

# IS DEIB A CON?



# WHO IS TESHORN?

Caribbean Immigrant - ANTIGUA

Husband

Father

Retired Architect

Serial Entrepreneur

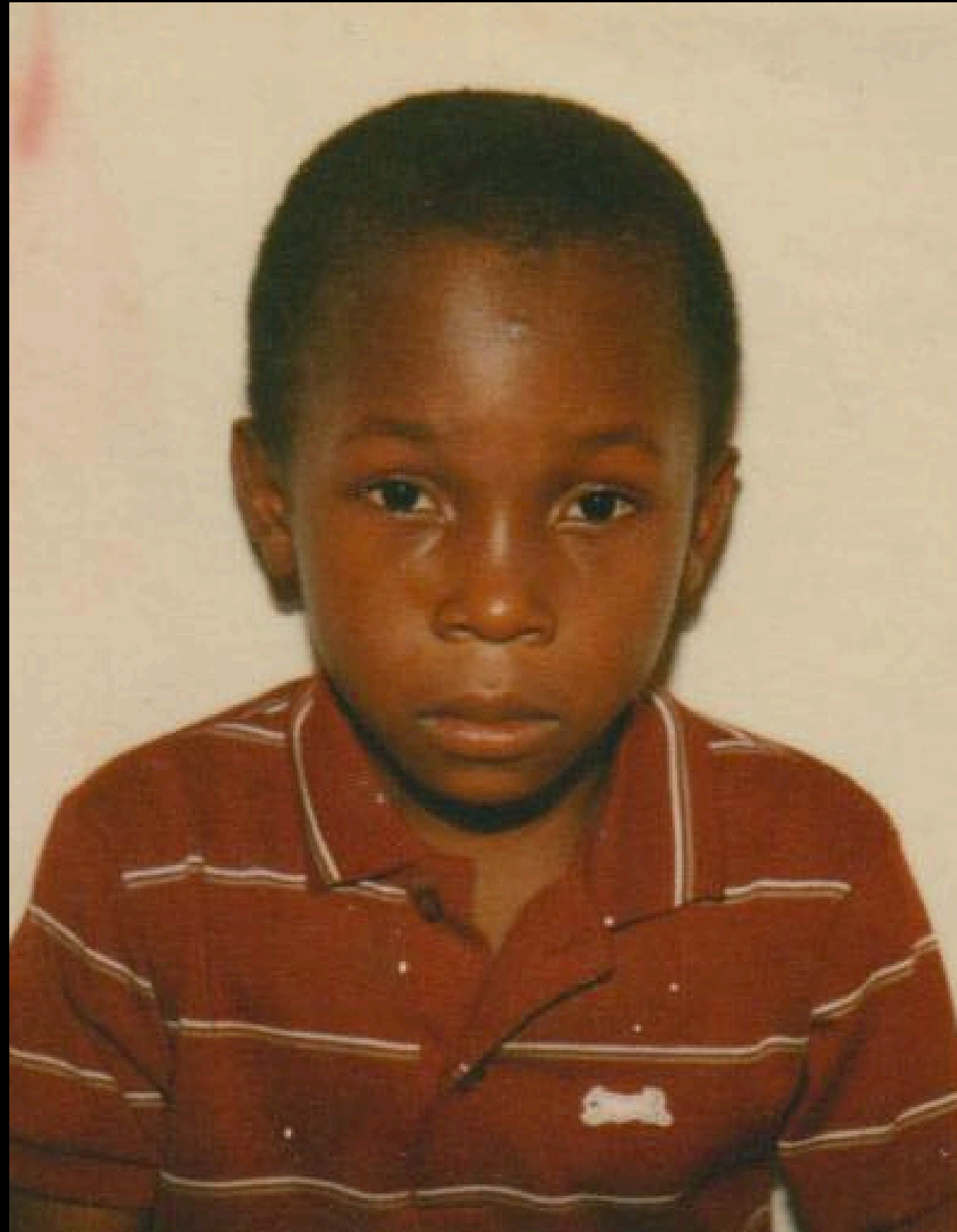
Traveling Wedding Photographer

Coach + Speaker

Sponsored by Miller's Lab, ImagenAI,  
Geekoto, Fundy Software, 17Hats, Evoto etc.





























