensions of diversity, such as race, gender, age, religion, or sexual orientation, fosters a sense of belonging and inclusion, which in turn leads to greater productivity, performance, and innovation. Whether in the workplace, faith communities, or educational settings, our differences can tear us apart rather than bring us together if we do not know how to communicate. Recognizing our collective responsibility to earnestly address our differences and increase understanding and empathy will not only enhance organizational goals but will also lead to a healthier, kinder, and more compassionate world.



Books: Racism, Policy, Diversity, Equity & Inclusion

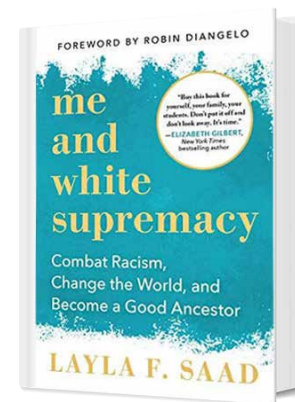


Me and White Supremacy

By Layla F Saad

Based on the viral Instagram challenge that captivated participants worldwide, Me and White Supremacy takes readers on a 28-day journey, complete with journal prompts, to do the necessary and vital work that can ultimately lead to improving race relations.

Updated and expanded from the original workbook (downloaded by nearly 100,000 people), this critical text helps you take the work deeper by adding more historical and cultural contexts, sharing moving stories and anecdotes, and including expanded definitions, examples, and further resources, giving you the language to understand racism, and to dismantle your own biases, whether you are using the book on your own, with a book club, or looking to start family activism in your own home.



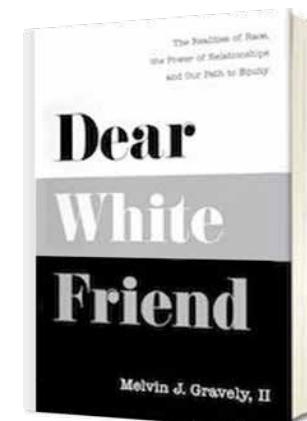


Books: Racism, Policy, Diversity, Equity & Inclusion



Dear White Friend: The Realities of Race, the Power of Relationships and Our Path to Equity By Melvin Gravelly II

Melvin Gravelly eloquently accomplishes what many have undoubtedly wished to do: talk openly to someone we know about race in the United States today. Gravelly uses significant experience as a business and civic leader to express a rare balance in this timely message. *Dear White Friend* is a forthright, collegial conversation via chapters in the form of letters, each with a combination of personal reflection and meaningful hard facts. Gravelly challenges the reader but without judgment or indictment. His depth of thought, deftness of expression, and clear, layman's terms make for an urgent call to begin to close the gap between races in America.



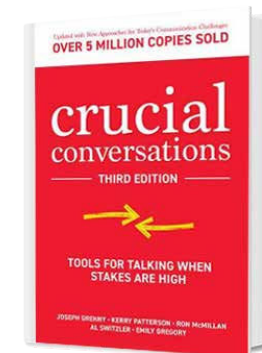
CAREER & PROFESSIONAL DEVELOPMENT

Books: Career & Professional Development

Crucial Conversations: Tools for Talking when the Stakes are High

By Joseph Grenny, Kerry Patterson, Ron McMillan, Al Switzler, Emily Gregory

When stakes are high and emotions run strong, you have three choices: avoid a crucial conversation and suffer the consequences; handle the conversation poorly and suffer the consequences; or apply the lessons and strategies of Crucial Conversations and improve relationships and results. Whether they take place at work or at home, crucial conversations have a profound impact on your career, your happiness, and your future. With the skills you learn in this book, you'll never have to worry about the outcome of a crucial conversation again.





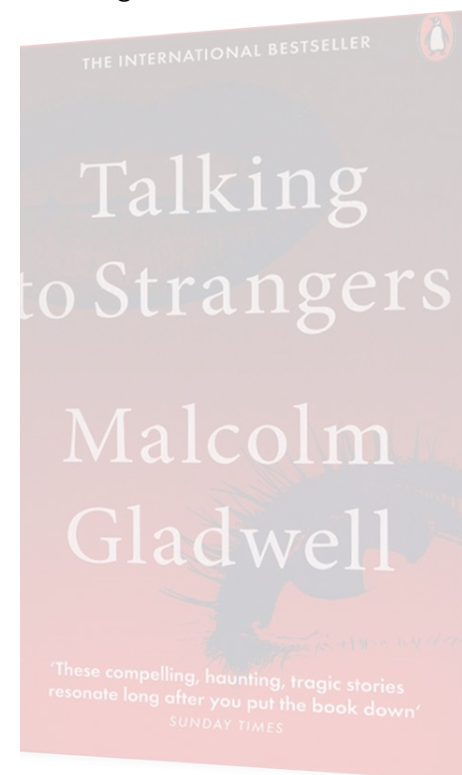
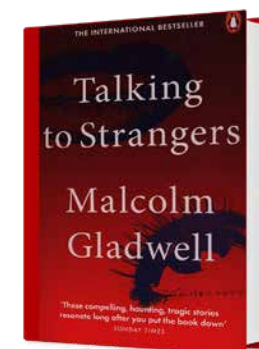
Books: Career & Professional Development

Talking to Strangers: What We Should Know About the People We Don't Know

By Malcolm Gladwell

Something is very wrong, Gladwell argues, with the tools and strategies we use to make sense of people we don't know. And because we don't know how to talk to strangers, we are inviting conflict and misunderstanding in ways that have a profound effect on our lives and our world.

Talking to Strangers is an intellectual adventure, a challenging and controversial excursion through history, psychology, and scandals taken straight from the news. He revisits the deceptions of Bernie Madoff, the trial of Amanda Knox, the suicide of Sylvia Plath, the Jerry Sandusky pedophilia scandal at Penn State University, and the death of Sandra Bland—throwing our understanding of these and other stories into doubt.



ABOUT SMPS

The Society for Marketing Professional Services (SMPS) is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.

Diversity, Equity, and Inclusion Philosophy & Policy

SMPS recognizes, respects, and values the dignity of all people. We are united in our stance against all forms of injustice and inequity. SMPS commits to actively champion diversity, equity, and inclusion (DEI) within our organization, the firms we represent, the communities we serve, and the architecture/engineering/construction (A/E/C) industries. We are intentionally working to increase participation in our organization and the A/E/C industries by underrepresented groups; advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for advancement in the Society and industry overall. Together, we can transform our businesses, enhance membership experiences, and influence change in our communities.

We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, religious beliefs, genders, sexual orientations, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will organize and promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

Diversity, Equity, and Inclusion (DEI) Committee

In February 2020, the SMPS board approved the creation of a DEI Task Force. In 2022 the Task Force became an official committee. Its purpose is to suggest initiatives and strategic objectives to the board of directors and staff to increase awareness of and support DEI for our membership, the marketing profession, and our members' firms.





MISSION

To advocate for, educate,
and connect leaders in the
building industry.

VISION

Business transformed
through marketing
leadership.



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