



Jinada
Rochelle LLC
Making the Workplace
Work for Everyone

Five Simple Steps any Company Can Take *Making the Workplace Work for Everyone*

Let's acknowledge the obvious. businesses are facing unprecedented times and normal is no longer normal. First there was COVID-19, then racial unrest completely upended businesses. We can no longer think the racial unrest will not affect every facet of our lives. From large corporations to small businesses including non-profits and religious institutions, everyone has to navigate and adjust to the world around them. That adjustment can be made easier by following these five simple steps with C.A.A.R.E.

1. **C**reate an atmosphere for open conversation. Allow employees to respectfully express their emotions regarding what is happening around them. The reality is the environment outside of work has a direct impact on the working environment.
2. **A**cknowledge that something is happening. Even if you don't agree or understand, acknowledge our current climate. This climate has a direct impact on your workforce and your clientele. How can you best acknowledge the climate that you may not fully comprehend? You do so in the same way you acknowledge an employee who has suffered a loss or as been in an accident.
 - Write a short message. A simple message of acknowledgement can be the first step towards understanding. "We have all been impacted by current events. Whether it has touched you personally or you have simply seen news coverage, know that we at (name of the company) are not immune to the environment we find ourselves in and are exploring ways that our (company name) can represent our highest ideals.
 - Don't get political and don't get fancy. Politics are divisive and politics are in every viewpoint. Covid-9: mask or no mask. Racial unrest: police abuse or black lives matter. Climate change: Yes or no.
 - Be Timely. If you have not already acknowledged the current environment. Determine if it is more beneficial to do so or to incorporate a message with some type of action.
3. **A**sk, does this, or better yet, how does it affect my business and ultimately the bottom line? We live and conduct business in a global economy so at some point, diversity or the lack thereof will affect the bottom line. Remember, who you ask matters. They will provide insight into any next steps you might take.
4. **R**ecognize you don't have and are not expected to have all the answers. Solicit outside help.

5. **E**valuate your staff. Do you have diversity at all levels of your organization? If not, why not? Are there barriers that you are not aware of that limit you from expanding your business. Do you want a diverse workforce?

Jinada Rochelle is the founder of Jinada Rochelle LLC. A former investigator and Director of Enforcement for the State of Pennsylvania, Jinada provides comprehensive reviews of corporate diversity workforce policies and procedures, identifies policy and procedural barriers to achieving a more inclusive environment, conducts anti-discrimination, sexual harassment and implicit bias training, and develops flexible plans towards the creation of a more inclusive work environment