

**CREATE
GREATER
THAN**



Leo Burnett

ALLYSHIP IN ACTION

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ALLYSHIP IN ACTION

We say, “We are Citizens of an empathetic and inclusive culture where people and creativity flourish.”

But are we? Not if we don’t step up and ask ourselves tough questions about our roles in systemic racism. If we don’t, Create Greater Than will be just empty words.

George Floyd’s murder sparked a long overdue reckoning, in terms of race relations, injustice and the persistence of white supremacy.

Our Black colleagues need us to act now. They need more than just talk from us.

We understand this work can be uncomfortable. It’s ok. That means it’s working.

This is meant to start a process of realization and actualization. There is no finish line, our work never ends.

It’s not comprehensive by any means, and it’s not indicative of Leo Burnett’s opinions or official position. It’s better than that. This is a collection of unfiltered, uncensored real voices that are pushing culture, politics and change into a new space.

Think we missed something? Did we include anything we shouldn’t have? That’s part of the conversation, too. We’re also learning. Let us know at: CreateGreaterThan@LeoBurnett.com

Let’s get uncomfortable together.

OUR CODE

Be curious. Come with an open mind ready to learn. This is the time and the place to ask “What can I do?”


Acknowledge your discomfort and lean into your vulnerability when you learn and share.

It’s ok to not know, or have all the answers – that’s why you’re here. And this journey is never over.

Stay open to feedback. Don’t be defensive.

Don’t degrade or make others feel less than. We all meet each other where we are.

We commit to Create Greater Than.



CONNECTED > INVISIBLE
HEARD > IGNORED
TRUSTED > IRRELEVANT
BRAVE > MARGINALIZED
EQUAL > PROPERTY
SAFE > THREATENED
VALUED > DEVALUED
RESPECTED > OBJECTIFIED

Chapter 1

WAKE UP

HOW DID WE GET HERE?

“In a racist society it is not enough to be non-racist, we must be anti-racist.”

— Angela Y. Davis

BEFORE SAYING, “I’M NOT A RACIST”, JUST LISTEN

11 Things To Do Besides Say ‘This Has To Stop’ In The Wake Of Police Brutality, By Brittany Wong >

UNDERSTANDING SYSTEMIC RACISM

Systemic Racism Explained >

NOT ALL WHITE SUPREMACISTS WEAR A HOOD

Seeing White >

THE CRIMINALIZATION OF BLACK AMERICANS

13th on Netflix >

HISTORY OF POLICE BRUTALITY

The Long, Painful History of Police Brutality in the U.S. By Katie Nodjimbadem >

WHITE PRIVILEGE, EXPLAINED IN 4 MINUTES

Jameela Jamil on Instagram >

RUSH TO JUSTICE, NOT JUDGEMENT

Op-Ed: Kareem Abdul-Jabbar: Don't understand the protests?

What you're seeing is people pushed to the edge >

“Racism in America is like dust in the air. It seems invisible — even if you’re choking on it — until you let the sun in. Then you see it’s everywhere. As long as we keep shining that light, we have a chance of cleaning it wherever it lands. But we have to stay vigilant, because it’s always still in the air.”

– KAREEM ABDUL-JABBAR

QUESTION YOURSELF

YOUR BIAS, PRIVILEGE AND INTENTIONS

“It is necessary to feel feelings of guilt, shame and anger, throughout the process.”

— Mireille Charper

A GUIDE TO White Privilege

BY @COURTNEYAHNDDESIGN

courtney (courn) ahn on Instagram >

1. WHITE PRIVILEGE DOESN'T MEAN YOUR LIFE HASN'T BEEN HARD, IT MEANS YOUR SKIN TONE ISN'T ONE OF THE THINGS MAKING IT HARDER!

