

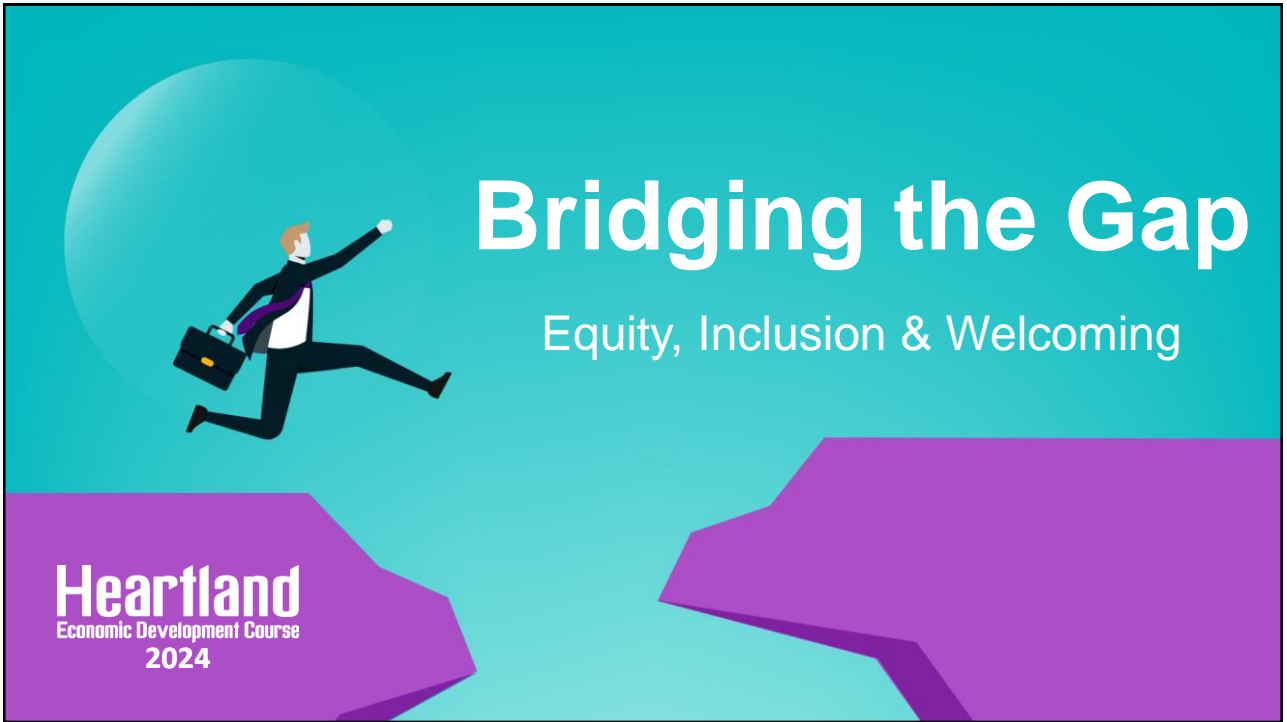


## Jonathan Long

Vice President, DEI, Tulsa Regional Chamber

CHATTANOOGA NATIVE · SON · HUSBAND · FATHER · BROTHER · CHRISTIAN ·  
 MALE · BLACK · TULSAN · RAM · BLUE RAIDER · SHOCKER · NUPE (KAΨ) ·  
 DEI PRACTITIONER · STRATEGIST · SPORTS FAN · SNEAKERHEAD · GO-GETTER ·  
 ACHIEVER · THINKER · SUIT ENTHUSIAST · AWARD WINNER · DREAMER ·  
 EXECUTOR · READER · COMPETITOR · PRIVILEGED · CONVERSATION PIECE ·  
 NOT A GREAT GOLFER · LAKERS STAN · NONPROFIT FOUNDER · PRACTICAL  
 APPLICATOR · YP ADVOCATE · ENTREPRENEURAL · DECISION-MAKER ·  
 HARDLY HOME, ALWAYS REPPIN · PROFESSIONAL · FOR THE CULTURE ·  
 EXECUTIVE · VISION CRAFTER · REFORMED JOURNALIST · SOCIAL TECHIE ·  
 JAY-Z LISTENER · ALIGNMENT BUILDING · TEAM PLAYER · DOPE

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## If not you, then who? If not now, then when?

