JEWISH FAMILY SERVICE LA

Increase impact through Social Responsibility and Community Building

Wendy Watkins and Dr. Tia Jackson Truitt
Wide Awake Business Team!

BIG WHY

Meet Wendy Watkins

Wendy Watkins is the Vice-President of People for Wide Awake Business. In this role, she works with new consultants and team members to set them up for success and filling in the blanks, whether it is sales, coaching or consulting skills.

As a business coach and speaker, she has worked with ambitious business owners who are called to do and be more with their business, but who are not quite clear on how to achieve this lofty goal. Wendy teaches a Mind-Body-Business approach to building a juicy, successful and sustainable company.

- Wendy was one of the first million-dollar saleswoman for Aveda and is the author of *The Joy Factor Recipe Book – A Common Sense Approach to a Delicious Life*.

Meet Dr. Tia Jackson Truitt

Dr. Tia Jackson-Truitt is the Principal and Founder of AskDrTia.com, a consulting group that provides organizational strategic planning, crisis management, education and training, and leadership coaching.

With over 15 years of experience in progressive leadership roles at higher educational institutions and as a consultant to national and global organizations, she has expertise in change management, inclusive hiring practices, training and professional development, community and staff engagement programs. Previous clients include Amazon, We Work, LeanIn.Org, the Miami Heat.

Her entire career has been guided by her favorite Nelson Mandela quote “Education is the most powerful weapon you can use to change the world.”

She served for over 12 years in progressive leadership roles at the Georgia Institute of Technology in Atlanta, Georgia, the largest and most diverse STEM institution in the country.

We want to know who YOU are.

- Who are you?
- What JFSLA Department are you representing?
- What do you want to learn over the next six sessions?

Meeting Protocol

- 2 word check in
- Container
- Permission Slips

2 Word Check-in

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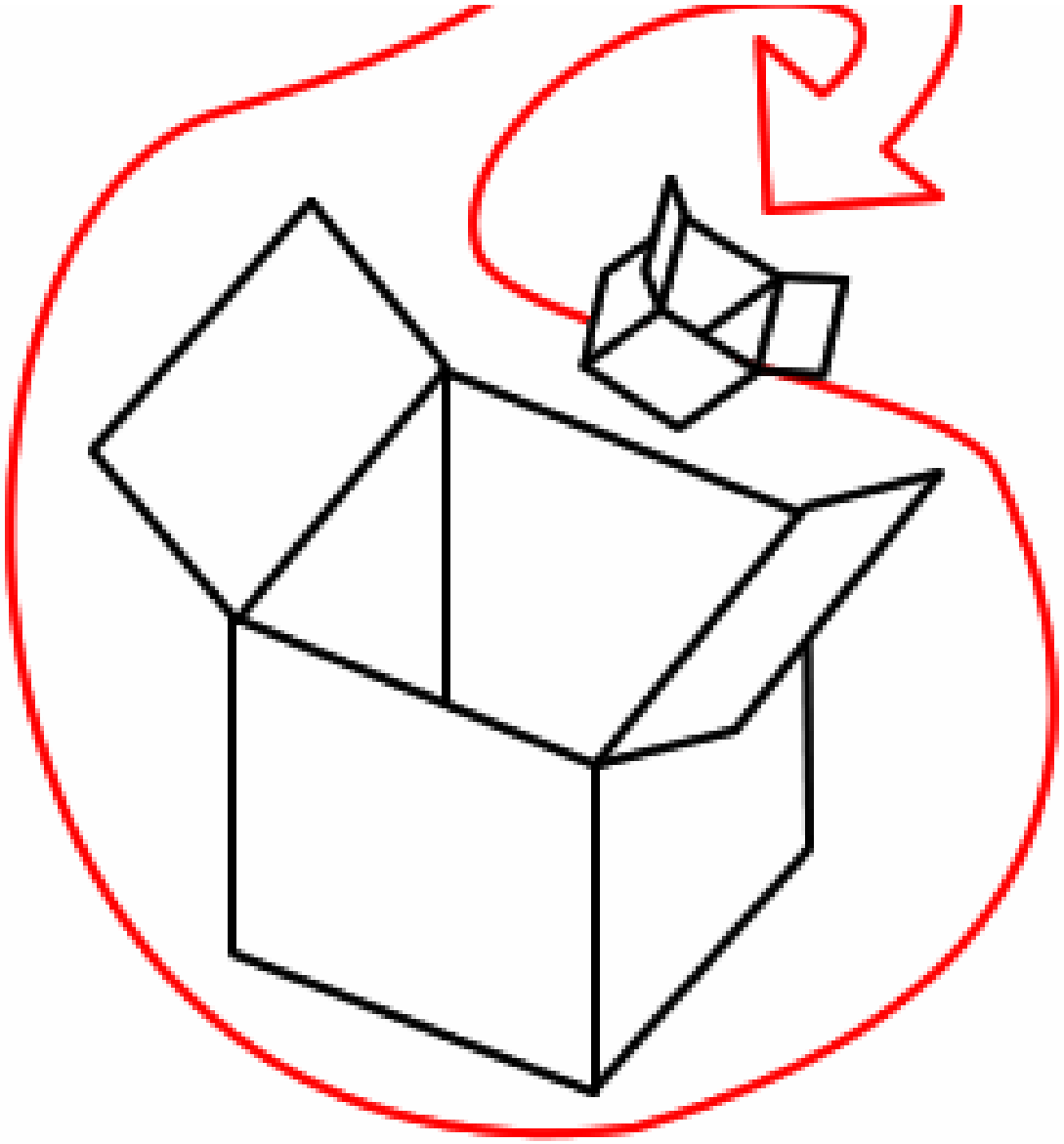
Your Safe "Container"

