



*Equity Realized*

Transforming People, Places & Companies for  
a More Inclusive World

**From Intention to Impact**







# AMERICAN IS NOT CHANGING IT HAS CHANGED

- US population will continue to be more diverse
- 80% of Americans support LGBTQ+ protections
- 64% of millennials will take a pay cut to work for a sustainable company
- A majority of Americans continue to say the United States is a better place to live as a result of its growing racial and ethnic diversity.
- \$84 trillion in assets is being passed down from boomers to millennials. They feel different than their parents in how to build family legacy



# WHAT IS EQUITY

**Definition of Equity:** The idea of fairness for all—giving everyone a chance to thrive. Recognizing that everyone has particular circumstances and allocating time and resources such that everyone can be made equal.

What is needed to allow for equity:

- **Curiosity:** a strong desire to know or learn something.
- **Accountability:** the obligation or willingness to accept responsibility for one's actions- Metrics matter,
- **Transparency:** the honest accounting of all information needed to ensure an informed and equitable decision-making process.
- **Justice:** the quality of being just; righteousness, equitableness, or moral rightness



**Diversity:** the condition of having or being composed of differing elements.



**Inclusion:** to take in or comprise as a part of a whole or group.



**Belonging:** to be a member or a part of.



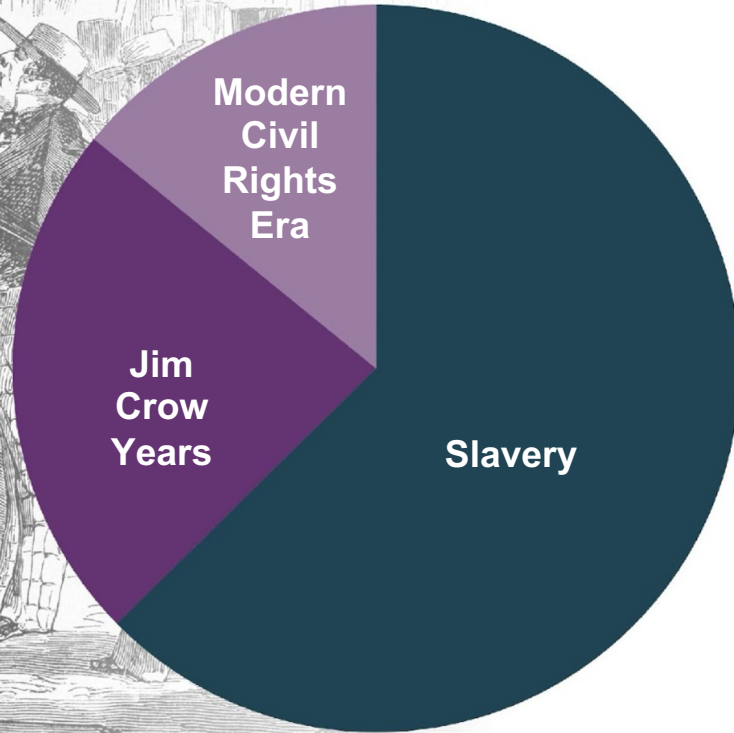
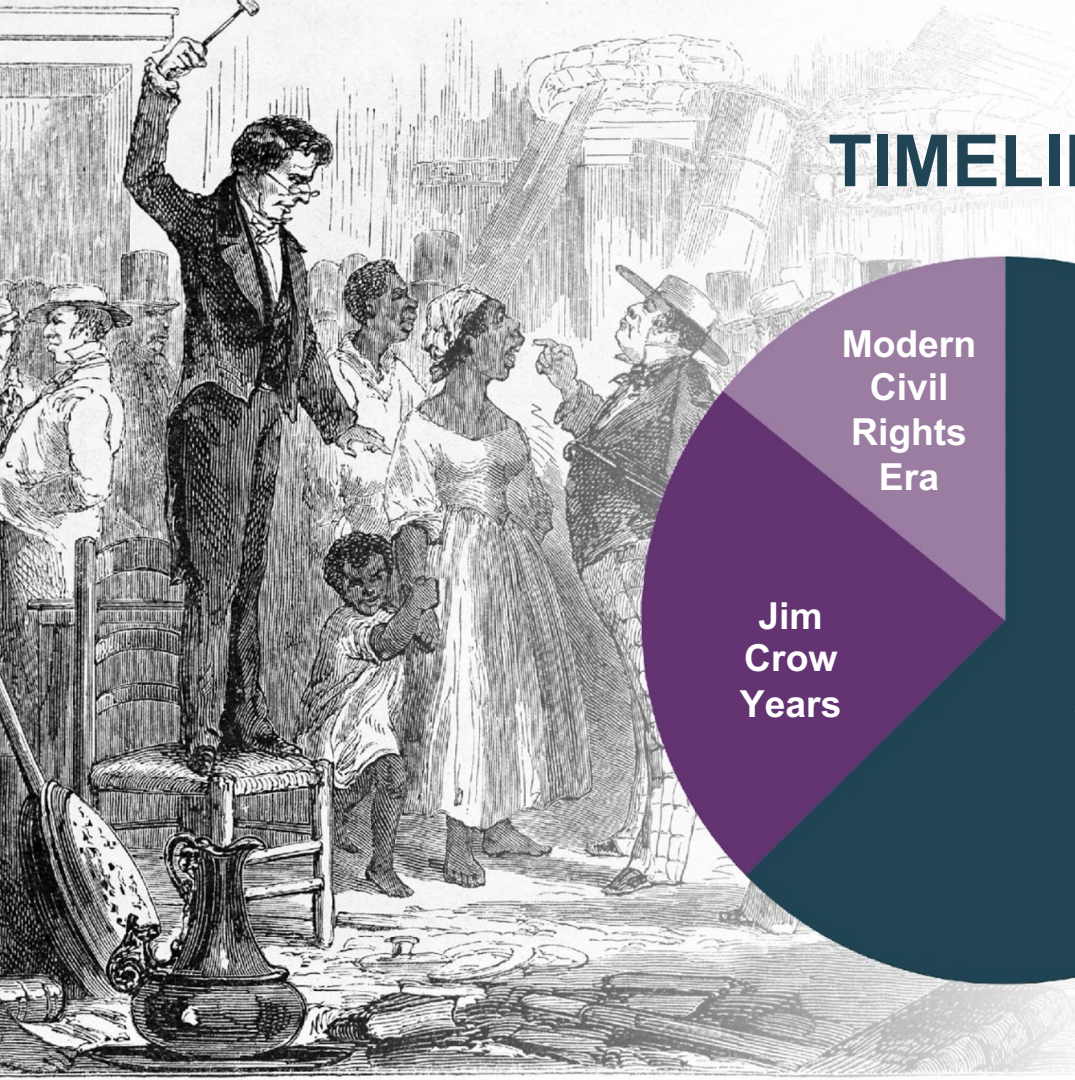
**Equity—Fairness and Justice:** a recognition that we do not all start from the same place and must acknowledge and make adjustments to imbalances.




