

## Transcript for Webinar “BB4C Pro for Consultants and Capacity Builders”

Host: Building Movement Project

Record Date: October 19, 2023 2:00pm ET

View Recording: <https://bit.ly/BB4C-Pro-YT>

Mercedes Brown :

Perfect. Welcome folks. We will get started in a few minutes. Just give people a minute to arrive.

Perfect. We're doing good with numbers. Let's go ahead and get started. Especially with the introductory pieces. Thanks for being here. Jazz, we can advance to the next slide. Thank you. Thank you. Thank you. Thank you. Welcome to the kickoff webinar for the Building Movement Projects New consultant Resource, Building Blocks for Change Pro or BB4C Pro for short. Thank you for your interest in BB4C Pro and taking out time to join us on a Thursday afternoon. I also would like to extend a couple more appreciations. One to my colleagues from the Building Movement Project team who are supporting this webinar both behind the scenes and in front of the scenes. And thanks to our panelists who are joining as well. Before we dive in, let's do a couple introductions and then give you all the opportunity to introduce yourselves through the chat.

Again, as I referenced, I'm joined by a number of colleagues. One of my colleagues, Camryn Snell from BMP, you will hear from her later, so I'll introduce you to her. And we're also joined by race equity experts, Chanté Chambers from Chambers North Star Consulting, and Monica Biswas from ProInspire. They'll join us for a moderated panel discussion around their experience using the Building Blocks for Change race equity assessment, as well as they will be available for audience Q&A towards the end. And last but certainly not least, I invite you all to introduce yourselves in the chat by sharing a couple things. One, your name and your preferred pronouns if you care to share, and your role and location. That information is helpful for one another as you interact with each other as well as the Building Movement Project team and our panelists.

We can shift to the next slide. Before we dive into our content, let's take a look at the agenda to see what we have on tap for the next hour. Before we get started, let me surface a couple logistics to help you navigate. This webinar is being recorded, so you may or may not have heard the recording announcement go off. It is being recorded and it will be available for folks to access later. I also want to encourage you to and invite you to interact with us in a number of ways throughout the webinar. One being respond to a series of poll questions. We'll get started as soon as I wrap up here, launch into a couple polls. I also invite you to use the chat feature to interact with our team as well as one another. And then the last thing that you'll hear me say here and then probably repeatedly throughout our session, is I'm encouraging you all to use the Q&A feature to ask questions rather than entering your questions in the chat. That will better enable our team to track and respond to your questions without them getting lost in the mix with all the other general comments submitted through the chat. You can submit questions anonymously. If you're not familiar with doing that, you can most certainly do that in this instance.

And then the other thing I'll note is I encourage you to ask questions along the way. We will certainly hold time towards the end for Q&A, but there may be more lower hanging fruit that our team can respond to throughout the webinar so I invite you to submit questions. During the session we are going to cover a couple of things. Shifting away from logistics, we will provide a high level overview of our Building Blocks for Change or BB4C assessment for folks who are unfamiliar with our assessment and for folks who just need a reminder. Then we will shift gears and talk about the star of the show, which is our new resource, Building Blocks for Change Pro or BB4C Pro for short.

So we'll provide an introduction as well as a demo of a component of the offering, which is the dashboard. You'll hear about that later. The other thing that we'll do, which we're absolutely as excited about, is we'll launch into a moderated panel discussion with our colleagues, Chanté and Monica, which I referenced earlier. We'll swing it to audience Q&A where you'll have an opportunity to ask questions of the Building Movement Project team as well as our two colleagues from the field and then we'll close

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out with next steps and make sure that you know how to contact our team should you have interest in BB4C Pro. And if you're ready to register, we'll also make sure you know how to go about doing that.

Without further ado, let's launch into a couple polls. UyenThi, we can launch the polls now. So there's two polls. We can advance to the next slide please. Two things we would like you to respond to at lightning speed if you wouldn't mind. The first is sharing with our team and the rest of the folks on the webinar what role you most closely identify with and then describing for us your familiarity with the Building Blocks for Change race equity assessment. My colleague will tap me when we're at about 70 to 80% and we will close it down and look at the results. And again, there are two polls, two questions in the same poll. We thought we'd get a two for one here, so hopefully that's okay.

UyenThi :

Looks like folks are answering, Mercedes. We're at 76% answer rate so far. 78.

Mercedes Brown :

All right, let's get to 80 and then let's-

UyenThi :

All right.

Mercedes Brown :

They're flying. This is good.

UyenThi :

Here we are. 86%.

Mercedes Brown :

Okay. Fantastic. Let's see what that looks like. Who do we have in the room and how familiar are you with the assessment? Not sure if they're showing up on the main screen. It doesn't look like it, but I'm happy to share that we have at around 28% folks who identify as being nonprofit employees. We do have the lion's share of the participants identifying as being DEI professionals, so they're capacity builders or otherwise DEI consultants. We do have advocacy groups in the room as well as funders. Thank you for being here. And at least some folks representing the intermediary sector as well. So fantastic. We're in great company. This tool is absolutely designed to benefit both you as well as your partners and constituents, so I'm glad to have you. And then with regard to familiarity with the Building Blocks for Change race equity assessment, we do have a lot of folks on the call, around 45%, who are unfamiliar. They've not heard of BB4C before receiving the webinar invitation. So I would say mostly unfamiliar or slightly familiar. We do have some folks representing who are moderately familiar and very familiar or moderately familiar rather with the tool. So thank you for sharing that and responding to the polls.