What do you need to feel open and safe in our conversations?

What will get in the way of your showing up and doing the work?



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JFSLA Cohort 2 and Cohort 3

- Confidentiality
- Honesty
- Trust
- Patience
- Empathy
- Kindness
- Active Listening
- Permission to Fail
- Come from the I Perspective
- Non-judgmental

What must you give yourself permission to do, feel or not do to show up for this Jewish Family Service Cohort meeting!

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Why do these conversations matter?

The Business case

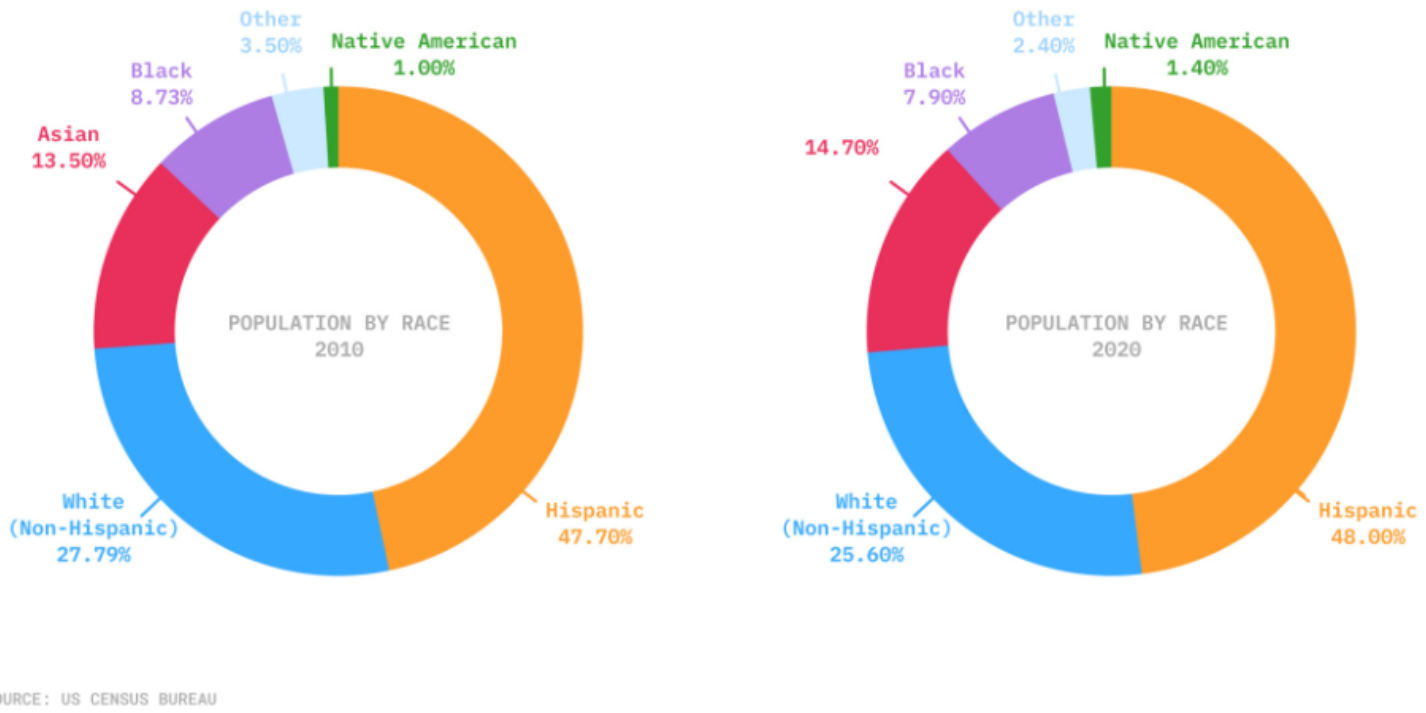
- Thirty-nine percent more likely to outperform those lacking diversity
- Twelve times more likely to engage and retain employees
- Nearly eight and a half times more likely to inspire a sense of belonging
- Eight and a half times more likely to satisfy and retain customers

