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# Diversity and Inclusion Issues for Small Businesses

Meagan Harding, Cofounder of Rosa Rebellion

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“Prejudice is a burden that confuses  
the past, threatens the future, and  
renders the present inaccessible.”

– Maya Angelou

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# Communication

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## IT'S INTERSECTIONAL



Simply put, intersectionality refers to the fact that people have multiple social identities that may be simultaneously empowering and oppressing.

“It’s basically a lens, a prism, for seeing the way in which various forms of inequality often operate together and exacerbate each other.”

- Dr. Kimberle Crenshaw

Steinmetz, *She Coined the Term 'Intersectionality' Over 30 Years Ago. Here's What It Means to Her Today*, Time Magazine February 20, 2020. Accessed on June 8, 2022. <https://time.com/5786710/kimberle-crenshaw-intersectionality/>

4

## Racism

### Definition of *racism* (noun)

1 : a belief that race is a fundamental determinant of human traits and capacities and that racial differences produce an inherent superiority of a particular race

2 : the systemic oppression of a racial group to the social, economic, and political advantage of another

"Racism." *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/racism>. Accessed 8 Jun. 2022.

5

## Institutionalized Discrimination

"Deferential treatment by race that is either perpetuated by organizations or codified into law."

*Note: Institutionalized discrimination extends beyond race and can refer to unequal treatment of a group of people by organizations, laws or institutions based on other and often overlapping identities.*

Small, Mario L., and Devah Pager. 2020. "Sociological Perspectives on Racial Discrimination." *Journal of Economic Perspectives*, 34 (2): 49-67.

6

Also available as part of the eCourse

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