THERE'S PLENTY OF OTHER PRIVILEGES (SOCIO-ECONOMIC, MALE, HETEROSEXUAL, CISGENDER, CHRISTIAN, ABLE-BODIED) BUT WHITE PRIVILEGE IS PERHAPS THE MOST ENDURING THROUGHOUT HISTORY

2. WHITE PRIVILEGE EXISTS AS A DIRECT RESULT OF BOTH HISTORIC AND ENDURING RACISM, BIASES, AND PRACTICES DESIGNED TO OPPRESS PEOPLE OF COLOR

A POC

SLAVERY
3/5 PERSON
SEGREGATION
REMOVING BLACK VOICES
POLICE BRUTALITY
RACISM

BURDEN THROUGH HISTORY

HARD SHIPS

YOU (MOST LIKELY)

3. WHITE PRIVILEGE MEANS YOU ACTIVELY BENEFIT FROM THE OPPRESSION OF POC

YOU ARE THE DOMINANT REPRESENTATION ON ALL MEDIA

NO ONE QUESTIONS YOUR CITIZENSHIP

PRODUCTS ARE DESIGNED FOR YOU 1ST

PEOPLE AT WORK LOOK LIKE YOU

YOU DON'T GET HARASSED FOR EXISTING IN PUBLIC LOCATIONS

INHERITED POWER AND WEALTH

YOUR ACTIONS AREN'T PERCEIVED AS THOSE OF ALL YOUR RACE

4. SYSTEMIC RACISM EXISTS AT EVERY LEVEL OF SOCIETY

THE WEALTH GAP
90% WHITE OWNED
10% POC OWNED

BLACK GRADUATES ARE 2X MORE LIKELY TO BE UNEMPLOYED

BLACK AMERICANS ARE 30% MORE LIKELY TO GET PULLED OVER

BLACK STUDENTS ARE 3X MORE LIKELY TO BE SUSPENDED

BLACK AMERICANS MAKE UP 40% OF THE PRISON POPULATION

BLACK AMERICANS ARE SHOWN 18% FEWER HOMES

BLACK WOMEN ARE 4X MORE LIKELY TO DIE FROM CHILD BIRTH

AND THIS IS ONLY A SMALL PART OF THE OPPRESSION!

5. WHAT SHOULD I DO WITH MY WHITE PRIVILEGE?

- ★ TEACH OTHER WHITE FOLKS THE BARRIERS TO SUCCESS FOR POC
- ★ PROMISE TO LISTEN TO AND AMPLIFY THE VOICES OF POC
- ★ BE MORE THAN "NOT RACIST," BUT ACTIVELY ANTI-RACIST
- ★ CONFRONT RACIAL INJUSTICES EVEN WHEN IT'S UNCOMFORTABLE

WE ARE ALL RACIST

I'm Racist. You're Racist. We're All Racist. Here's How to Fix It. By Abigail Weinberg >

THE FOUR DIMENSIONS OF RACISM

Slow Factory on Instagram >

IGNORANCE LEADS TO NEGLIGENCE

Reflections from a Token Black Friend, By Ramesh A Nagarajah >

WHAT ROLE DO NON-BLACK POC HAVE IN DISRUPTING RACISM?

Non-Black People Of Color Need To Start Having Conversations About The Anti-Blackness In Our Communities, By Sharon Park >

THINK YOU'RE NOT PRIVILEGED? TAKE THIS QUIZ

People Are Participating In A "Check Your Privilege" Challenge And It's A Big Reality Check For Some, By Krista Torres >

FROM OVERT TO COVERT, IT STILL EXISTS

The Conscious Kid on Instagram >

Overt White Supremacy (Socially Unacceptable)

Lynching
Hate Crimes
Blackface The N-word
Swastikas Neo-Nazis Burning Crosses
Racist Jokes Racial Slurs KKK

Covert White Supremacy (Socially Acceptable)

