



SECOND REPORT - AUGUST 2018

ADVISORY BOARD ON INCLUSION

► BUSINESSFORWARD

INTRODUCTION

Business Forward is helping local business leaders build more diverse workplaces and work with their employees, suppliers, clients, and customers to promote greater tolerance in their communities.

Our founding advisory board members are entrepreneurs, investors, executives, and small business owners representing a broad range of industries, business sizes, political parties, and communities. These leaders are being proactive, increasing the amount of time they spend training their managers and communicating with their employees. For them, it's good business. Companies that embrace America's diversity attract new customers and better workers. Naturally, they outperform their competitors.

But these leaders are making a much larger point: The office may be one of America's least segregated environments the only place where many of us spend significant time around people of different races or with different religious or political views. If we can't fix it at work, we will have a harder time fixing it anywhere else.

I am pleased to report that 7,000 business leaders have already joined this effort.



JAMES DOYLE
PRESIDENT, BUSINESS FORWARD

**FOUR IN 10
AMERICANS
NOW WORRY A
GREAT DEAL ABOUT
RACE RELATIONS –
THREE TIMES MORE
THAN 2010.**

ABOUT THE ADVISORY BOARD

Among the 7,000 business leaders supporting this effort, 230 have volunteered to create Business Forward's Advisory Board on inclusion.

Board members have committed to share best workplace practices from their own businesses with the rest of the Business Forward network. They have also committed to promote tolerance in their communities by publishing op-eds and blogs, working with local media, and partnering with local organizations in their communities.

Business Forward will support this effort by providing research support, media training, and help contacting interested media. We will share the results of our work with policymakers in Washington.

It is a civic-minded, bipartisan, highly motivated group. We offered members different ways to get involved and asked each to tell us which options interested them. Three in five offered to participate in multiple ways. One in four said "all of the above."

**WE HAVE
SUPPORT
FROM 7,000
BUSINESS
LEADERS**

**CIVIC-MINDED
BIPARTISAN
HIGHLY
MOTIVATED**

**230
VOLUNTEERS
CREATED
THE ADVISORY
BOARD**

OUR INITIAL FOCUS: IMMIGRANTS AND AMERICA'S MASA COMMUNITY

Business Forward has worked on behalf of meaningful immigration reform for the past eight years, helping local business leaders brief Congress, the Department of Homeland Security, the Justice Department, and the White House. Recently, we helped thousands of local business leaders submit testimony to Congress and the Department of Homeland Security on DACA and the International Entrepreneur Rule.

Our work with Muslim, Arab-American, and South Asian-American (MASA) business leaders is new. We kicked off our programming with a national briefing featuring executives from the Society of Human Resource Management, America's largest association of HR professionals. The following month, we led a media training webinar for business leaders interested in speaking with reporters in defense of immigration reform and greater tolerance.

RIISING CONCERN, GROWING VIOLENCE

According to the FBI, the number of hate crimes in the U.S. increased five percent last year and seven percent the year before that. Attacks on Muslims have doubled since 2014. Attacks against other religious groups are also up. Attacks against Jews are up 67 percent.

KEY THEMES

Through our early programming and a survey of our members, we have identified six common arguments.

1

Being proactive and encouraging candid conversation works best. Companies are offering better training, more communication, and more platforms for company-wide discussions. CEO-level engagement is critical.

2

Tolerance and diversity is good business. It helps us attract talent, operate more efficiently, and reach new markets.

3

Workplaces are the best place to start this work, because offices are often the most diverse part of people's lives. We can avoid people with whom we disagree by choosing which news to watch, where to live, and where to pray, and by curating our social media. But we all have to work.

4

Business must fill the leadership void in Washington. Business leaders most often cite George W. Bush's leadership after 9/11.

5

Tolerance is good for the economy. If the U.S. is perceived as intolerant, foreign markets are less likely to buy our exports, visit our attractions, or invest in our businesses.

6

Tolerance is key to global leadership – and global leadership is good for business.