That will help my colleague, Camryn, and the rest of the panelists make sure ... Sorry. Technical difficulties on my end. Make sure that we know who's in the room, how familiar you are with the tool. It'll be really helpful. All right. Let's close the poll down and we can shift to the next slide. So on the heels of that, let's talk about Building Blocks for Change. The race equity assessment that the Building Movement Project released in January of this year. Especially given how unfamiliar I would say a lot of the audience is to the tool that we released earlier this year. Let's drop the link. My colleague UyenThi from BMP will drop the link in the chat to the Building Movement Project's race equity assessment website, Building Blocks for Change. And then let's shift gears to the very first slide in this section.

Fantastic. I'll provide a high level overview of the Building Blocks for Change race equity assessment because we do want to hold as much space as possible to talk about the add-on, the new addition, but I want to make sure folks are all on the same page with what we mean by Building Blocks for Change or

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BB4C. So as I mentioned already, in January of this year, after three and a half years of beta testing Building Movement Project released a race equity assessment that we titled Building Blocks for Change or BB4C for short that we designed to help nonprofits build the foundation to foster more racially equitable workplaces. This came out of our Race To Lead research. Our findings pointed us clearly in the direction that we had something to bring to bear that would fill an untapped area of the market and add to the incredible race equity assessments on the market with our own flare at BMP.

We developed a framework that we believe at Building Movement Project with the support of an incredible national advisory committee, a host of consultants and our BMP staff. We circled and landed on a framework that we do think will provide nonprofits as well as consultants the types of insights that are necessary to understand the organizational culture within nonprofits and help nonprofits build more aligned and equitable teams. And that particular framework aims to help nonprofit organizations and leaders within nonprofits understand where they have capacity in regards to learning, leadership, conversation and voice and where they need to build capacity in those four areas in order to create and cultivate an environment within their organizations that is equitable and feels inclusive and fosters a real sense of belonging for their employees. The reason we focus in on learning, leadership, conversation and voice and you can see more about that framework and what we mean when I reference those four capacities is we believe those are the most impactful drivers of change within nonprofits. Not just change in service of race equity and inclusion, but organizational development and culture change writ large. And so that's why we landed on those.

We can shift gears now to a slide that will show you better than I can tell you what is included in the race equity assessment offering that we released earlier this year. So organizations have access to once they purchase ... So this assessment is available on a fairly nominal fee based on organizational budget. They can purchase the assessment through our website. They do have access to a staff-wide anonymized survey where they will then receive a custom report with aggregated findings as well as disaggregated findings depending on the robust nature and the diversity of their dataset. They'll also have access to their version of a dashboard, which you will hear a lot more about later when we're talking about the newer offering or the add-on.

So organizations will have access to a dashboard that houses a robust library of digital materials, tools and guidance to help them navigate our race equity assessment process. They'll also through that dashboard be able to access technical assistance and support through our team, my colleague Camryn and I. And as part of the process they will also receive weekly communications, especially during the survey phase so that they can better understand where they are in terms of participation of the larger staff in their survey during the survey phase of the assessment. So again, there was so much more ... Camryn and I do a full hour on the assessment itself, but again, we have to hold time to move through some of the other parts of the webinar. So I invite you if you are unfamiliar with the Building Blocks for Change assessment to click the link that was dropped in the chat earlier to learn more about BB4C and use the Q&A feature to ask our team questions.

So without further ado, let's swing into the star of the show so we can shift to the next slide. It was very apparent to our team once we released BB4C earlier this year that we needed to fast track the development and launch of the companion pro version of the Building Blocks for Change assessment process specifically to support the needs of our consultant and capacity building partners who are in the trenches working alongside nonprofits as they're trying to shift the workplace culture in service of equity and inclusion and so that is where BB4C Pro was born.

We can shift to the next slide. And we'll talk a little bit more rather about what BB4C Pro includes before I gladly hand it off to my colleague to walk you through very quickly a high level demo of part of the

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offering, which is the dashboard. So as I mentioned, this tool is designed to specifically meet the needs of consultants and capacity builders who are working with nonprofit organizations either on race equity efforts as well as just general organizational development. I always like to make sure folks really understand the really deep organizational development aspect of the Building Blocks for Change race equity assessment. So what this resource in particular is and what it includes rather is access to a dashboard that houses digital tools and resources similar to the one that I referenced a couple slides back when I was referring to the assessment that your clients can access right now. Some of those resources include a couple examples. Report interpretation guides, sample meeting agendas, cohort timelines and other tools that we have garnered are helpful to capacity builders in leading either cohorts of nonprofits or individual nonprofits through a race equity assessment process.