- Craft a Vision
- Build Alignment
- Champion Execution

## What you'll do in 45 mins to better understand Equity, Inclusion and Welcoming

- Level Set
- Discussion
- Activity
- Questions / Comments

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## Our Bridge Building Tools

- Listen to **understand**
- Assume **positive** intentions and extend grace
- Dialogue **authentically** — disclaimers not needed
- Question with **sincerity**
- Work beneath the surface to better **impact systems**
- Lean into **triggers**
- Operate with **clear** intentions
- **Activate** the learning (i.e., Do the Work)

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# Level Set

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## Level Set

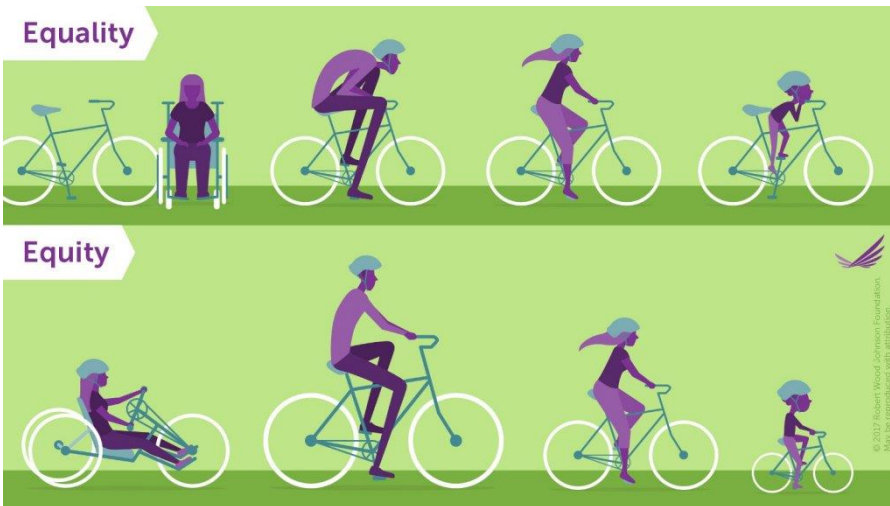
- Equity: the designation of resources based on a variety of factors or circumstances
- Inclusion: the intentional act of making a person or thing part of a group or collection
- Welcoming: behaving in a polite or friendly way to a guest or new arrival

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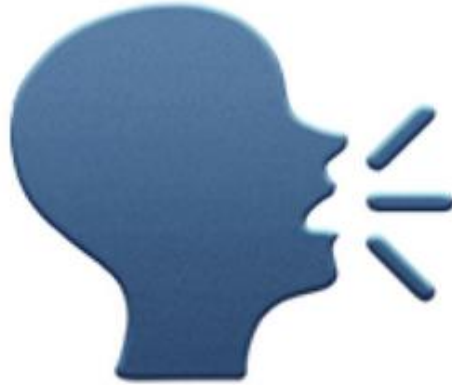
“Fair means, one side got exactly what they wanted in a way that the other side can’t complain about. There’s no such thing as fair.”

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# Let Me Hear You... ~~SCREAM~~ Talk With Your Inside Voice



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## Guideposts for Economic Development Organizations



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## Activity

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You are creating the perfect city. What are three economic development activities that will help develop this city?

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## Activity

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What can you do to make sure your city is welcoming?

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# Activity

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Pick one of your economic development activities.  
How would you make it inclusive?

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# Activity

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Pick a different economic development activity.  
How would you make it equitable ?

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# Bridging the Gap

Equity, Inclusion & Welcoming

[jonathanlong@tulsachamber.com](mailto:jonathanlong@tulsachamber.com)



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