SOURCE: https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-matters-even-more-the-case-for-holistic-impact

Shifting Demographics

Population by Race

Los Angeles County population by race, 2010 vs. 2020

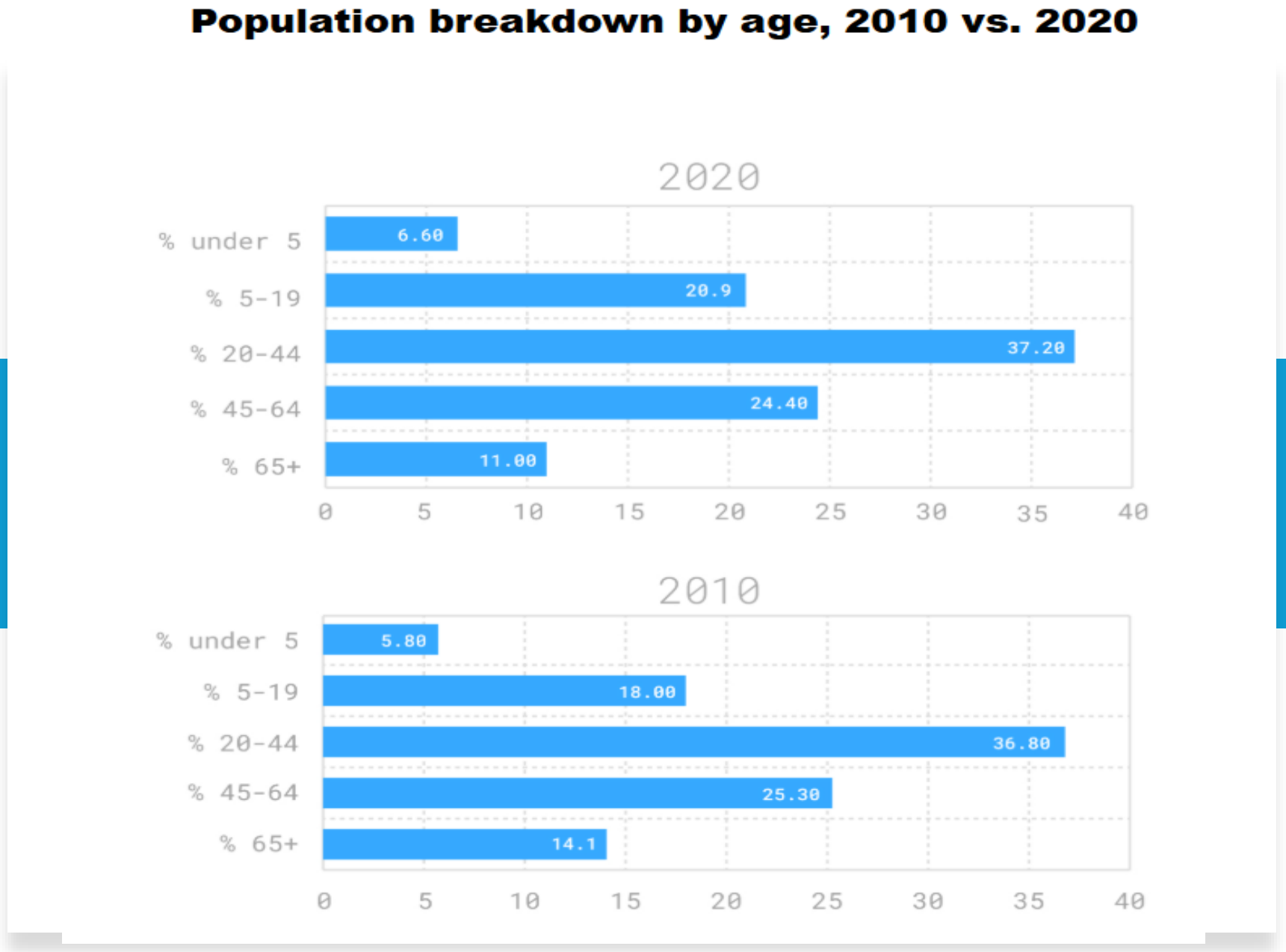


SOURCE: US CENSUS BUREAU

The non-Hispanic white percentage of the population fell to 25.6% from 27.8%, the biggest percentage drop of any group.