Emily

# Menu

## Salad

**SIGNATURE SALAD**  
MIXED GREENS WITH STRAWBERRY, PINEAPPLE, AND AVOCADO, DRESSING: CREAMY CABBAGE DRESSING

## Buffet

**SMALL PLATE BUFFET**  
A selection of small plates including:  
- Roasted Chicken  
- Grilled Salmon  
- Creamy Pasta

**VEGETARIAN BUFFET**  
A selection of vegetarian options including:  
- Grilled Vegetables  
- Creamy Pasta

**SEAFOOD BUFFET**  
A selection of seafood options including:  
- Grilled Salmon  
- Creamy Pasta

**MEAT BUFFET**  
A selection of meat options including:  
- Grilled Chicken  
- Creamy Pasta

**DESSERTS**  
A selection of desserts including:  
- Wedding Cake  
- Assorted Pastries

Desserts







# MAIN POINTS

- **WHAT IS DEIB AND IS IT NEEDED?**
- **BENEFITS OF DEIB**
- **DOWNSIDE OF DEIB**

# WHAT IS DEIB

Diversity, equity, inclusion & belonging (DEIB) refers to practices and policies intended to support people who come from varying backgrounds and give them the resources they need to thrive in the workplace. A DEIB framework takes into account factors like race, gender and sexual orientation, so teams can find ways to help employees of marginalized (socioeconomic) groups succeed.

# DEIB

**DIVERSITY** - being invited to the party

**EQUITY** - is picking the DJ

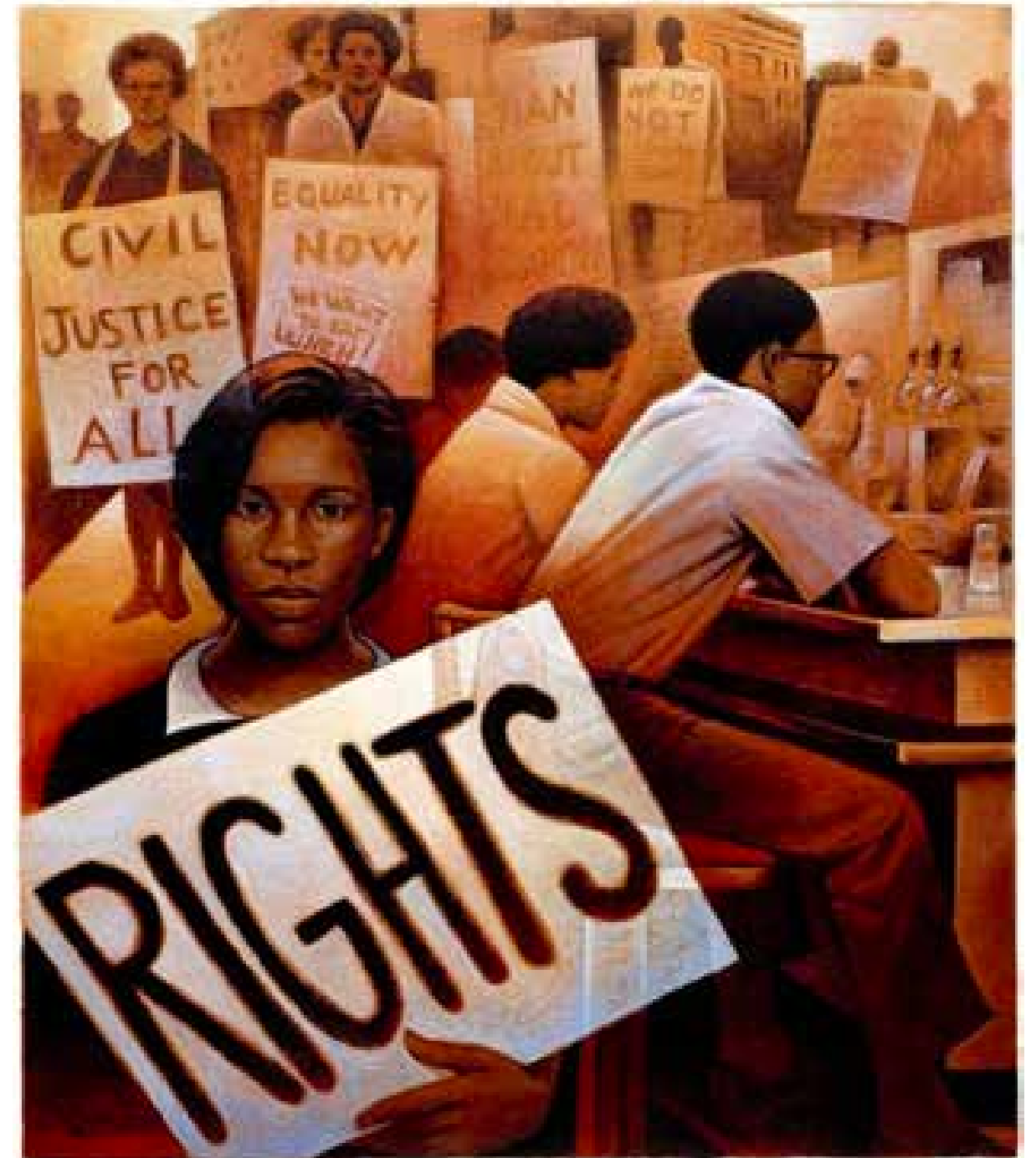
**INCLUSION (Action Based)** - asked to dance

