

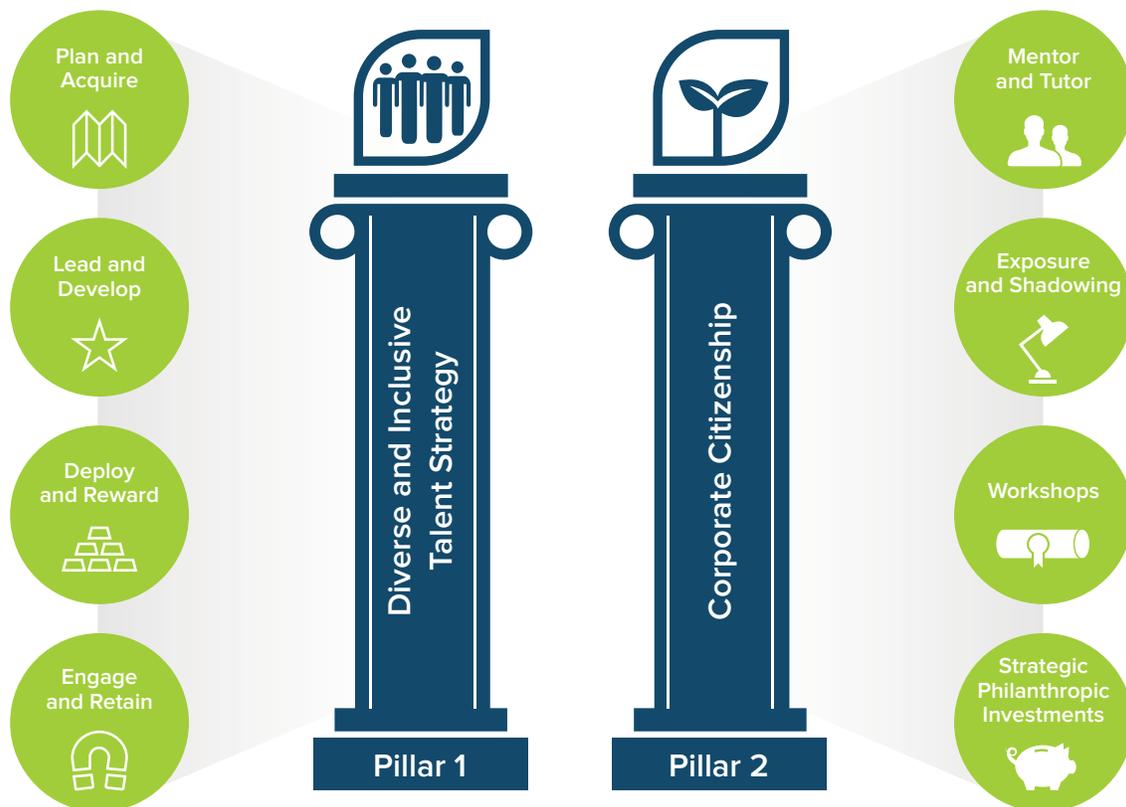
# MY BROTHER'S KEEPER ALLIANCE PLAYBOOK FOR CORPORATIONS AND BUSINESSES

## SUPPLEMENT FOR SMALL BUSINESSES

The My Brother's Keeper Alliance (MBK Alliance) Playbook for Corporations and Businesses was published by MBK Alliance and Deloitte in April 2015 to provide guidance on how businesses can support boys and young men of color (BYMOC).

The playbook describes two channels through which you can support BYMOC, referred to as Strategic Pillars.

This supplement provides an illustrative set of quick-win initiatives you can implement as a small business to support BYMOC and an overview of the business case for supporting BYMOC.



### TAILOR AND SCALE THE PLAYBOOK'S RECOMMENDATIONS TO MATCH YOUR RESOURCES

We encourage you to think more broadly about your long-term business strategy and tailor or scale the recommendations outlined in the playbook to your organization to improve the outcomes for BYMOC in your community.

Please refer to the Strategic Pillars sections of the playbook (pages 19-65) to learn more about short- and long-term initiatives you can implement to support BYMOC.