Calling the Police on Black People White Silence Colorblindness
White Parents Self-Segregating Neighborhoods & Schools
Eurocentric Curriculum White Savior Complex Spiritual Bypassing
Education Funding from Property Taxes Discriminatory Lending
Mass Incarceration Respectability Politics Tone Policing
Racist Mascots Not Believing Experiences of BIPOC Paternalism
"Make America Great Again" Blaming the Victim Hiring Discrimination
"You don't sound Black" "Don't Blame Me, I Never Owned Slaves" Bootstrap Theory
School-to-Prison Pipeline Police Murdering BIPOC Virtuous Victim Narrative
Higher Infant & Maternal Mortality Rate for BIPOC "But What About Me?" "All Lives Matter"
BIPOC as Halloween Costumes Racial Profiling Denial of White Privilege
Prioritizing White Voices as Experts Treating Kids of Color as Adults Inequitable Healthcare
Assuming Good Intentions Are Enough Not Challenging Racist Jokes Cultural Appropriation
Eurocentric Beauty Standards Anti-Immigration Policies Considering AAVE "Uneducated"
Denial of Racism Tokenism English-Only Initiatives Self-Appointed White Ally
Exceptionalism Fearing People of Color Police Brutality Fetishizing BIPOC Meritocracy Myth
"You're So Articulate" Celebration of Columbus Day Claiming Reverse-Racism Paternalism
Weaponized Whiteness Expecting BIPOC to Teach White People Believing We Are "Post-Racial"
"But We're All One Big Human Family" / "There's Only One Human Race" Housing Discrimination

MICROAGGRESSIONS: A GUIDE

Stephanie Shepherd Sukanami on Instagram >

GETTING OVER THE DEFENSIVE REFLEX

A Sociologist Examines the “White Fragility” That Prevents White Americans from Confronting Racism, By Katy Waldman >

BEING ‘COLORBLIND’ DOESN’T HELP

Why The ‘I Don’t See Color’ Mantra Is Hurting Your Diversity And Inclusion Efforts, By Janice Gassam >

IT’S NOT ABOUT YOU

Performative Allyship Is Deadly (Here’s What to Do Instead), By Holiday Phillips >

AGAIN. IT’S NOT ABOUT YOU

Mireille Cassandra Harper on Instagram >

Chapter 3

LEARN

YOUR EDUCATION IS YOUR RESPONSIBILITY

“It’s a privilege to learn about racism instead of experiencing it your whole life.”

— Ahmed Ali

“Being an ally is different than simply wanting not to be racist (thank you for that, by the way). Being an ally requires you to educate yourself about systemic racism in this country.”

— Courtney Ariel

YOUR LEARNING ISN'T THE JOB OF YOUR BLACK FRIENDS

For Our White Friends Desiring To Be Allies, By Courtney Ariel >

SAVE BLACK FRIENDS FROM YOUR QUESTIONS

Brandon Kyle Goodman on Instagram >

“To My White Friends: Guilt, Shame, Embarrassment

My thoughts on why at this time you might be feeling guilty, ashamed, and embarrassed and what to do about it”

— Brandon Kyle Goodman

LISTEN AND READ:

ABOUT LIFE, HEALING, KNOWING, AND GROWING IN THESE TIMES.

Casually Brilliant: A Zooms With Friends Masterclass Podcast Series, Hosted By Ebonyjanice >

CODE SWITCH 8 EPISODES THAT GO DEEP ON RACE, IDENTITY AND CULTURE.

The Very Best Of Code Switch, In 8 Episodes, Isabella Rosario and Dianne Lugo >

INDISPENSABLE READS FOR THE “WOKE” IN PROGRESS.

BLACK REVOLUTIONARY TEXTS Google Drive Link >

ANTI-RACISM AS A CONCEPT THAT RE-ENERGIZES THE CONVERSATION

How to be an anti-racist, by Dr. Kendi. >

A VITAL SELECTION OF RECOMMENDED BOOKS ON RACISM

This List is Anti-Racist, By Brain Lair Books >

LISTEN AND READ: (CONT.)

BUY AT A BLACK-OWNED BOOKSTORE NEAR YOU.

You can order today from these black-owned independent bookstores. By Corinne Segal >

BOOKS FOR KIDS

9 Children's Books About Police Brutality >

REPARATIONS DATE BACK TO 1783. MAYBE IT'S TIME?