SELECTED BOARD PROFILES



BRAD JENKINS

FUNNY OR DIE, WASHINGTON, DC

USING SOCIAL MEDIA FOR GOOD

Brad Jenkins is an executive producer at Funny or Die, a media company that produces comedy shorts, television series, and comedy specials. Funny or Die also produces comedy shorts in support of social causes, from gun control to wage equality and affordable health care.



TOM PIPAL

PIPAL, HALL ET AL, PARKER, CO

MANAGING DIVERSITY FOR GROWTH

As a corporate training executive, organization development consultant, and community economic development practitioner. Tom Pipal has designed and taught a wide variety of leadership, management, and interpersonal skills programs. He has taught executives at in a high-tech, demographically diverse organizations, like MCI-WorldCom, how to best manage and capitalize on diversity when operating in a dynamic, complex and rapidly evolving market.

“All businesses, large or small, exist in a culturally and ethnically diverse, global community. Successful businesses quickly learn that workforce diversity is not something simply to be tolerated but rather a competitive advantage. Great businesses learn to seek and actively manage diversity to drive innovation and creativity.”

He says this reality comes with challenges that must be met with conscious intent. Diversity drives innovation but can also lead to conflict. Strategically, organizations must be committed to managing conflict proactively and positively. Tactically, that means:

1. Developing conflict management skills and conflict management mechanisms throughout the organization
2. Honoring diversity for all that it contributes not simply tolerating it
3. Publicly and loudly speaking out against intolerance

SELECTED BOARD PROFILES



NEERAJ MUKHI

SOFTWARE CATALYSTS, HERNDON, VA

TECH/STEM INDUSTRY REQUIRES DIVERSE THINKING FOR PRODUCT DEVELOPMENT

“Diversity is absolutely integral when it comes to fast growing Tech/STEM industries. We only stand to improve the quality and impact of our products if the people building them are representative of the user base and reflect the same diversity of demography, culture, life experiences, and interests that makes our community so vibrant.

At our technology consulting firm, Software Catalysts, we do a lot of QA testing projects for our clients. Testing is an essential component of the development cycle that gives the team a chance to catch and fix potentially costly bugs before reaching the intended user. When we began, our team lacked diversity and that negatively affected our results. Adding more diverse eyes during our product testing helped us surface issues that our previous team missed. Our now diverse pool of testers provided our product team with unbiased insight about the functionality and usability of their product. We quickly learned that diverse testers better understand diverse end users.”



DILSHAD DAYANI

WORLD WOMEN GLOBAL COUNCIL, NEW YORK, NY

MEDIA TECHNOLOGY TO EMPOWER SOUTH ASIAN IMMIGRANTS

“Diversity and inclusion are indispensable factors to progress, engagement and empowerment. We cannot witness innovation without cognitive diversity and healthy disruption.”

Dr. Dayani is an associate professor at Columbia University and a journalist. She is also the founder of Lead 2 Empower, a local and global initiative to empower girls and women with leadership, enterprise, technology, and media advocacy. For more than two decades, she has curated unique empowerment models nationally to empower immigrant families and multicultural communities. As an immigrant, she realizes the power of culturally friendly tools in education and business. Her program areas focus on lifelong skills, media technology, broadcasting, leadership communication, and resource collaboration. She served eight years on the advisory board for Public Broadcasting representing minority communities and how they can voice their issues. She strives to build initiatives that can address gender equity, economic sustainability, and fair representation of women and people of color in all domains. Her diversity and empowerment work in media and collaborative social impact projects have won many accolades including the 2015 Obama’s Professional Excellence Award in Immigrant Journey.