# How to Support BYMOC

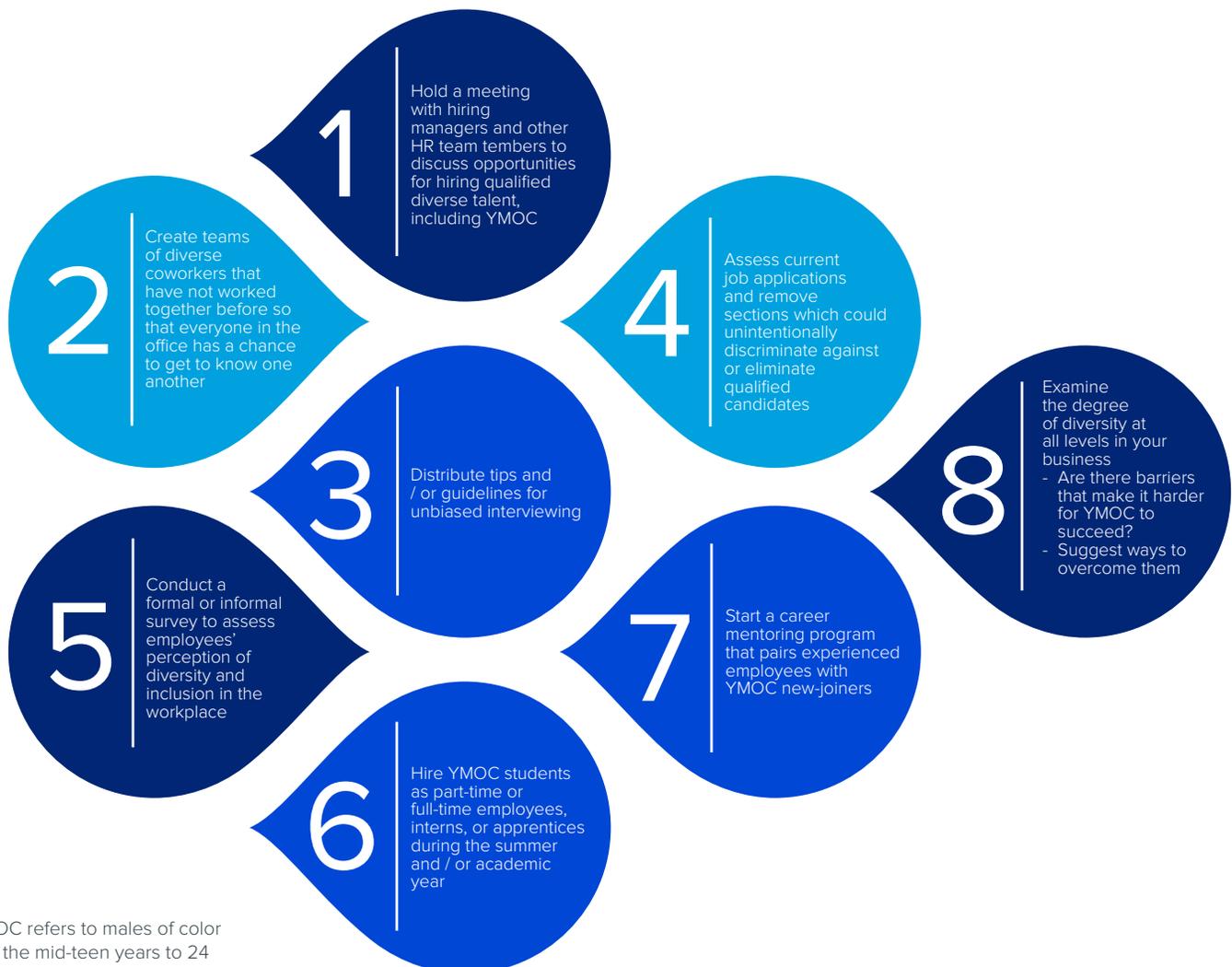


## ENHANCE YOUR TALENT STRATEGY

### EVOLVE YOUR TALENT STRATEGY TO SUPPORT YOUNG MEN OF COLOR (YMOC)\*

- Examine the diversity and inclusiveness of your sourcing, hiring, development, and engagement practices
- Provide fair and equitable opportunities for YMOC to transition into and succeed in the workplace (e.g., unbiased interviewing, apprenticeship opportunities)
- Build relationships with organizations that support YMOC to gain access to potential employees

Below are eight critical initiatives you can implement to make your talent strategy more inclusive and supportive of YMOC.



\*YMOC refers to males of color from the mid-teen years to 24 years of age.

