INVESTING IN RACIAL EQUITY: MORE THAN A MOMENT

FEBRUARY 26 2021
VIRTUAL ROUNDTABLE
12:00 P.M. - 1:30 P.M. EST
TOTAL INCLUSION CAPITALISM
A corporate function that encourages partnership or business relationships with companies owned in whole or in part by historically underrepresented groups.
Strategy in Action: Sequential Technology Acquisition

AT&T Initiative - “Believe Chicago”

- AT&T has a 50-Year Commitment to Supplier Diversity
- In Feb-19, AT&T announced a new commitment to spend $3 billion with African American (AA) owned suppliers across the U.S. by 2020
- This commitment is inspired by community-driven initiatives such as Believe Chicago, to help push economic growth and innovation
- Believe Chicago is an AT&T employee initiative to improve lives and lift Chicago neighborhoods most affected by gun violence and high unemployment

Operating Executive Profile

Alex Parker joined as CEO of Sequential Technology

Alex was the SVP of Service Delivery Excellence for the Global Operations & Services organization in AT&T Business.

He has over 27 years of experience at AT&T in management and executive roles

AT&T Support

- APC is a member of AT&T’s Supplier Diversity Think Tank and has a 15-year relationship with AT&T
- Conversations with AT&T executives gave us insight that STI had a strong reputation and was deeply embedded within the organization
- In a demonstration of support, AT&T worked with APC to map out a growth plan for STI

Unique Transaction Structure

- APCH completed a “Structured” deal in April 2020
- APCH MBE-Certified the company
- APCH is exploring a number of other “diversity” initiatives, leveraging STI as a vehicle for corporate citizenship
Set audacious **Billion Dollar** goals for **Supplier Diversity** and apply **M&A** activity to achieve those outcomes.

Make the solutions highly profitable for all who get involved to finance, **JV**, or partner with those platforms – diverse or not.

Apply an **Open Innovation** approach to integrate **M&A**, Supplier Diversity, and corporate citizenship objectives.
We stand together

Cigna’s Building Equity and Equality Program

Five-year initiative to expand and accelerate our efforts to support diversity, inclusion, equality and equity for communities of color.

KEY PROGRAM COMPONENTS

HEALTH
Recognizing social determinants of health, eliminating barriers and improving access to care.

WELL-BEING
Combating racism by standing together and creating inclusive environments.

PEACE OF MIND
Supporting financial health through educational partnerships, equal career advancement opportunities and support of minority businesses.

GOVERNANCE
Establishing a governance process to oversee the program elements, while tracking and reporting on progress.
# Addressing racial equity internally and externally

## Level of impact

<table>
<thead>
<tr>
<th>Internal: Aspiration-Back</th>
<th>A diverse organization</th>
<th>An inclusive environment</th>
<th>Equitable access to opportunities &amp; benefits</th>
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<tbody>
<tr>
<td>Focused on improving the organization</td>
<td>Creating a diversity of racial/ethnic identities at each level of the organization</td>
<td>Ensuring employees of varying racial/ethnic identities all feel a sense of belonging and the ability to contribute to their fullest</td>
<td>Ensuring all staff have the opportunity to grow, contribute, and develop; power is shared in the workplace</td>
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<tr>
<th>External: Capability-Forward</th>
<th>Corporate and social responsibility</th>
<th>Operations</th>
<th>Strategy</th>
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<tbody>
<tr>
<td>Focused on improving community and/or society</td>
<td>Using organization’s platform to influence changes in institutional and structural disparities; take clear stance on racial equity</td>
<td>Explicitly designing operations &amp; investment processes to improve outcomes &amp; minimize downstream impacts</td>
<td>Embedding racial equity considerations at all levels of strategy development</td>
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## Five key success factors for a new approach

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<th>1</th>
<th>Unite around one clear mission</th>
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<td>2</td>
<td>Coordinate and collaborate via a central backbone</td>
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<td>3</td>
<td>Secure adequate and appropriate funding</td>
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<td>4</td>
<td>Ensure accountability</td>
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<td>5</td>
<td>Develop broader support</td>
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### Examples of effective deployment

1. **Freedom to Marry**
   - Rallied its supporters around a clear goal: winning marriage for same-sex couples

2. **Reboot Representation**
   - "offers a safe space where tech companies can learn, grow, and share information about their investments and internal diversity and inclusion initiatives."

3. **The US Pan Asian American Chamber of Commerce Education Foundation**
   - Pools contributions from member businesses, foundations and individual donors, to fund activities

4. **Generation**
   - Gathers a wide range of data and has collected more than seven million data points on its graduates and applicants

5. **The National Urban League and the NAACP**
   - Have driven meaningful progress over the past century through collaboration with national and community leaders, policy makers, and corporate partners
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