The Case for Reparations, By Ta-Nehisi Coates >

THE 1619 PROJECT – NYT MAGAZINE'S PULITZER PRIZE-WINNING SERIES ABOUT HOW AMERICA WAS BUILT ON SLAVERY.

READ >

LISTEN >

FOLLOW:

[Rachel Elizabeth Cargle >](#)

[Ebony Janice >](#)

[Austin Channing Brown >](#)

[Ibram X Kendi >](#)

[Real Talk: WOC and Allies >](#)

[Black Coffee with White Friends >](#)

[Tarana Burke >](#)

[Tonika Lewis Johnson >](#)

[Myisha T. Hill >](#)

[Millennial Black >](#)

[Aja Barber >](#)

[Strong Black Lead >](#)

[The Triibe >](#)

[Giselle Buchanan >](#)

[Luvvie Ajayi Jones >](#)

[Fresco Steez >](#)

[Layla F. Saad >](#)

[Munroe Bergdorf >](#)

[David Olusoga >](#)

[Deray >](#)

[Ijeoma Oluo >](#)

THE FUTURE OF POLICING: WELCOME TO THE DEBATE

#8CantWait By Campaign Zero >

How to reform American police, By German Lopez >

Why People Want to Defund the Police >

What 'Defund the Police' Really Means, By Khalil Gibran Muhammad >

#8toAbolition >

What Does it Mean to Abolish the Police >

The narrative power of "abolish the police", By Emily VanDerWerff >

Chapter 4

DO THE WORK

TIME TO SHOW UP

“You know what’s more uncomfortable than having conversations about race? Having the full weight of a man on your neck.”

— Bozoma Saint John

CHANGE WHITE CULTURE FROM THE INSIDE

America Needs White People To Step Up, By Bryan Monroe >

DEAR WHITE PEOPLE, THIS IS WHAT WE WANT YOU TO DO

Dear White People, This is What We Want You to Do, By Kandise Le Blanc >

20 ALLYSHIP ACTIONS ASIANS CAN TAKE RIGHT NOW

20+ Allyship Actions for Asians to Show Up for the Black Community Right Now, By Michelle Kim >

HOW TO FIGHT ANTI-BLACK RACISM IN THE LATINX COMMUNITY

How Latinx People Can Fight Anti-Black Racism in Our Own Culture, By Angie Jaime >

10 COMMON EXAMPLES OF LATENT RACISM – HOW TO RESPOND

Marie on Instagram >

YOU DID SOMETHING PROBLEMATIC,
what now?

a brief look at accountability because messing up is inevitable....

[Brianna Chandler on Instagram](#) >

We all carry some kind of privilege and will end up using it in ways that are harmful. What matters is how we move forward.

BUT MOVING FORWARD REQUIRES WILLINGNESS TO EXAMINE THE PAST.

PEOPLE WHO ARE BLACK, INDIGENOUS, TRANS, DISABLED, UNHOUSED, OR HOLD OTHER MARGINALIZED IDENTITIES

ARE NOT REQUIRED TO FORGIVE YOU.

BEING CALLED OUT GIVES YOU AN OPPORTUNITY TO BETTER YOURSELF.

WHEN IT HAPPENS SAY THANK YOU.

Decenter your ego + acknowledge the harm you've caused.
Don't dig your heels in.

Remember it's not all about you.
Your guilt + ignorance is not their burden to bear.

Disclose the actions you're going to take in order to repair harm.
i.e DO SOMETHING. TALK IS CHEAP.

If you see someone in your community cause harm, and they hold themselves accountable; *if you are not a member of the harmed group:*

it is not your place to "cancel" them, but you must not coddle them.

Fighting for liberation means cultivating communities that are willing to do the hard work of holding themselves, and each other accountable.

If you behave in a manner that harms a marginalized group, seek out educational resources on YOUR OWN, and learn how to be an accomplice to that community, and if financially feasible for you, donate to an organization that supports them.