In addition, consultants receive access to technical assistance provided by the staff at Building Movement Project in addition to their client's reports. So the consultants also receive access to your client's reports, both the high level report as well as those deeper dives through the disaggregated add-on options. In addition to gaining access to those reports, our team will also share those weekly participation rates of your client organizations with you as a consultant. We'll offer training and onboarding support, which I'll reference a bit later and we hope to be able to build a broader community of practice to offer peer learning and practice opportunities for consultants leading race equity initiatives in the field who are also using our Building Blocks for Change race equity assessment.

We can shift now to the next slide that will again do a better job, I hope, at helping you understand what the robust nature of the BB4C Pro offering is. I referenced a couple already, so I'll give you a moment just to take a peek. But similar to the earlier grid that you saw with regard to the current assessment that's available for nonprofits directly, the consultants receive many similar offerings. So the survey and the report, the technical assistance by our team, that dashboard and then a part of the offering that we plan to roll out and start to build later this year and really dive deep into it in early 2024.

All right. I know I am breezing through this, so light the Q&A up with questions. We can shift gears now to the next slide before I gladly hand it off to my colleague, Camryn. I want to highlight one other thing before I hand it off to Camryn, which is that we designed Building Blocks for Change Pro for consultants to fit two primary use cases. Not saying that these are all of the use cases, but these are the primary ones. We designed it to be complimentary to consultant support of individual organizations as well as times in which they might be supporting cohorts of organizations. And so in the case of individual organization support, it includes resources to support consultant engagement with organizations on a one-on-one basis. That means that they are not coming together and interacting with one another, but you have contracts with organization A and organization B and you are doing race equity assessment work. You can use BB4C Pro and BB4C to support that organization.

And in contrast, we also designed this cohort bucket of resources to include tools and materials that are helpful for you to use when you're engaging within peer learning and practice communities, which we define as two or more organizations who are interacting at some point. So they're coming together for cohort sessions. You'll hear a little bit more about how we use BB4C and that capacity later, but that's when you are bringing organizations together for some collective learning as well as interacting with them individually and supporting their race equity assessment work internally.

So now I will gladly hand it off to my colleague Camryn to walk us through the BB4C Pro dashboard so that you can get a better understanding of that specific aspect of the BB4C Pro offering.

Camryn Snell :

Thanks Mercedes. Let's slide into a quick demo of the Pro dashboard. Awesome. Awesome. So as you can see, the BB4C Pro dashboard is password protected. Once you enter the password, you will be

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directed to the homepage of the dashboard that contains brief introduction and orientation. As you can see there, the dashboard is broken out into two sections. The first is the one-on-one client organization section that will take you to resources meant to support one client organization at a time through the process. In this section you'll find resources and materials that will inform how your clients will engage with each phase, what they can expect to take away from each phase and what you can do to support your client organization throughout the process. I will emphasize here that this dashboard was intentionally designed to compliment the client experience so you'll have direct access to your client organization's dashboard that they'll use internally to navigate the assessment process.

Also highlighting here that this dashboard is broken down phase by phase, so you can expect similar support and suggestions for each phase as you navigate the assessment process with your client. Another way that our team is committed to supporting you throughout the process is by offering technical support by way of the BB4C help desk, which contains a short form in which you could submit requests for process related issues, material related issues, or request an interpretation session of your client's custom report. The BMP team is also dedicated to continually improving the BB4C assessment process. As such, you will have an opportunity to submit feedback. So our team invites consultants and capacity builders to submit feedback on challenges, observations, and experiences that could lead to BB4C improvements. For your convenience, you will also find on this dashboard frequently asked questions for leading your client organization through the assessment process.

So that is the one-on-one client organization side at a glance. Now let's head over to the cohort section, which is where you'll find materials that can support you in assembling and running a cohort of organizations that want to participate in BB4C at the same time. By design, the cohort section of the dashboard is in a format that's almost identical to that of the client side and includes actionable steps which can be tracked through the interactive progress tracking feature here. You'll also find a suite of cohort materials such as the intake survey template which was developed so that you can obtain initial information from potential participants to determine which organizations are fully ready to commit to participating in a BB4C cohort at this time. We also offer sample agendas for each phase, which provide guidance and discussion prompts for 60 to 90 minute meetings that invite participants to become more familiar with the assessment process before they launch at their organization.

Again, you will have direct access to the client dashboard where you can view your client's organizations, your client organization's materials, progress and next steps. And again, like the other dashboards, this one is phase based, meaning that you can find similar tips, reminders, and guidance for each phase as you move throughout the assessment process. For your convenience, you will also be able to access the help desk and submit feedback directly from the cohort side of the dashboard in addition to viewing cohort specific FAQs. So that is the cohort section of the dashboard at a glance. Thank you all so much for tuning into this very quick demo. Now I'll kick it to Mercedes for more information on how you can access the dashboard.