# BENEFITS OF DEI

- 70+% more likely to capture new markets.
- 45% more likely to report annual market-share growth
- **BIAS COSTS THE ECONOMY \$16 TRILLION**

“If Europe could double the share of women in the tech workforce to about 45 percent, or an estimated 3.9 million additional women by 2027—something we believe is possible—it could close this talent gap and benefit from a GDP increase of as much as €260 billion to €600 billion.”

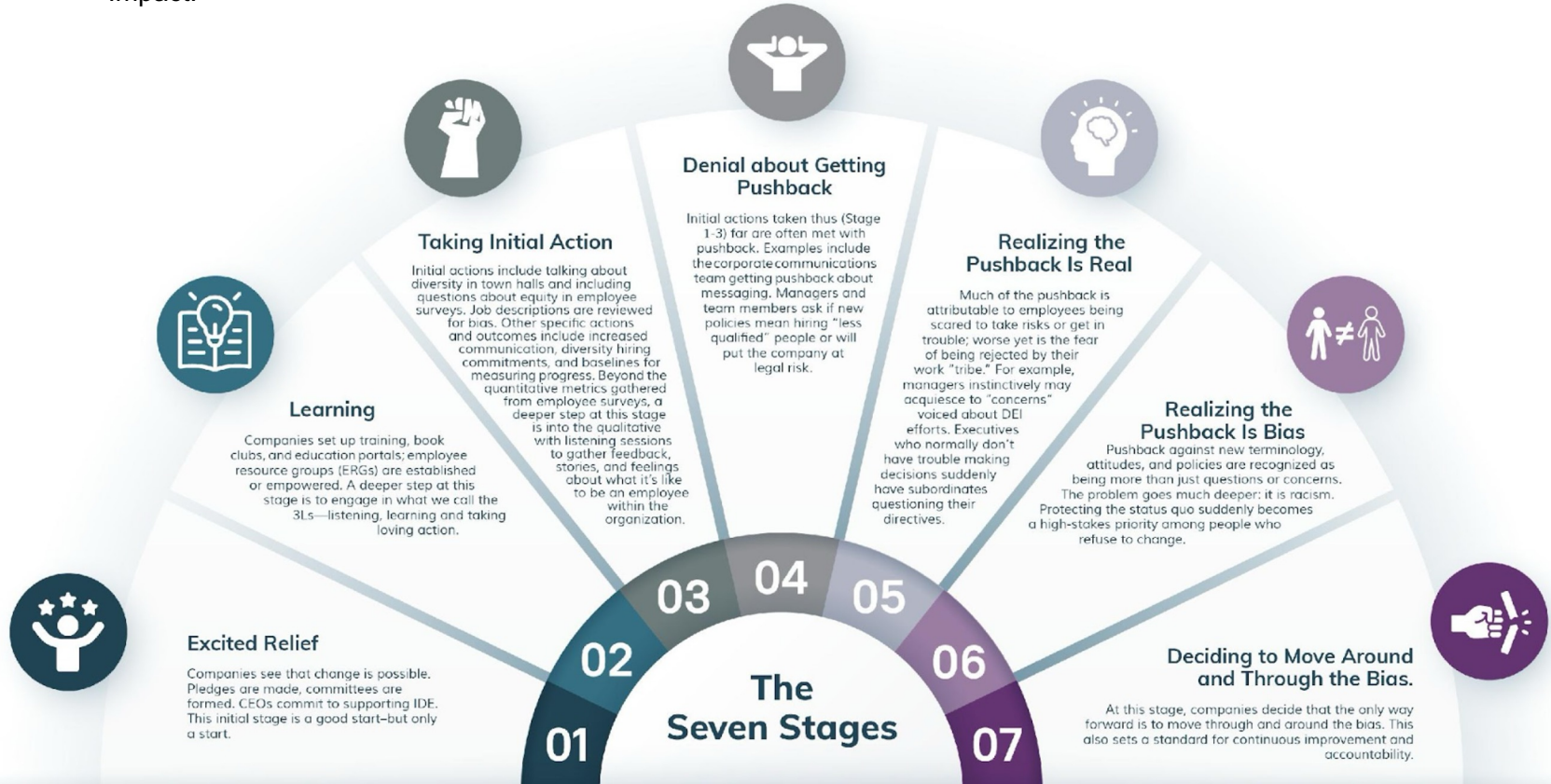
# TIMELINE: Black Experience



-  **Slavery**  
1619-1868
-  **Jim Crow Years**  
1868-1964
-  **Modern Civil Rights Era**  
1964-2020

