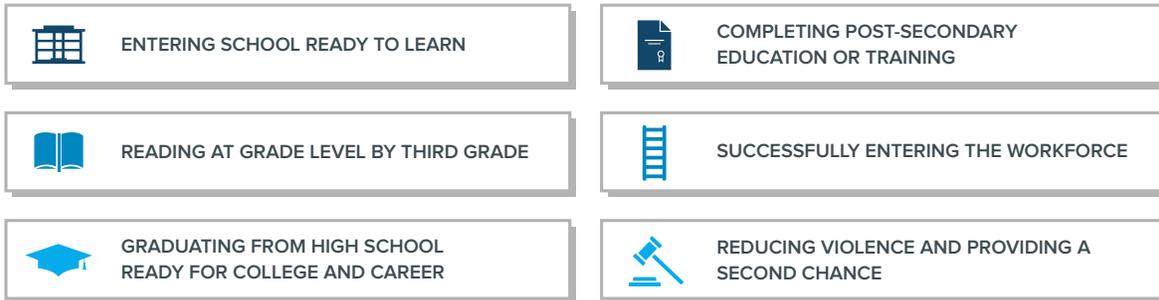


For decades, opportunity has lagged behind for millions of boys and young men of color (BYMOC). In February 2014, President Obama launched the My Brother's Keeper Initiative to address these persistent opportunity gaps to ensure that all young people can reach their full potential. A MBK Initiative Task Force developed a comprehensive report and recommended the following six focus areas:



## When corporations and businesses support the MBK mission, both the community and your business reap the rewards

By supporting BYMOC, your business can:



Instill necessary knowledge, skills, and abilities in the future talent pipeline



Demonstrate an investment in diversity and inclusion, which drives innovation and employee engagement, and increases brand value



Better target potential customers and attract top talent

### How to Get Involved



- Adjust your internal talent strategy to support BYMOC by:
  - Targeting sourcing efforts toward BYMOC talent pools
  - Enacting “fair chance policies” throughout the evaluation and hiring process
  - Providing connection and development opportunities to BYMOC within your workforce
- Direct corporate citizenship efforts toward BYMOC through:
  - Mentoring and tutoring
  - Exposure and shadowing opportunities
  - Soft-skill workshops (e.g., financial literacy, communication skills, resume writing)
  - Strategic philanthropic investments (e.g., in-kind contributions of products, resources, and services)

The MBK Playbook for Corporations and Businesses was created as a tool to mobilize your business to address obstacles facing BYMOC. It includes introductory information about the MBK Initiative, a business case that explores the business value of supporting BYMOC, two key channels of involvement, and a toolkit to guide your business' efforts.

For more information or to download the playbook or this document, visit the [MBK Alliance Website](#).