Mercedes Brown :

Thank you Camryn, for that high level demo. Again, want to acknowledge that we are moving through a lot of content very fast. Hopefully though that gives you a feel for what you could expect if you were to move forward with accessing BB4C Pro, at least in regards to the dashboard, which as Camryn referenced earlier, enables you to be in touch with our team to receive technical assistance if you need it throughout the BB4C assessment process. Let's shift gears though very quickly before we turn it over to the panel or we shift to the panel discussion rather, to how to access BB4C Pro. Told you a lot and a little about what it is. Let's make sure you know how to gain access. So let's shift to the next slide please with the onboarding. Fantastic. Thank you so much Jazz. So Camryn referenced this a couple of times, but



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capacity builders and consultants who are interested in using BB4C Pro will submit a registration form that is available on our website.

So if we can drop in the chat if we haven't already the link to the consultant's webpage or tab on the Building Blocks for Change website. There you'll find more information on the BB4C Pro add-on as well as the link to register to receive access. So you'll receive an automated communication from us signaling to you that we have in fact received your submission. Our team at BMP will review that submission and schedule what we are calling an intake and training. Then we will swing into the onboarding phase of the access process. There, consultants should expect to meet with our team for two one and a half hour training sessions where we provide you the information you need to successfully, one, understand the Building Blocks for Change assessment, but then to successfully use the assessment with your client organizations in either a one-on-one capacity, as you've heard Camryn reference earlier, or if you plan to use BB4C in a cohort setting. So from there, consultants will receive access to BB4C Pro via an email where we will share the logon credentials, which you obviously should not share with other consultants. We want to make sure everyone is going through this standardized streamlined process we hope before they gain access to the tool.

And then last but certainly not least, we invite consultants to participate in what we're calling practice and learning collaboratives with our both staff at Building Movement Project as well as your colleagues in the field who are using the race equity assessment to explore best practices with its particular use to really make sense of and pull learnings from the high level sector findings that our colleagues over at Building Movement Project are already uncovering. As more organizations participate in the Building Blocks for Change assessment, the more we build a robust data set that we hope we can collectively learn from.

And then lastly, we invite you all to through this engagement part of the continuum, help us understand at Building Movement Project through your experience where we may need to enhance and refine and hone not only BB4C Pro, but also the assessment itself. So that hopefully in a nutshell will give you at least at a very high level a sense of how you can gain access to the Building Blocks for Change Pro resource. And we'll also, again, before we wrap up, make sure that we share that link as well. That was a lot. That was a lot.

Let's shift gears now. Let's hear from some of our colleagues in the field who have direct experience utilizing the Building Blocks for Change race equity assessment with their partners both individually as well as they were leading cohorts. Let's swing up if we can, get the spotlight on Monica, Chanté and then I'm already spotlighted.

Let's swing it to the questions. Welcome Monica. Welcome Chanté. All right. Thank you both again for being here. You could have been anywhere else but you are here with us having fun talking all things BB4C Pro and our team at BMP most certainly appreciates that. We are going to launch right out the gate into a series of questions that we have for Chanté. So Chanté, if you wouldn't mind coming off mute. And actually I'll share this before we dive in. I got ahead of myself in all of my excitement. My colleague either is or will drop into the chat, the link to Monica and Chanté's bios. So thank you to the two of you for providing those. If you all are interested at all in connecting with either Monica or Chanté, we invite you to check them out. Thank you UyenThi for doing that. Chanté, now after the false start, let's swing into it. I have one question to kick us off, which is how have you integrated the BB4C assessment process into your traditional approach to working with your clients? And it is a two-parter. And if you can add on to that response, how has the assessment complimented your approach?

Chanté Chambers:

Yeah. Thank you for that question Mercedes and good afternoon everyone. As an independent consultant usually working on smaller teams, you're called to do everything at once. And what I found about this report that was really helpful was one, that it allowed me to quickly get an overall understanding of the organizations and the cohorts I was supporting but also get that disaggregated data, which you can spend a lot of time trying to break down yourself. And even with the recommendations or the findings in the report, I loved that it lifted up both strengths and opportunities for developments, but even in both buckets and what can you improve on and what's actually working really well? And so it minimized I think some of the time I had to spend on gathering information, dissecting it, disaggregating it and sense-making and instead using what the report shared with my own understanding and research to then move forward faster.

And then the other thing, again, that team of one that was really helpful is that automated process. So not only was it gathering the responses, sending updated survey completion rates, but it also automated the reporting process. And that just added so much efficiency and a very quick turnaround, which meant that I could then in turn hit the ground running with the clients and the folks I was supporting from day one. And the findings weren't just speculation or subjective takeaways. It was research based. It was backed by research best practices and so I felt really comfortable implementing it into my practice. And I just found it really complimentary, especially working with a diverse set of organizations who were experiencing their variety of challenges to be able to use this report and help them narrow in on what's going to have the greatest impact as they think, not just about their culture and the equity within their organization, but how to also begin to implement it.

