



Conscious Leadership, LLC

Culture Development through a Racial Equity Lens

Serving: Orange County Partnership to End Homelessness

August 2020

Conscious Leadership, LLC

Community Development & Consulting Firm that focuses on...

Culture/Community Development:

- Making the Invisible, Visible
- Building a Sense of Community
- “Culture eats strategy for lunch”

Racial Equity Analysis of Programs & Services:

- Psychology
- History
- Economics

Plan of Action:

- Framework
- Roles & Responsibilities
- Resources Needed
- Key Performance Indicators
- Evaluation Tool



Jamall Kinard, Founder & Head Coach of Conscious Leadership

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Biography

Jamall Kinard is a community organizer/consultant in Charlotte, NC, and a trainer with the Racial Equity Institute. He attended his first REI workshop in 2016, where his life was changed forever! After 10 years of service as an Educator and Coach in the Charlotte Mecklenburg School System, Kinard eagerly joined REI in August of 2019. As a community organizer/consultant, he devotes much of his time as the Executive Director of the Lakeview Neighborhood Alliance (LNA), where he is leading the charge on revitalization efforts in his community by focusing on family stability and civic awareness.

His ultimate goal is to create a “community organizing” blueprint and movement of principles for all communities, organizations, and institutions to follow, creating an environment where the truth is celebrated, strong communities are cultivated, and racism is dismantled.

Kinard obtained a Bachelor’s of Science Degree in Computer Science from Gardner-Webb University, Master’s Degree in Sports Leadership from Northeastern University, and Nonprofit Business Management Certifications from both Wake Forest University and Duke University.

Kinard's analysis about history, culture development, and his ability to relate to any audience makes him the ideal consultant to cultivate conscious leadership through a racial equity lens within your organization.



Your Opportunity

The Orange County Partnership to End Homelessness has requested support to address the following opportunities:

- I. Cultivate a culture centered around racial equity, by creating a mantra reflective of the organization's goals.
- II. Build the organization's capacity to conduct an ongoing analysis of programs and services.
- III. Develop a plan of action for OCPEH to partner with the people being served to form a Racial Equity Committee.

Jamall Kinard, MSL of Conscious Leadership welcomes the opportunity to respond to these requests. Kinard operates with the belief that organizations with a conscious culture rooted in racial equity will develop leadership that consistently navigates the unique power structures that exist between board, staff and volunteers.

As depicted in Figure 1.0, on the following page, Kinard's process includes the necessary framework and mechanisms needed to build harmony and unity among stakeholders to maximize impact.

The Problem Solving Wheel

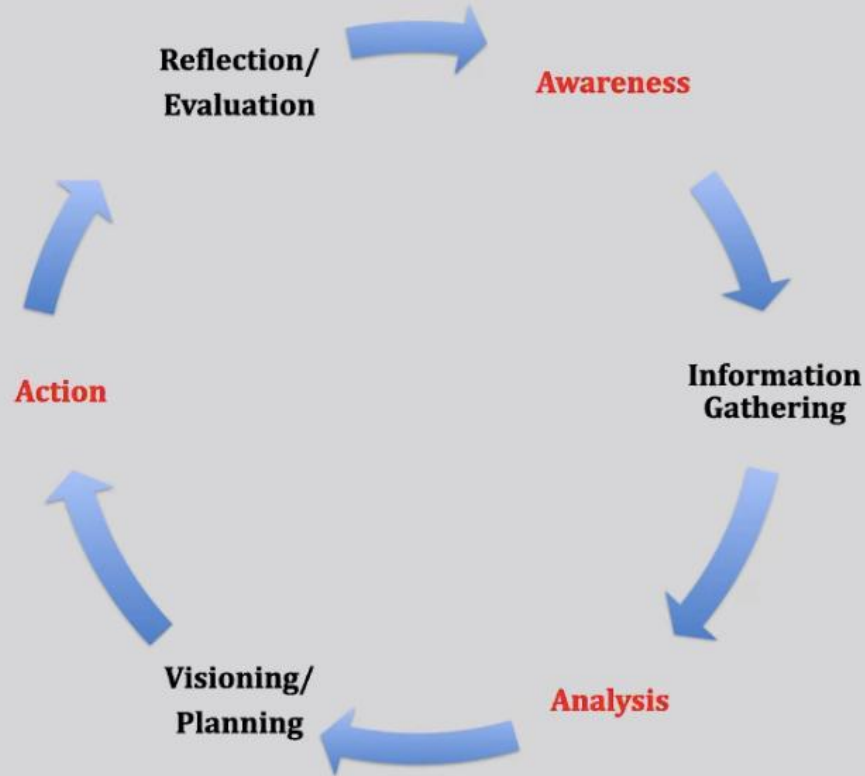


Figure 1.0

Project Scope

To meet the needs of OCPEH, Conscious Leadership proposes to facilitate seven (7) 2-hour training/culture development sessions with OCPEH, and seven (7) 1-hour debriefing sessions with the Executive Director and/or Leadership Team Members. As noted previously, these sessions are designed to cultivate OCPEH's culture, analyze programs and services provided, and design a plan of action to form a racial equity committee and maximize impact.

Project Scope Outline

Conscious Leadership - Content/Topics	Key Performance Indicators
Session 1 - Awareness	<p>Respect, recognize, and hold space for people's varied experiences and spaces, particularly black experiences and black spaces.</p> <p>Understand each other, specifically with regard to where team members exist in the various power structures that exist between board, staff and volunteers.</p>
Session 2 - Information Gathering	<p>Determine what individual work needs to be done and what group work needs to be done to move racial equity forward.</p>
Session 3 - Analysis	<p>Give the team a common set of definition, terms, and concepts.</p> <p>Equip people to become leaders among peers and colleagues.</p>

Project Scope Outline Cont.

Conscious Leadership - Content/Topics	Key Performance Indicators
Session 4 - Vision/Plan	A greater commitment to honesty and speak “truth to power” A willingness of all members to engage in difficult conversations.
Session 5 - Action	Train and empower people to become communicators of why racial equity is important.
Session 6 - Evaluation	Improved culture - team members being able to have substantive discussions and bring their authentic selves to the table.
Session 7 - New Awareness	TBD upon completion of sessions 1 - 6

Budget

<u>Item</u>	<u>Rate</u>	<u>Hours</u>	<u>Cost</u>
Training/Culture Development Sessions	\$250/hour	14 hrs	\$3,500
Session Preparation	\$250/hour	21 hrs	\$5,250
Debrief/Planning Calls	\$250/hour	7 hrs	\$1,750
		Sub-Total	\$10,500
		Discount	(-\$500)
		Total	\$10,000