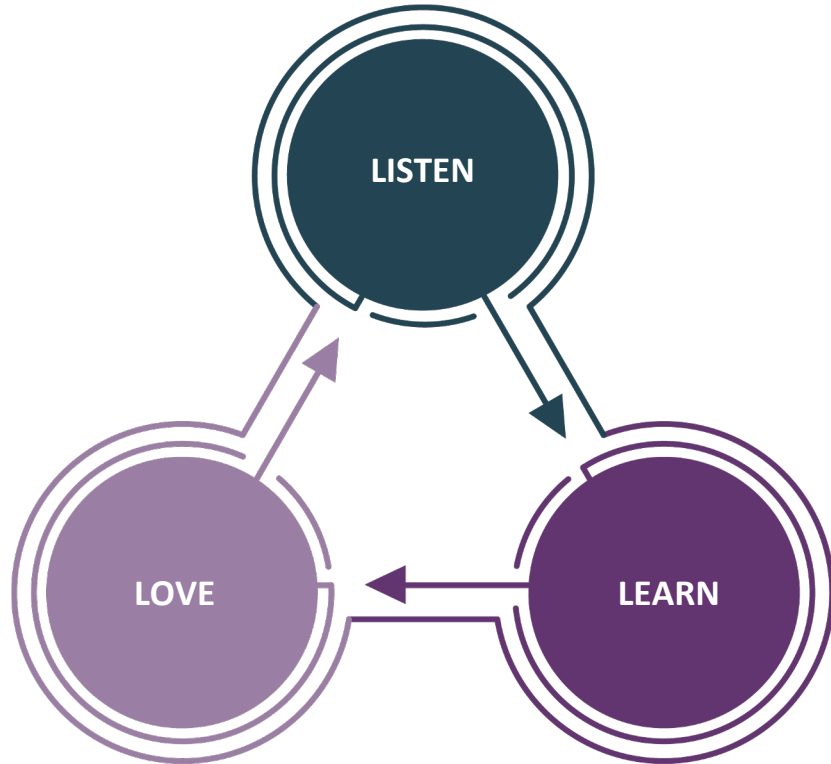
# The Seven Stages - From Intention to Impact

At Lazu Group, we work closely with clients to guide and support their unique journeys to becoming more inclusive, diverse, and equitable. This journey is best captured in what we call “The Seven Stages from Intention to Impact.”





# 3 L'S TO BEING IN RIGHT RELATIONSHIP



**Listen** - Seek out conversations about new communities.

**Learn** - Humbly enter a community to learn what solutions they have.

**Love** - Take loving, informed action.





*From Intention to Impact on Amazon*

# THANK YOU

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