And per your second question, the two parter, I would say just moving forward, there are a couple of things that I think again would be really helpful to continue to implement this in your practice, especially if you're a solo practitioner. One, you're going to get resources that will be helpful. And again, it compliments what you know. Sometimes as a team of one or smaller department, you get wrapped up on what have I always done, what do I know to do or you spend a lot of time researching and going down that rabbit hole. But again, it gives you efficient resources and it's almost like you have a built in, baked in thought partner without the added cost of that consulting. And then the other thing is that community of practice. Again, knowing that you're working with other consultants and experts in the space who are working to shift equity and you have that community to continue to build upon your practice, your knowledge, and then your impact in the field.

Mercedes Brown :

Perfect. Thank you, Chanté. That's always really helpful for the team at BMP to hear, especially as you reflected on how the assessment process was really complimentary but also led to some efficiencies in your workflow. And I think the one thing I want to make sure folks take away on this webinar is that BMP did not develop Building Blocks for a Change to replace our consultants in the field who were collaborating with organizations as they're trying to pursue greater equity within their organizations in their work and the support that they provide to their constituencies. Instead, we were absolutely trying to do a couple things. One, design a tool that could meet the need in the way that Chanté articulated so eloquently and add those workflow efficiencies that better enable you to dig in and focus in on ... Really spend the time. Chanté isn't the first consultant who shared with us, hey, we're able to get to what matters when we don't have to create a custom survey and then analyze the findings or hire someone to support us to analyze those findings and produce that report. And to be able to access this automated report has really been a game changer so that's great to hear.

And then two, we wanted to develop a process that organizations could at least use as an accelerator or a starting point. And we've seen a lot of organizations leverage their BB4C findings and then it was clear

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as day they need to hire a consultant or a capacity builder. And then we've interacted with consultants who have come on board post BB4C engagement who've leveraged the tool to really jump off their work with the nonprofit. So Chanté, very grateful for both your partnership and to hear that and your experience. Is there anything else? I have one follow-up question at least for now that I wanted to kick your way now that you have a feel for what BB4C Pro has to offer. How would you articulate using ... Or excuse me. How do you anticipate rather using this new tool in your practice and how do you see it benefiting solo practitioners? And you got at this a little bit earlier. Thank you for doing that. Is there anything else you'd like to add that you want your colleagues to know about how you see this tool being useful in their practice?

Chanté Chambers:

Yeah. I think I just want to underscore both the efficiency and then the thoroughness of the report. I'm someone who's created a lot of these unique individual assessments for organizations. I've also used reports or assessments that have existed out there and this was one that I found to be pretty universal across a variety of org sizes, contexts and things of that nature. And so it's one that I think I will revisit. Because again, it's not just focusing on one segment, it's thinking about four really critical components that really drive sustainability in an organization, but also the way that people feel in this space. So I just want to double down on endorsing it, just the simplicity of it but the thoughtfulness behind it.

Mercedes Brown :

Fantastic. Thank you, Chanté. You are off the hook for now. I will turn my attention to Monica who I have a couple questions for. Thanks again Monica, for being here. In your role at ProInspire, how have you used the BB4C race equity assessment?

Monica Biswas :

Sure. And it's great to be on with everyone here to be talking about this. I'm actually very passionate about this topic, so thank you for the invitation. At ProInspire, we've used it in a couple of different ways. One way is through a cohort learning experience that we hosted. And it was specifically focused on organizations who wanted to focus on people practices. So those culture, policies, processes that impact the experience of people in the organization. And this BB4C assessment was such a great compliment to what we had planned in terms of the design for that session.

So I can talk a little bit more about what we found in a minute. The other way we've used it ... I've actually taken the survey as a staff member. So we implemented it at ProInspire and all staff took the survey and then we worked on making meaning of the findings and we used it at the beginning of this year actually to establish priorities about where our organization was going to focus in terms of that internal process improvement. Where can we build structures that are going to support race equity internally? So even for us as a race equity organization, we know that there's work to do and BB4C got us to really a deeper understanding even where we might have motivation already, but where do we build the structures and the processes to really support race equity and really institutionalize that.

Mercedes Brown :

Yes, Monica. So many gems. So much of what you said, I'll use it moving forward about what is the magic sauce, I call it of BB4C. Which having had experience in both nonprofit and government sector, being a part of and supporting race equity assessments, I haven't come across one like BB4C, which I feel like will lay bare some cultural gaps, some gaps in the org culture, gaps in alignment between where the organization wants to be and who it wants to be and where it currently is. And I do really appreciate the way you came at it and certainly appreciate you reaching out to us. ProInspire reaching out to us and identifying BB4C as the assessment to use as part of that cohort experience you referenced. And we were delighted when you all decided that you also wanted to administer the tool internally.