**BELONGING** - being able to dance how you want

**DEIB IS A MINDSET**

# DEIB ISN'T NEW

With roots in the 1960s and the civil rights movement, DEIB has since expanded, becoming more and more inclusive of different groups over time.



# IS IT NEEDED

As wedding and event pros we encounter various cultures and communities that we serve.

Understanding cultural nuances.

Serve clients effectively.



# BENEFITS OF DEIB

“Companies with above-average diversity produced a greater proportion of revenue from innovation (45% of total) than from companies with below average diversity (26%). This 19% innovation-related advantage translated into overall better financial performance.”

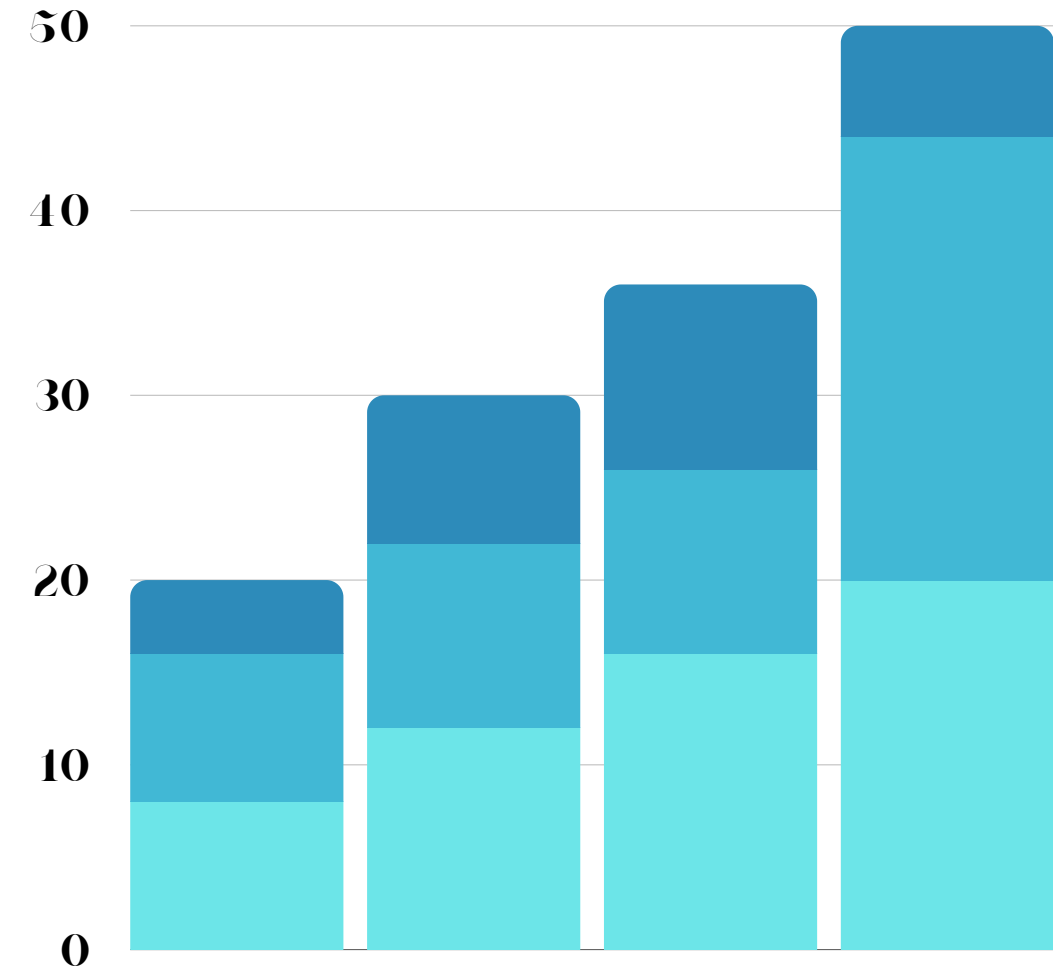
**-Forbes**

# BENEFITS OF DEIB

## Increased Business

### Opportunities:

By embracing DEIB, wedding vendors can tap into new markets and attract a broader range of clients, leading to increased business opportunities and growth.