The Latino population has continued to become ever more prevalent, and although the percentage increase is slim, the county added 116,874 Latino residents in the past decade.

https://xtown.la/2021/08/24/los-angeles-census-2020/



Shifting Demographics - Population by Age

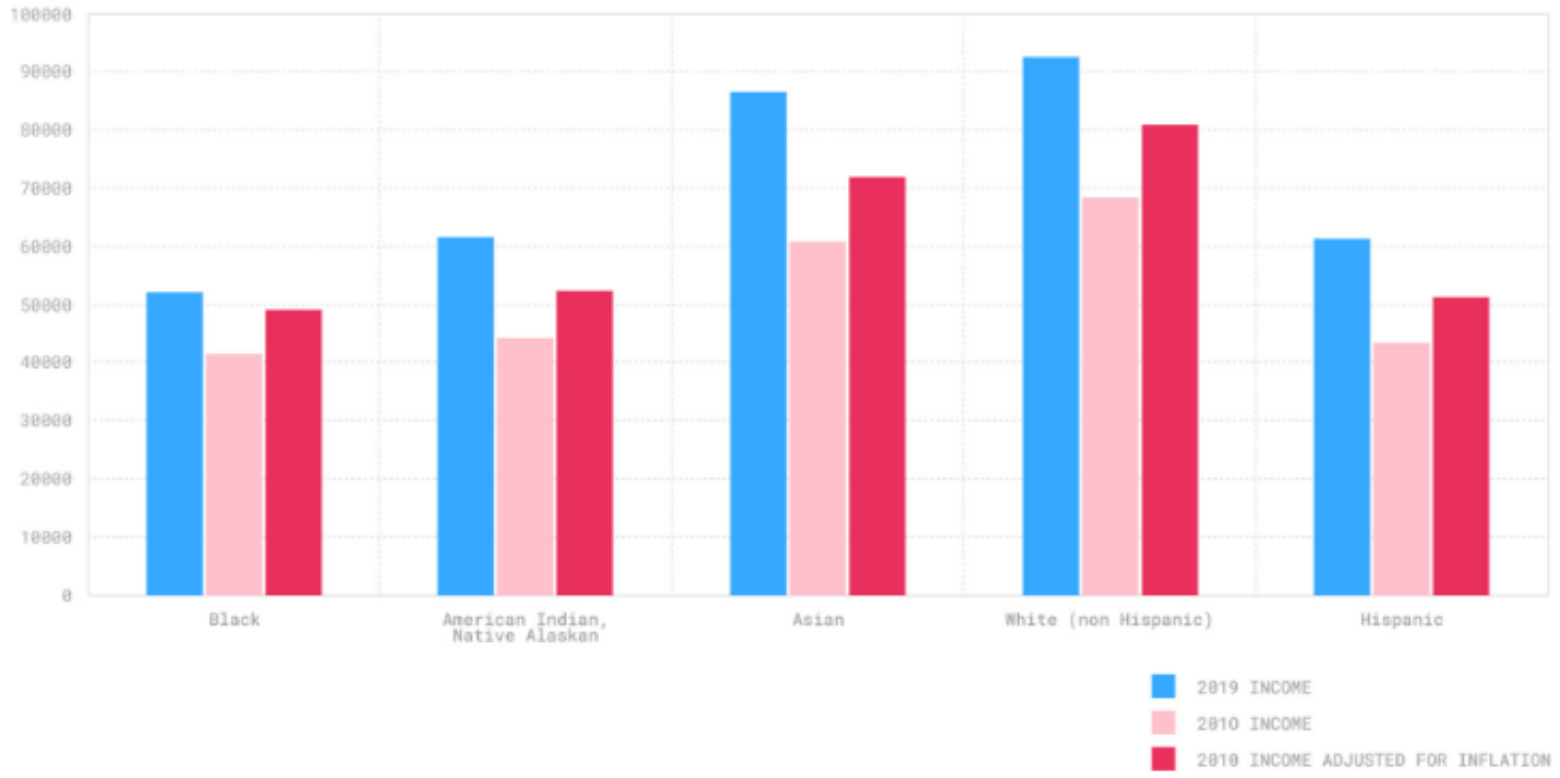
Los Angeles is getting older.

https://xtown.la/2021/08/24/los-angeles-census-2020/

A little bit better off

Even when adjusted for inflation, Angelenos across the board made wage gains. (It's possible those gains were dented by rising housing costs.)