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I will just take a quick minute to make sure that the participants on this webinar know that as long as the consulting firm is a nonprofit, predominantly a nonprofit organization, you're also eligible to utilize the assessment in your practice. You certainly don't have to. We understand that predominantly that won't be the case for a lot of our consultant and capacity builder partners, but should that be the case, you can absolutely use the resource. And we're pleased at BMP to hear the ways in which even an organization like ProInspire was able to benefit from those deepened learnings that came by way of the BB4C framework as well as your robust custom report. So thank you for sharing that, Monica. I do have another question for you and reflecting on your experience. So in your experience administering the BB4C assessment process in a cohort or peer learning setting ... I just want to make sure we're covering our bases if folks are used to hearing it described and framed differently. Excuse me. What are the benefits to organizations that you observed?

Monica Biswas :

Yeah. There were numerous. I'll start off with an easy one. It's a really low cost and easy to implement tool. And so we've designed intake surveys and questionnaires and focus groups and done all that and it is a lot of effort to actually put that together as Chanté mentioned. All of it was ready to go. The communications were ready to go. And the cost of it actually makes it so affordable for organizations of all sizes. So really appreciated that. The fact that it was research-based, again, reiterating what Chanté named. Just gave us confidence and gave the organization's confidence, some of whom were a little bit reticent about using the tool, but knowing the history, the reputation of Building Movement Project, I think they were able to say, "Okay. Yes, we want to invest in this."

The other part that I think is really maybe one of the most valuable things is the really deep insights that get at the core of culture. So if we're doing this work, we know that you can put together all the policies in the world. All the things that are out there. But if the culture is not there to support it, none of those policies are going to stick. The impact of that is not going to be felt. People won't enforce them. They'll ignore it. They might do the opposite. And so what this gets at is what are the conditions that are needed for the race equity work to actually make an impact? And with the four areas of learning and leadership, conversation and voice, those things really get at some core things that allow people to get more at the root cause. That's what we've been talking about. It's really trying to address root cause not the symptoms.

And so when leaders can make shifts there, when they're looking at that and they make shifts there, they're starting to see how their work is actually changing. Not their E and I activities or equity and inclusion activities, but really how their working starts to change. The other benefit we found as that the folks at BMP will tell you, this is not an assessment with a grade. It really is ... I don't know how to describe it exactly, but it gives you some areas to look at. You have places where you've got strength and other areas where you can grow. It also talks about motivation. Where do you have motivation or need more motivation? Where do you have processes and where do you have structures? The combination of those things makes it not something that people can go and say, "Okay, I'm going to do this and then tomorrow I'm going to do something." But you have to make meaning of it. You have to spend that time to really get a deeper understanding of what's happening in your organization.

And so what I found in the cohort was the leaders had their reports, disaggregated reports, and then we had time together to make sense of the findings. And this is where I think the benefit of having a consultant, an intermediary, really supporting the BB4C makes a lot of sense and it allows us to lean into what we do best. To hold space, illuminate some things, help them make sense and gives them some tools to start with. So those are some of the benefits that I found in the cohort. So a lot and excited to use it again.

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Mercedes Brown :

I come off mute. You think I'd be a pro by now. Thank you for sure, Monica. Well said. Couldn't say it better so I won't. Also, the one thing though I will lift up because I do think it bears deep importance is the extent to which the framework that we built that undergirds both the assessment that we released in early January, this add-on and everything we continue to tinker with and add-on with regard to BB4C is the depth of that framework. That framework, which really does focus on those four capacities. But then layered into that are those focus areas. The motivation, practice and structures that we think have to be there as Monica eloquently put it. And it's great to hear that even in the cohort, this learning collaborative structure that you're able to ... There I would imagine there's opportunity for real learning about what are not only practices that can be tested within an organization, but then how can an organization shift from having a deep desire and commitment to shifting the culture and service of race, equity and inclusion to actually living out those values in a systematized way on a daily basis to really continue to live into those aspirational values. So Monica, thank you for sharing that.

I'm doing a quick time check. We are doing good. We are cruising. We are butting up right against the audience Q&A. Thank you Monica and Chanté. We'll keep you on the hot seat for a little longer because if there are questions that have come into the Q&A that you are better suited to ask or that are directed towards you, we will invite you to join us in answering. Let's shift gears. Let's bring Camryn on to the spotlight and let's swing into Q&A. Let's see what's coming to the chat and you won't be surprised to know that we've got some other questions queued up if the chat is looking a little dry this Thursday afternoon. Let's see what has come in. I know we do have some answered questions. Thank you. Camryn, you've been on fire in the chat. 14 answered already. But we do have some that maybe you saved for us. Camryn, do you want to hop in, swing in and maybe kick the questions off and we can all collaborate on responding?

Camryn Snell :

Yeah. Absolutely. Let's see. We have one question here for you specifically, Mercedes. It says, "Can you describe again how consultants have come back to the BB4C team post assessment? Are they relying on your team for additional strategy design and implementation of other types of services?"