# BENEFITS OF DEI

## **Enhanced Creativity and Innovation:**

Diversity fosters creativity and innovation within the wedding industry, inspiring fresh ideas and unique approaches to wedding planning and design.



# BENEFITS OF DEIB

## **Positive Reputation:**

Wedding vendors who prioritize DEIB build a positive reputation as inclusive and socially responsible businesses, attracting clients who value diversity and equality.

# BENEFITS OF DEIB

## **Strengthened Relationships:**

DEIB initiatives strengthen relationships between vendors, clients, and communities, fostering trust, loyalty, and long-term partnerships.

# BENEFITS OF DEIB

## **Contribution to Social Change:**

By championing DEIB, the wedding industry can contribute to broader social change, promoting equality, acceptance, and love for all individuals and couples.

# GROUP EXERCISE

*Planner*

*Venue*

*Photographer*

*Videographer*

*H+MUA*

*Florist*

*Caterer*

*DJ*

*Stationary*

*Rentals*

*Bridal Boutique*

*Bartender*

# WHERE TO FIND VENDORS OF COLOR?

*Local NACE chapters*

*The National Society of Black Wedding & Event Professionals*

*Munaluchi Bridal*

*Local Wedding and Event Organizations*

*Brides Magazine*

**GROUP**

**SELFIE**

WHAT  
CAN GO  
WRONG?



**Resistance and Backlash**  
**Tokenism**  
**Unintended Consequences**  
**Measurement and Accountability**





# RESISTANCE + BACKLASH

## **Employee Resistance:**

Some employees may resist DEIB initiatives, feeling that they are being forced to change their behavior or attitudes, which can create tension and division within the workplace.

# RESISTANCE + BACKLASH

## **Public Backlash:**

DEIB programs can sometimes face public criticism, particularly if they are perceived as overly politically correct or as unfairly favoring certain groups over others. It can come off as performative like Brides Magazine.

# TOKENISM

DEIB efforts can sometimes lead to tokenism, where individuals from underrepresented groups are hired or promoted to create an appearance of diversity without genuinely integrating inclusive practices or addressing systemic issues.

DO NOT  
BE A  
USELESS  
TOKEN

# UNINTENDED CONSEQUENCES

## **Stigmatization:**

Individuals from underrepresented groups might feel stigmatized or viewed as having been hired or promoted due to their identity rather than their qualifications.

# UNINTENDED CONSEQUENCES

## **Reverse Discrimination:**

Some argue that DEIB initiatives can lead to reverse discrimination, where individuals from majority groups feel unfairly disadvantaged or excluded.

# MEASUREMENT + ACCOUNTABILITY

## **Difficult to Measure Success:**

The impact of DEIB initiatives can be difficult to measure, making it hard to assess whether they are effective or to determine what adjustments are needed.