SELECTED BOARD PROFILES



BERT KAUFMAN

ZOOX, PAOLO ALTO, CA

SUPPORT IN SILICON VALLEY

At Zook, an early stage robotics company based in Silicon Valley, Bert is responsible for public policy, communications, and safety as Head of Corporate and Regulatory Affairs. At a recent U.S. Senate hearing, Senator Dean Heller from Nevada asked Zook co-founder Tim Kentley-Klay why he left his native Australia to found Zook in the United States. Tim responded by saying that the “intersection of creativity, capital and computer science, in America is unprecedented. To create the technology that we do, we need the engineering depth of talent, we need the investors who are brave enough to invest in such an advanced technology, and the connections to bring the right set of people together to make this technology a reality.” Since Zook was founded, Tim has made it a point of bringing the right set of people together:

Bringing the right set of people together means a deep and strong commitment to inclusion and diversity. Today, Zook has more than 350 employees who hail from across the country and around the world, each bringing different points of view, experiences, and cultures together to create the future of mobility.

Bringing the right set of people together is a business imperative. Although we’re developing the technology in the U.S., our future customers are global. We’ll need to understand different viewpoints and cultures to compete globally.

Bringing the right set of people together is common sense.

SELECTED BOARD PROFILES



CHADWICK FERNANDEZ

NURVA CORPORATION, TAMPA, FL

DIVERSITY STRENGTHENS NATIONAL SECURITY

In a 2012 amicus brief before the U.S. Supreme Court, more than 30 retired senior military officers described “a highly qualified and racially diverse officer corps” as “mission critical” and a vital national security interest.

At the first meeting regarding the formation of our company, NURVA, there was a critical mandate for the company ethos driven by the shared values of our employees. NURVA’s core values must include diversity. Diversity and tolerance creates a clearing and engine for innovation and a strategic advantage.

These corporate values were put to the test on September 11, 2001.

Twenty-eight employees were working in the offices of one of our clients, The Port Authority of New York and New Jersey. Amongst their responsibilities, this office was responsible for printing payroll checks for thousands of NYC employees, including first responders like police officers and firefighters.

The Port Authority’s payroll checks had just been printed and securely locked in the safe onsite, waiting to be mailed. When the WTC buildings fell, buried in the rubble was the safe containing the recently printed paychecks. Even with a disaster of unprecedented magnitude such as this, thousands of employees and their families are still in need of their paycheck, more than ever at a time of crisis.

In a matter of hours, our team was tasked with assembling a team of stakeholders and leaders from various countries, agencies, and organizations, each with different perspectives, cultures, ethnicities, and processes. The goal: work collaboratively to stabilize the situation and reprint all payroll checks.

The very same employees, whom had just evacuated minutes before the building fell, went to work. They partnered with another major company who ran NYC payroll operations. Pulling information from a redundant data center, our employees worked tirelessly to reprint every Port Authority employee’s paycheck that same day.

“Our commitment to a culture of tolerance and diversity helped to manage our biases and ensure success during a critical mission.”

CASE STUDY: “TRUMP SLUMP” IN HIGHER ED

The one million foreign students attending American colleges and universities contribute nearly \$40 billion to our economy each year. Foreign student spending supports about 450,000 U.S. jobs, making higher education America’s sixth biggest service “export.”

But enrollment is down at many of those schools, because foreigners feel less safe and welcome here, thanks to President Trump’s rhetoric about immigrants, Muslims, and Mexicans, as well as his dramatic cuts to work visa programs. Nationwide, foreign student enrollment dropped 7% this past school year. More foreign students are choosing to go to the UK, Canada, and Australia, where enrollment is up.

You might think that’s a good thing, because it creates room for American students who otherwise would have been denied those seats. But it’s actually a big problem.

First, the number of American college students is shrinking. Enrollment dropped by 224,000 last year alone, and colleges are struggling to cover the decline in revenue. If they can’t fill those empty seats, colleges will cut back.

Second, foreign students pay two to three times as much for tuition as in-state students, which means they are helping keep the cost of your kid’s tuition low. In response to years of state budget cuts, public colleges have come to depend on foreign students to keep the lights on, which explains why so many are marketing themselves across the globe.

