

The Inclusionary Mindset



Change Starts Now

"We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there 'is' such a thing as being too late. This is no time for apathy or complacency. This is a time for vigorous and positive action." — Martin Luther King Jr.

The events over the past few weeks have galvanized the world to protest systemic racism and the injustice it engenders. For the millions of members of Black, Indigenous, People of Colour (BIPOC), it was just another expression of the racism that confronts them every day. The graphic exhibition of police brutality and the conflagration it ignited have motivated many of us to question our society and the role we play in it. The issues that have come to light are deeply disturbing for a huge number of people. A recent survey reports that close to 60% of Black and Indigenous people have experienced discrimination due to race (<https://www.environicsinstitute.org/projects/project-details/race-relations-in-canada-2019>).

These experiences are not anecdotal. They are shared and measured. For many of us, the pain is real and it is deep. We will heal. We must heal. By creating a culture of acknowledgement, we can take that first step in healing divisions. Let us lead together to initiate this process, building a road map to stronger more engaged teams and communities of real diversity, inclusion and belonging.

These are the burning issues that Marva Wisdom and Mike Lipkin address in their innovative new program, The Inclusionary Mindset.

As the Director for the Black Experience Project, a study by the Environics Institute for Survey Research in partnership with United Way of Toronto, YMCA of the Greater Toronto Area, Ryerson University's Diversity Institute, and the Jean Augustine Chair in Education, Community and Diaspora at York University, Marva knows firsthand the lived experience of a BIPOC. Dubbed a Civic Engagement Superhero, Marva has dedicated her life to enabling engagement within a civil society.

Specifically, Marva and Mike address:

1. Defining an "Inclusionary Mindset"
2. Understanding systemic racism
3. Becoming Woke and being mindful
4. Learning a new language of peace and reconciliation
5. Creating a safe space and establishing trust
6. Identifying everyday inflection points that require tact and sensibility
7. Being authentic and vulnerable: requesting and giving guidance without fear or judgment

This program takes the form of an energized conversation between Marva and Mike. Mike plays the role of candid interviewer, asking the crucial, naïve questions that most people may be afraid to ask.

The format is tailored to a virtual platform. It is educational and provocative in equal measure, featuring vignettes and flashpoints that are likely to be encountered as part of one's everyday experience. It is totally interactive with audience participation calibrated to the time allotted to the program.

The Inclusionary Mindset can be delivered as a standalone 60-90 minute program. Or it can be delivered in 4 workshop-modules that encourage application and integration of key concepts between each session. The workshops-modules would be held every two weeks.



Marva has been a leading voice in Canada on empowering social change and has been advocating for social justice and inclusivity for decades. She is among the most respected and sought-after facilitator, moderator and speaker on equity, diversity, and inclusivity in Canada. As founder and principal of Wisdom Consulting her skills, talent and experience have contributed to significant projects, including director of outreach for the frequently referenced Black Experience (Research) Project, Lead External Advisor for the City of Guelph's Community Plan and Director of Musagetes Foundation's ArtsEverywhere Festival. Her community service spans more than 3 decades, including past leadership with the YM-YWCA, United Way, Guelph Black Heritage Society and being an active Rotarian. Marva's recognitions include the Queen's Diamond Jubilee Medal, YWCA's Woman of Distinction and the University of Guelph's Lang School of Business, Alumni with Impact Award. Marva holds a Masters of Arts in Leadership and is a Senior Fellow at the Munk School of Global Affairs and Public Policy (University of Toronto).

"Organizations need to build capacity for inclusive engagement in order to realize their aims toward a 'just society.'"



Mike Lipkin is president of Environics/Lipkin, a global research and motivation company based in Toronto. He is also an international strategic coach, facilitator and catalyst for high performance. Mike combines his learning from talking to a million people in sixty five countries with the insights from the Environics Social Values research to give clients the secrets to achieving remarkable results. Mike was raised in South Africa and graduated from the University of Johannesburg with a Bachelor of Commerce. He began his career with Colgate Palmolive as a brand manager. Mike then migrated to the advertising industry where he held senior account management positions at both Grey Advertising and Ogilvy & Mather. He founded Environics/Lipkin in 2001. He has written seven bestselling books on personal leadership and effectiveness. In line with his philosophy that life is theatre with consequences, Mike entertains his audience while he inspires them.



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