# MEASUREMENT + ACCOUNTABILITY

## **Lack of Accountability:**

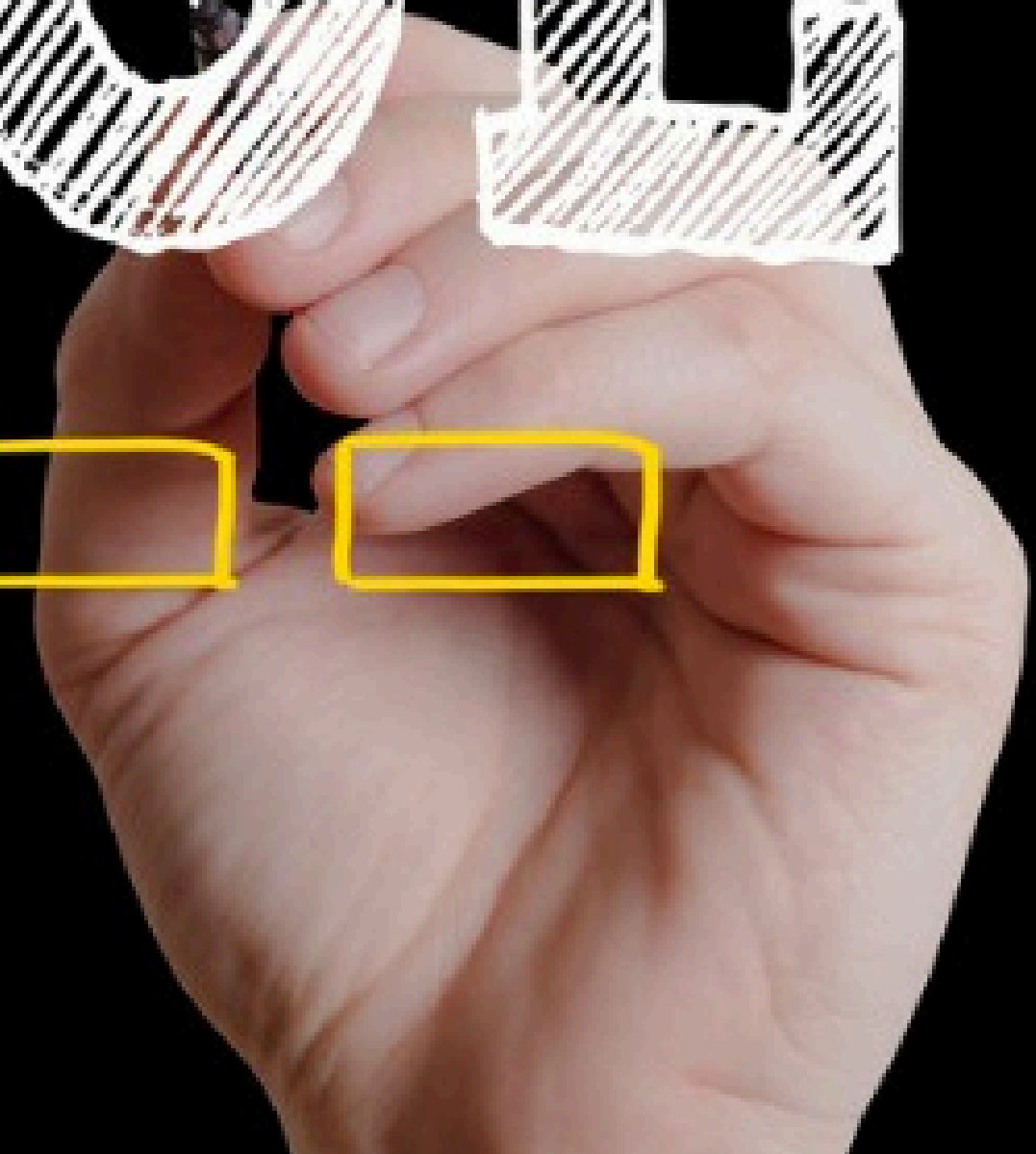
Without clear accountability mechanisms, DEIB initiatives may fail to achieve their goals, as there may be no consequences for not adhering to DEIB principles.



CHANGE



loading...



# People Change When...

They hurt enough they have to.

They see enough they're Inspired to.

They learn enough that they want to.

They receive enough they're able to.

They think it's safe to

# **CLOSING CHALLENGE**

**DIVERSITY - Invite/refer someone**

**EQUITY - Get their opinion**

**INCLUSION (Action Based) - Ask them to participate**

**BELONGING - Don't judge how they communicate if different than you. No need to code switch.**

**Q + A**

**TO LEARN MORE**

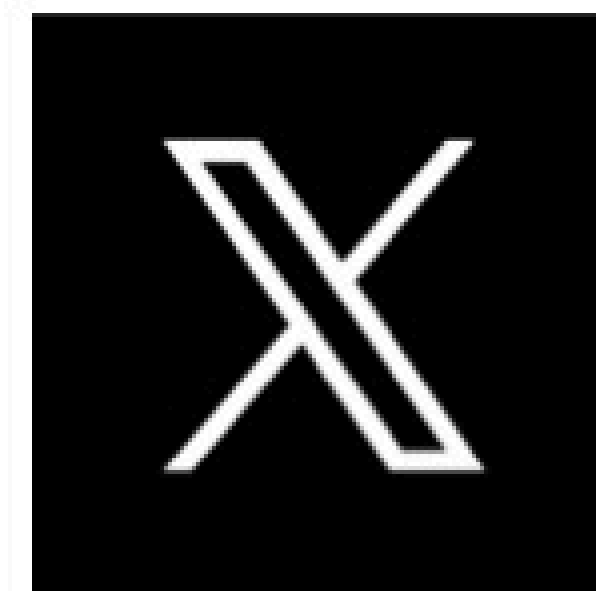
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# Continue the Conversation

#NACEEXP24



# Your Opinion Matters!

Please complete the education  
evaluation for **EVERY** session  
you attend!

## Thank you!

