



Women's Council Statement and Actions on the Death of George Floyd

These days are very difficult as we watch our fellow citizens respond with grief, anger, and protest to the death of George Floyd. It is another painful reminder that racism has no place in our society. Vibrant communities draw from and encourage diversity and freedom, something that the Women's Council has always stood for.

For over 80 years, Women's Council has consistently built business leaders and championed causes including fair housing, equality and inclusion. The recent tragic events reminds and reinforces our core values and is a renewed **call to action** to re-enforce the need for the organization's leaders, members and networks to make these principles apparent in all activities that are done. Women's Council calls on its constituents at the local, state, and national level to not only express words related to current events, but rather to make a commitment to back words that are immediate and action-oriented. Specifically, Women's Council calls on its business leaders at all levels to do the following immediately:

- 1) **ACTION: new members.** Make member recruitment efforts intentional by reaching out into the community at large and proactively seek out new members that mirror your area's demographics and ensure that the Women's Council is a safe place with a welcoming environment for all and representative of the community you reside in.
- 2) **ACTION: existing members.** Leverage your existing members above and beyond social media channels by engaging in productive and meaningful dialogue and conversation, listen with an open mind and heart, and model a culture and environment that is inclusive to all. Model your Women's Council culture as a

neutral, safe, welcoming and inclusive environment where are all welcome and where all have a seat at the table.

- 3) **ACTION: leadership development.** All Women's Council leaders have a duty to create other leaders, and specifically as part of this, consider diversity coupled *with* inclusion in these efforts, and ensure that you are truly upholding our mission statement, by advancing **ALL** women as business leaders in the industry and in the communities we serve. As an immediate call to action, a renewed and refocused priority should be placed on the Leadership Identification & Development process with the goal of building leaders not only in your own community, but at the state and national level, to further enriching the tapestry of Women's Council leadership.

- 4) **Programming.** In the Women's Council's 1,500 annual virtual and face-to-face events and programs, leaders should be mindful in creating and executing programs that are inclusive and representative of the area it covers. Leverage external collaborations in your community, multicultural real estate groups, and Realtor® association tools such as NAR's *At Home With Diversity* and CIPS global/local markets. Ensure you have an intentional culture and create a welcoming environment for all.