Continuum of Organizational Identity Development
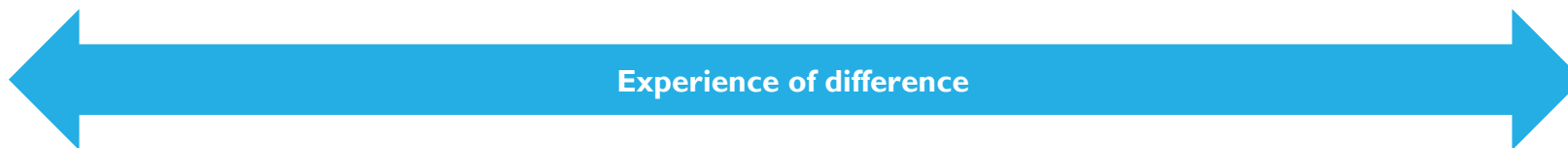
View racial and cultural differences as deficits

Tolerant of racial and cultural differences

View racial and cultural differences as assets

Monocultural

- ✓ White dominant culture
- ✓ Unchallenged racist acts

Passive/Club

- ✓ Some resist the ways things have been
- ✓ Many deny that things need to change
- ✓ Many blame courageous conversations for causing tension

Pre-Transformation

- ✓ Struggle to find focus, trying to do too much, too fast, too hard
- ✓ Hiring of more POC based on willingness to assimilate
- ✓ Lack of time or resources to institute change

Identity Change

- ✓ Cultural responsiveness is part of the organization's strategic plan
- ✓ Living into strategic questions about equity and belonging

New Identity

- ✓ Evaluation and assessment take power, privilege, and oppression into consideration
- ✓ Transformation embedded into planning and decisions
- ✓ Wins are celebrated

Multicultural & Anti-racist

- ✓ Comfortable with being uncomfortable
- ✓ Power sharing/co-creation/inclusive innovation
- ✓ Ongoing culturally relevant professional development
- ✓ In reciprocal relationship with community/society

Monocultural Mindset

Experience of difference

Multicultural Mindset

Adapted by Brim-Donahoe & Associates from the original concept by Bailey Jackson and Rita Hardiman, Andrea Avazian, Ronice Branding and Cultures Connecting

Example DEI+B Organizational Identity Profile