Mercedes Brown :

Yeah. That is a great ... I think that question came from Caroline. Thank you for that question. That's a good one. And also what we were trying to communicate in regards to the benefit of staying engaged with us. So in my experience with BB4C, we have collaborated with consultants beyond the initial assessment. So some of the ways in which we've done that is they have absolutely with the cohort approach that Monica referenced earlier that is very specific funder supported cohort we co-designed some of those sessions. We held interpretation sessions and discussions with some of the participants. And so those are some of the ways that we can support cohorts that are using the assessment. When we have not been directly supporting cohorts, but we've been instead supporting consultants, they have hopped on to calls with the BMP team to really take a deep dive and interpret the findings before they have that kickoff conversation with their client organizations about the report.

So something that we can do in that moment as the architects of the BB4C assessment as well as the report is answer any questions that they have about any area of the finding. And again, I know we did not even touch that report or scratch the surface. I shared a link. And that is a pretty bare report. They can get more robust and more disaggregated than that. And so with that comes complexity and that offers an opportunity for the BMP staff on the race equity assessment team to offer more understanding and clarity to the consultant so that they're ready to go with the information they need to be able to communicate that effectively to their clients. And sometimes even on top of that, we've been invited to

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join those interpretation calls and we play a very supportive role being very clear that our role in those conversations is to really stay focused around the assessment and the report itself and really follow the lead of the consultant. So Caroline, that's a great question. It is TBD on what that can look like for a consultant. I hope those examples really did provide some clarity about how we've shown up in partnership with consultants who've used BB4C to date. And let us know if you have a follow-up question to that. Fantastic. Do you want to take the next one then?

Camryn Snell :

Thanks Mercedes. We have another question from Marla Robertson who says, "What are your recommendations and/or requirements of your clients before they're able to utilize the assessment tools?"

Mercedes Brown :

Camryn, if there's one of these that you want to take, obviously you can hop in there. Marla, I might need more clarification on clients. I guess I'll offer this. If we are talking about nonprofit organizations, there are several considerations that Building Movement Project identified through the three and a half years of beta testing that we undertook before launching the tool in January. There's a couple things. I'll hit them, but beyond that, we were really trying to cast a broader net to screen folks in rather than out very intentionally. Those things that I'll hit on now and Camryn, keep me honest if there's some that I forgot. These are available on our website which we'll make sure that we point you to Marla. Is that there's leadership buy-in and support within the organization. We often have champions of DEI and race equity and justice work come flock to BB4C, but they struggle to secure the buy-in necessary. Not just to buy the assessment. Because it could be fairly cheap depending on the organization's budget. But to really support, get behind, and champion both the assessment process, which doesn't just stop with that report.

You heard both Chanté and Monica really sing my heart song and really speak to the depth of the report itself, but also champion the types of shifts and alignment that Monica really dug into that's going to be necessary in order to live into that value and commitment. Most organizations show up with a commitment to creating a more racially equitable workplace. Many lack the specifics about how to get there. So that's one thing we call out. If there's been a lot of transition within the organization, I think there's a certain percentage. We do recommend that organizations consider timing. Not forever, but consider whether or not the timing is correct. And then there is a threshold. These are more like thresholds that they will at least have five or more employees within the organization to participate. And we encourage organizations to get to 75% or greater staff participation.

So they own both those findings as well as the hard work, the action, the culture shift and transitions that are going to be necessary coming off of that. And Marla, if your question had more to do to consultants, it's really about a values alignment for us. If we find that the consultant is out in the field leading organizational development and race equity efforts and working alongside nonprofits that their clients are nonprofits and our values line up, then we want to partner with you as a prospective BB4C Pro user. Do let me know if you were looking for something else or something more specific.

Camryn Snell :

Thank you. You did great Mercedes.

Mercedes Brown :

All right. Turning it over to you. Okay, thanks Marla.

Camryn Snell :

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Awesome. We have another question I'll say, in the chat from Jacqueline who asked, "Can the tool be used during the start of a nonprofit?" I'm happy to swing in and take this one. Jacqueline, one of the things that we recommend you consider when you start BB4C is the timing as Mercedes mentioned. So if your organization is newer, maybe navigating competing priorities, we recommend that you maybe take a beat and come back at a time that's maybe more appropriate or more fitting for your organization. Another thing that we like to emphasize here as Mercedes mentioned, is that if your nonprofit has experienced lots of turnover, which tends to happen at the start of a nonprofit, that you consider timing there. So that is a great question. Thank you so much.

Mercedes Brown :

Yes. Thanks Camryn for taking that one.

Camryn Snell :

Yeah. There's some other ones in the chat it looks like. How does diversity of the organization play into who is taking leadership and who is doing the work and the plans coming out of the assessment? That is a great question. Yeah. Absolutely. So happy to take this one as well. Diversity is not necessarily what we're looking for in terms of forming the assessment team. What we're really looking for are folks who are committed to the assessment process and committed to the outcome of the assessment process, which is a more racially equitable workplace. We've seen that diversity in terms of racial diversity may not play into it, but maybe diversity of roles within the organization. So we've seen some folks in leadership positions taking on champion roles, obviously because they have maybe more sway and building excitement around the process. We've also seen folks from middle management or even employees who are just really interested in this work taking on those roles and doing it really successfully. So really it's about who is best positioned and most excited about taking on these roles? That's a great question.