Third, foreign students are particularly important to science, technology, engineering and math programs (STEM). Enrollment in U.S. STEM programs grew by 350 percent from 1995 to 2015, but the bulk of this growth is from foreign students. Without them, we cannot meet American companies’ demand for STEM talent.

Last, higher education is about more than whether your child gets in or how much she pays for her degree. Colleges and universities are critical to American innovation and economic growth. For decades, we’ve attracted the world’s best talent, educated them, hired them, helped them start new businesses, and created millions of new jobs.

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FIND A PARTNER

Organizations supporting global talent and immigrant communities:



> WEGLOBALNETWORK.ORG



> CEOACTION.COM



> MIGTRI.ORG



> IIAKRON.ORG



> THECHICAGOCOUNCIL.ORG



St. Louis Mosaic Project

> STLMOSAICPROJECT.ORG



> WELCOMEDAYTON.ORG



> CINCINNATICOMPASS.ORG

LEARN MORE

Organizations that have produced reports and case studies on the impact of immigrants:



> [HTTPS://RESEARCH.NEWAMERICAN-ECONOMY.ORG/REPORT/51-NEW-REPORTS-ON-THE-CONTRIBUTIONS-OF-NEW-AMERICANS/](https://research.newamerican-economy.org/report/51-new-reports-on-the-contributions-of-new-americans/)



> [HTTP://WWW.GLOBALDETROIT.COM/ WP-CONTENT/UPLOADS/2017/07/ MICHIGAN-WE-ARE-ALL-MIGRANTS- HERE_2017.PDF](http://www.globaldetroit.com/wp-content/uploads/2017/07/Michigan-We-Are-All-Migrants-Here_2017.pdf)



> [HTTPS://WWW.WELCOMINGAMERICA. ORG/CONTENT/AMERICA-NEEDS-ALL-US](https://www.welcomingamerica.org/content/america-needs-all-us)



> [HTTPS://BIPARTISANPOLICY.ORG/ LIBRARY/BALANCING-PRIORITIES-IM- MIGRATION-NATIONAL-SECURITY-PUB- LIC-SAFETY/](https://bipartisanpolicy.org/library/balancing-priorities-immigration-national-security-public-safety/)



MUSLIMS FOR AMERICAN PROGRESS

> [HTTPS://WWW.MUSLIMSFORAM- ERICANPROGRESS.ORG/AN-IM- PACT-REPORT-OF-MUSLIM-CONTRIBU- TIONS-TO-MICHIGAN/](https://www.muslimsforamericanprogress.org/an-impact-report-of-muslim-contributions-to-michigan/)

ABOUT BUSINESS FORWARD

We Help You Fix Washington By Bringing Washington to You

Because you have a business to run, it can be hard to stay involved in the issues – even the ones that matter most to you, your business, and your community. That’s why Business Forward organizes briefings in more than 125 cities and conference calls that you can attend from your desk. Briefings are short, interactive, and free.

To date, more than six hundred mayors, governors, members of Congress, and senior Administration officials have participated in our briefings. We’ve also briefed two presidents.

Help for Business Leaders Who Want to Do More

Some of the business leaders who participate in our briefings want their advice to go further. They publish op-eds, work with local media, write Congress, submit testimony, or help organize Washington fly-ins. We provide research support, alert you to public comment periods and Congressional testimony opportunities, conduct media trainings, and can help you identify local media covering your issue.

Action that Matters, When it Matters

Because you have a business to run, we try not to waste your time. Through surveys and email alerts, we let you know when a call, letter, op-ed, or interview can do the most good.

If you care about climate change and the EPA invites small business owners to testify about climate regulations, we contact you and tell you how to submit your comments. If you care about infrastructure investment and a reporter in your area is interested in talking to a business leader about how to fund local highway improvements, we will ask if you want to comment and teach you the ground rules for talking on-the-record.

A group of four business professionals (three women and one man) are seated around a glass conference table in a modern office with large windows. They are engaged in a discussion. The image is overlaid with a blue tint and white text.

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