# How to Support BYMOC

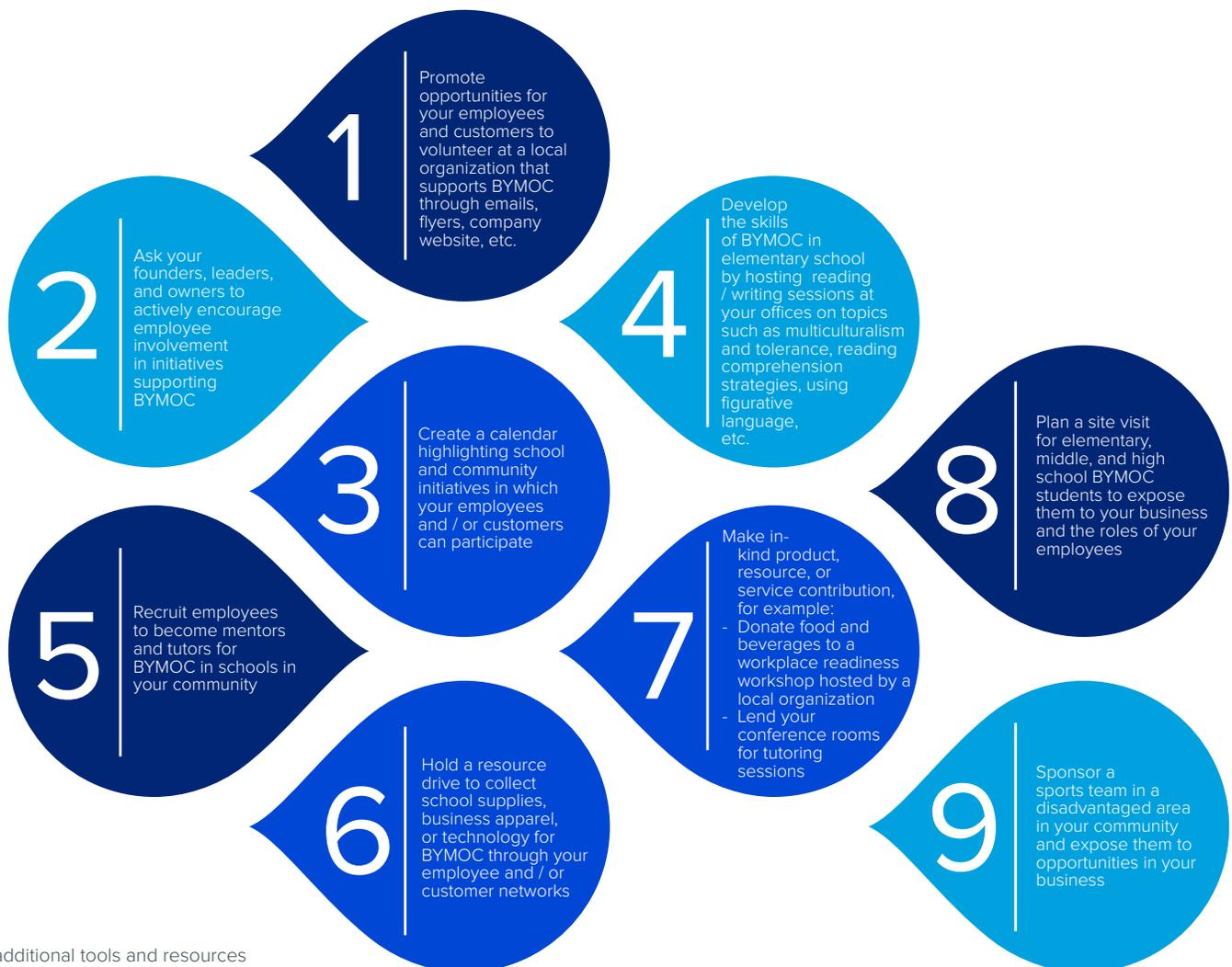


## FOCUS YOUR CORPORATE CITIZENSHIP EFFORTS

### WORK WITH YOUR COMMUNITY OR PARTNER WITH AN ORGANIZATION TO BOOST YOUR EFFORTS AND IMPACT TOWARD BYMOC

- Get involved in the work your community is doing to support BYMOC
- Tap into the work of organizations supporting BYMOC for an expedient way to make an impact
- Leverage your business and personal relationships with customers and suppliers to gather support

Below are nine corporate citizenship initiatives you can implement to focus your support on BYMOC.



For additional tools and resources your business can use to support BYMOC, refer to the toolkit section of the playbook (page 67).

# Why Support BYMOC

Supporting BYMOC provides a significant advantage for your business: it can bring financial value while enhancing your business' talent and brand strategy. The following are the three central business drivers for supporting BYMOC:

## BUSINESS DRIVERS TO SUPPORT BYMOC



Builds your brand

Studies show that 92% of consumers would purchase from a brand that supports social or environmental causes



Diversifies your talent pool

Diverse companies experience more innovative decision-making practices and an improved ability to reach a broad customer base



Provides recruiting and retention benefits

Fostering a diverse corporate culture increases retention and reduces turnover costs, directly impacting the bottom line

Below is an example of how a small business owner can create impact for BYMOC in the community by preparing BYMOC to enter higher learning institutions and get a job.

## Making an Impact as a Small Business



### Company Type / Size: Family-owned and operated apparel shop in a college town

#### ISSUE

The secondary school system in the small business owner's town lagged behind those of nearby, similarly-sized towns - both in standardized test scores and in graduation rates. Many BYMOC students in these schools lacked the necessary skills and knowledge to successfully apply to higher education opportunities and get a job.

#### APPROACH

The small business owner offered an apprenticeship program to five BYMOC high school students. The small business owner provided the apprentices career advice, small-scale "workshops" to enhance test-taking skills, and bi-weekly, individual check-ins to track student progress. Apprentices that demonstrated a willingness to learn and grow automatically received an interview at the local university through a partnership the small business had created, and received a job offer to work on the sales floor upon graduation from high school.

#### IMPACT

The small business owner created job opportunities for high school students and allowed them to build their resumes and be more competitive members of the workforce.