Mercedes Brown :

That is a great question. And the only thing I'll add to that question is we have seen especially ... And we've heard this feedback from organizations who beta tested an earlier version of the BB4C team. You won't be surprised to know that a lot of the champions and early adopters within organizations that would identify as BIPOC. And in some cases even once the organization was presented with their report, which included both our findings at BMP as well as our recommendations based on their average responses, is that it was those same BIPOC employees, those early adopters or champions who were then shouldering the burden of moving the organization to action based off those findings.

So I will say that I appreciate the spirit of that question. It's real. And many of the additional tools and resources that we developed at BMP for the version that we launched in early January took that into account. And so I will say that, again, I appreciate that question. It is something that has come up and I'll reemphasize what Camryn said about role diversity within the organization being particularly important from the Building Movement Project perspective as organizations are assembling their race equity assessment team to help them lead the BB4C process. We probably have so many good questions. Oh, Monica, if anyone ... Monica and Chanté, we invite you. Yeah. Hop in there.

Monica Biswas :

So sorry. Yeah, just one data point around this. When we had teams of folks that implemented the assessment but didn't have a senior leader or an executive on the team, we saw how much more challenging it was and you can foresee the scenario, Mercedes, you're talking about where it's like things aren't changing and actually then it can actually cause more harm. So I would echo 100% making sure that you have people with enough positional authority on that. Not that it should be all positional

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authority folks, but with some positional authority so they can actually make change based on the assessment.

Mercedes Brown :

Yes. And the one thing I'd add to that too is we spent a lot of time talking about BB4C Pro and very little talking about the Building Blocks for Change race equity assessment. We'll make sure when we close out, which we're ready to swing into in just a minute, that you know the full breadth and depth of the assessment, which Monica, your point is well taken. We also recommend organizations assemble an implementation team to pick up after the assessment team has gotten the organization through the assessment and they're ready to design and develop whatever set of strategies they're going to use to help guide them through the culture transition that will take time within the organization. I echo Monica's sentiment that organizations that don't have senior leadership, not only at the table but championing the work, really have struggled, especially in the implementation phase. So very solid point.

We have a lot of great questions coming in. I will see if can record and capture some of these because these are great. I did see a couple references to the FAQs which are currently available. A lot of these questions always help us build out additional FAQs. We launched with the four most common questions that have come up but I see that there are some additional questions that we might be able to speak to either through an FAQ or through a follow-up. If you have enough interest and if you want to learn more, we invite you to meet with the BMP team to learn more about BB4C Pro and assess whether or not it would be a good tool to have in your toolkit. We know we are not the only show in town and we want this to be the assessment you use when it really does fit for the client, organization or cohort that you are supporting. So thank you to my colleagues who joined the Q&A. Thanks for all these good questions. Let's shift gears now if we can to swing into the wrap up so that we can get folks out and back into the world and in whatever way you need to be back into the world at 3:00.

Fantastic. Thank you. Thank you. So I'll kick it off with that. Thank you. Thank you for being here. Thank you for these great questions. Thank you for your interest in the BB4C assessment. Now that you've heard about ... Or BB4C Pro and the assessment. Now that you have a little bit of a better sense of what BB4C Pro and the assessment has to offer, let's get your reaction to a closing poll and then I'll take us home. You can launch that poll now. So take a couple seconds. Just one question this time. A one for one, not a two for one. And tell us now that you've learned a little bit more, how would you use it preliminarily?

When we get to about that 80, a little bit over 80, we'll go ahead and close it down, but the responses are coming in. A little slower than the opening polls, which is to be expected. We laid a lot on you. I appreciate that comment about trying to really comprehend and make sense of it all. It is a lot. Okay. We are 100%. Is that true? No. That can't be true. Is it? Okay. Not quite. Almost there. We're almost at 70. We'll close it in a couple seconds, UyenThi. We can go ahead and close it.

All right. I think it's closed. It's not moving anymore. This is just largely helpful for our team to better understand what you might still need to know about BB4C Pro before deciding to use it moving forward and also how you think you might use it. And it appears that the majority of folks are interested in using the tool, both Building Blocks for Change as well as the BB4C Pro add-on, in their work with both individual nonprofits as well as communities of practice or cohorts. So thanks for responding to that poll and glad to hear the interest already. Let's swing into the very last slide. Actually, thank you. Thank you. Thank you again. I will thank you all for your interest in BB4C Pro. For interacting with us. I do want to remind folks that the webinar was recorded, so you will receive a webinar recap with the recording, the slide deck, and access to the materials that we referenced and shared in the chat.



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And then the last thing I'll share is I will invite folks to schedule a follow-up with my team. Camryn and I would be more than happy to hop on a one-on-one conversation and talk about how BB4C and BB4C Pro could support your work with nonprofits. And if you're ready to register, we invite you to register. Thank you UyenThi for dropping the registration link. We would be more than happy to get you started and on the way to being able to access BB4C Pro. All right. Have a great day folks, as you drop off.

Camryn Snell :

Thanks folks.