

Twitter Thread by Woke Capital



Woke Capital

[@WokeCapital](#)



"The summer's protests forced businesses to denounce systemic racism and pledge to address pressing equity issues."

>Protests forced businesses

Correct me if I'm wrong, but they're saying violence works?

This past year brought a series of changes in corporate America. The summer's protests forced businesses to denounce systemic racism and pledge to address pressing equity issues—here are 2020's most encouraging trends from the social justice frontlines



Forbes Diversity & Inclusion Awards 2020: The 2% Solution To Racial Inequality

The summer's widespread protests forced corporations and small businesses alike to denounce systemic racism and pledge to address pressing equity ...

forbes.com

2:53 PM · Jan 2, 2021 · Sprinklr

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"Initiatives that would have taken companies years to craft now launching at a lightning pace as executives move to embed diversity & inclusion into their core business strategy. Equity and belonging will likely remain front of mind."

Faced with crisis, these are the solutions.

This past year ushered in a series of changes in corporate America, most notably for diversity heads. What started as innocuously as any other year soon spiraled into a global pandemic, a shift to remote work and sweeping civil unrest. The summer's widespread protests forced corporations and small businesses alike to denounce discrimination and systemic racism and pledge to address and redress pressing equity issues. "I don't think we've seen a stance from organizations to the extent that we have seen this year, and they have been bold, they have been public, and they have been actionable," says Girish Ganesan, global head of diversity and inclusion at TD Bank Group, who helped select the winners of our inaugural Forbes Diversity & Inclusion Awards.

I interrupt this thread for physiognomy check on author (left) and quoted h*mosubcon (right).

Fellas, I must admit I would bleach left; WYB?

Different solution for right, naturally.



The 2% Solution, eh...

Most Intriguing Idea: The 2% Solution

In a June speech, private equity billionaire Robert F. Smith called on big banks and large corporations to invest 2% of their annual net income over the next decade into institutions that service the Black community.

Most Disruptive Organization: Nasdaq

Just weeks ago, Nasdaq proposed a new board diversity mandate that will require companies listed on its U.S. stock exchange to have at least one woman and one director who self-identifies as an underrepresented minority or member of the LGBTQ community.

On top: carrot

On bottom: stick

Outstanding Firm: Ben & Jerry's

The socially conscious ice-cream maker continues to serve up justice with a cherry on top. Although the Vermont-based company, which was acquired by Unilever in April 2000, is best known for its creamy confections, Ben & Jerry's has been vocal in its support for racial justice, LGBTQ equality and women's rights.

Annus Horribilis: Google

After releasing an unimpressive diversity report in May, Google significantly scaled back its diversity training programs, fired several diversity recruiters and incited public furor when it ousted a prominent Black A.I. researcher in early December.

Get ready to diversity your executive team with this new position: Chief Black Person.

This ties directly into the [@FamedCelebrity](#) post I RT'd this morning (which you should all read).

Forbes Forecast: Welcome the CDO

The chief diversity officer role is here to stay—and the demand for one will be at an all-time high as companies grapple to meet the needs of a rapidly changing workforce.



ERIK MCGREGOR/GETTY IMAGES

Gemal Harris had a barrier-breaking win by getting 1% of the DNC primary vote and being selected for the Veep slot on a ticket that is attempting to steal the presidency via fraud.

Huge win, truly #BlackGirlMagic. Person of the year!

And drumroll, please ...

The Forbes Diversity & Inclusion Person Of The Year: Kamala Harris

Her barrier-breaking win makes her the first woman, first Black person and first person of Asian descent to be elected U.S. vice president.



Kamala Harris TASOS KATOPODIS/GETTY IMAGES

I think I've already lost more followers for saying IWB this ebony queen than any other post... Listen up, I may be racist, but I sure as hell ain't gay!

<https://t.co/s21vIOVpU8>

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Different solution for right, naturally. pic.twitter.com/I0WRGvbbFy

— Woke Capital (@WokeCapital) [January 4, 2021](#)

The argument against was best made by ME, and certainly confuses the matter... if all Africans are male, bleaching her is in fact gay. Quite the conundrum.

<https://t.co/QpLrzU8V47>

Lashana Lynch (LYNCH!?) is another data point supporting my Theory of African Maleness.

Theory supposes that all Africans are actually male. Any black "woman" you see is actually an M2F tranner.

Of course, not all believe in this. Gimli, son of Gl\x3in being the leading skeptic. pic.twitter.com/dEREdr4O9R

— Woke Capital (@WokeCapital) November 5, 2020

The official title of this position is actually HNIC.

<https://t.co/czzFzuGZWY>

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pic.twitter.com/8AmmrKMrWW

— Woke Capital (@WokeCapital) January 4, 2021