Changes in income broken down by race, 2010 vs. 2019



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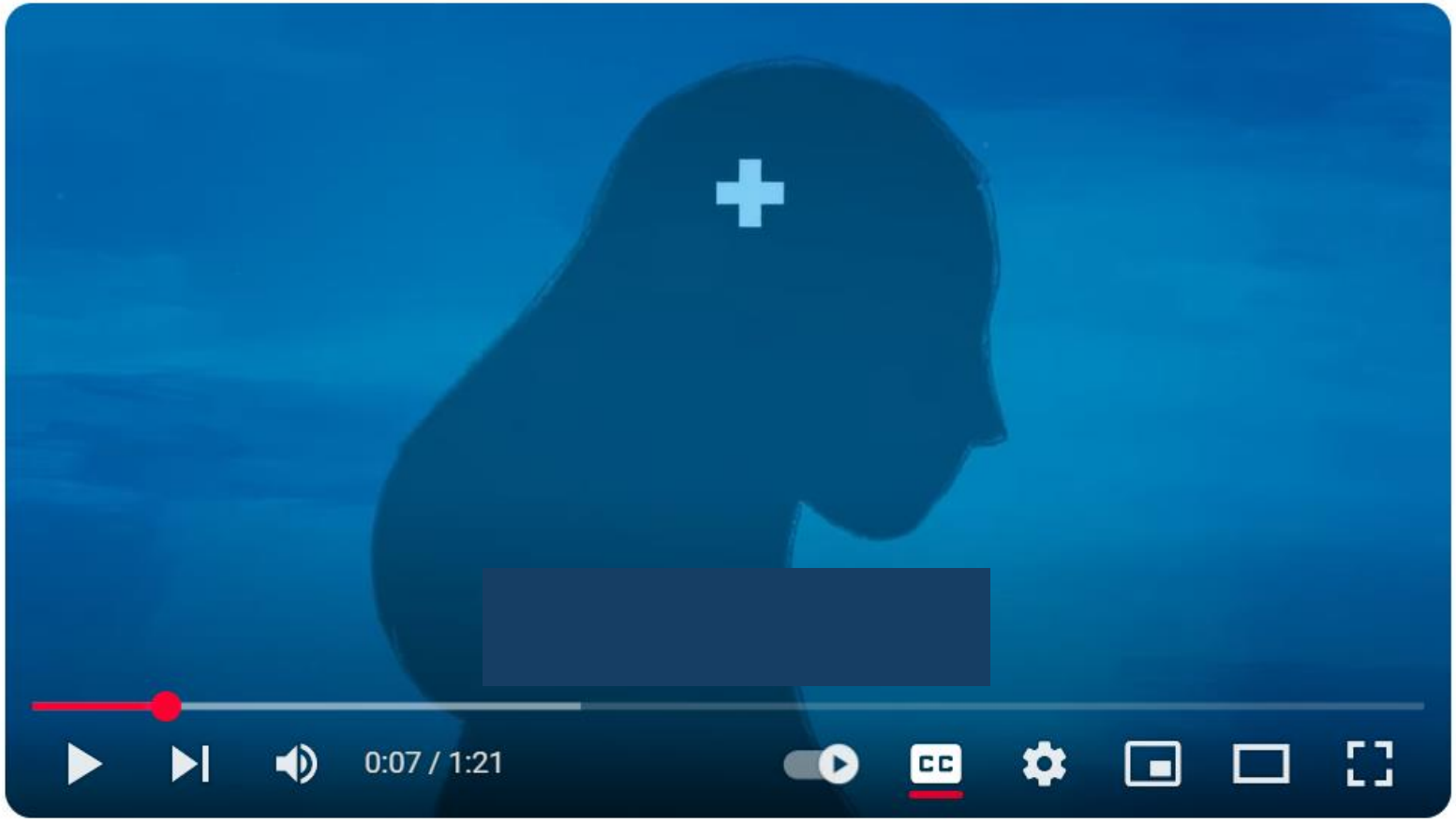

https://www.youtube.com/watch?v=6V9jIDeuFpc-

What is Implicit Bias?

Description of most common types of bias

Affinity bias	In-group	Confirmation
Attribution	Halo Effect	Horns Effect

SOURCE: https://www.equalture.com/blog/10-types-of-unconscious-hiring-bias/

Breakout group discussion – take a picture

What types have you personally experienced?

What have you witnessed in a professional setting?

Six steps to interrupt bias

Slow down	Speak up	Empathize
Evaluate	Learn	Find

SOURCE: https://www.hudson.sg/insights/assessment/4-ways-to-reduce-unconscious-bias/

NEXT Steps

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Thank you!

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