KEEP GOING

Millennial Black on Instagram >

RACIAL GASLIGHTING 101

Elizabeth Earnshaw on Instagram >

HOW NOT TO RESPOND AS A WHITE PERSON

5 Racist Anti-Racism Responses “Good” White Women Give to Viral Posts, By Katie Anthony >

DOs AND DON'Ts OF HOW TO ALLY

Marie on Instagram >

HOW TO CHECK IN WITH YOUR BLACK FRIENDS RIGHT NOW

How to Check In On Your Black Friends and Coworkers, By Kylie Gilbert >

MOVE TO ACTION

KNOW BETTER

AND DO BETTER

“Race and racism is a reality that so many of us grow up learning to just deal with. But if we ever hope to move past it, it can’t just be on people of colour to deal with it. It’s up to all of us – Black, white, everyone – no matter how well-meaning we think we might be, to do the honest, uncomfortable work of rooting it out.”

— Michelle Obama

BEYOND THE HASHTAG

How to Take Anti-Racist Action in Your Life, By Zyahna Bryant >

ALLYSHIP IS A START: SOLIDARITY

9 Reasons Why Acting in Solidarity for Racial Justice is Preferable to 'Allyship', By Jaime Grant >

POST-PROTEST ACTIONS

26 Ways to Be in the Struggle Beyond The Streets >

BAIL FUNDS AND PROTEST ORGS TO KNOW

How to Support the Protesters Demanding Justice for George Floyd, By De Elizabeth And Jewel Wicker >

EXPLAIN RACISM TO KIDS

CNN/Sesame Street racism town hall >

Curious Parenting on Instagram >

Books to Help Kids Understand the Fight for Racial Equality, By Olugbemisola Rhuday-Perkovich >

“THE TALK” BLACK PARENTS HAVE

Black Teen Shares The Rules His Mom Makes Him Follow When Leaving The House, Brittany Wong >

Black parents explain how to deal with the police >

HAVE CONVOS WITH FAMILY

Speak Up! Among Family >

Jen Winston on Instagram >

TAKING CARE OF YOURSELF

Cassandra Corrado on Instagram >

FIGHTING BURNOUT

From Privilege to Progress on Instagram >

BUY FROM BLACK-OWNED BUSINESSES

Black Owned Chicago >

Buy BIPOC >

EAT AT BLACK-OWNED RESTAURANTS

How to find black-owned restaurants to support near you, By Daniella Musacchio >

INVEST IN THIS WORK

START HERE, THEN FIND ORGANIZATIONS IN YOUR AREA

[The Color of Change >](#)

[Black Lives Matter >](#)

[The Movement for Black Lives >](#)

[My Block My Hood My City >](#)

[Black Immigrant Collective >](#)

[ACLU >](#)

[Brave Space Alliance's Trans Relief Fund >](#)

[The Loveland Foundation >](#)

[NAACP >](#)

[Assata's Daughters >](#)

[Bail Funds by State / City >](#)

BE ACCOUNTABLE

ALLYSHIP IS A CONTINUUM.

THIS WORK NEVER ENDS.

**“Unless one lives and loves in the trenches,
it is difficult to remember that the war against
dehumanization is ceaseless.”**

— Audre Lorde

FURTHER STUDY

The Guide to Allyship >

Justice in June – An Action Plan to Engage >

Rachel Cargle: The Great Unlearn >

Curated by Coursera >

THIS IS A PROMISE, A PACT AND COMMITMENT TO ACCOUNTABILITY. TO CREATING A CULTURE WHERE NO ONE FEELS LESS THAN AGAIN.

ARE YOU READY?

- Before I look to fight racism and injustice, I will first look at myself and my own actions.
- I promise to listen to the black community, and hear their voices, grievances and hopes.
- I will speak truth to racism, no matter where I find it.
- I will hold myself accountable to the goal of fighting racism and injustice, long after events have left the news cycle and media attention has gone elsewhere.

**I CREATE
GREATER THAN**