



To find out more about this powerful business intervention, contact  
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Change Partners is the oldest, largest and most diverse coaching company in South Africa. We've been Coaching Leaders in Africa since 1998. We are a BBBEE Level 1 contributor.



“THE TRUTH IS THAT WE ARE NOT YET FREE; WE HAVE MERELY ACHIEVED THE FREEDOM TO BE FREE, THE RIGHT NOT TO BE OPPRESSED. WE HAVE NOT TAKEN THE FINAL STEP OF OUR JOURNEY, BUT THE FIRST STEP ON A LONGER AND EVEN MORE DIFFICULT ROAD. FOR TO BE FREE IS NOT MERELY TO CAST OFF ONE'S CHAINS, BUT TO LIVE IN A WAY THAT RESPECTS AND ENHANCES THE FREEDOM OF OTHERS. THE TRUE TEST OF OUR DEVOTION TO FREEDOM IS JUST BEGINNING.”

Former President Nelson Mandela

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## UPROOTING RACISM IN THE WORKPLACE

*Building a just and non-racial workplace.  
Tap into the greatness of your organisation!*

## COURAGE TO UPROOT RACISM IN THE WORKPLACE

### THE CURRENT STATE

A resurgence of racial antagonism in South Africa is a reality that can no longer be denied. Organisations are not immune to it. This is the turning point, a moment that hold immense opportunity and hope, a time for organisations to play a meaningful role in rooting out racism in our country.



### THE CASE FOR RACIAL JUSTICE AND DIVERSITY

The competitive advantage for organisations no longer lies in ideas or personnel. Investing towards building cohesive and diverse teams has become a strategic imperative and competitive advantage for successful businesses. Such a profile enables organisations to explore a diverse customer base and improve customer satisfaction. Racism undeniably poses a threat towards the morale of employees as well as the financial viability of an organisation.

## THE CHALLENGE

Racism is complex, and ever-changing. Addressing it is not an overnight process, nor is it a comfortable one. Genuine, sustainable transformation requires paradigm shifts for **individuals, teams and leadership:**

- Individual challenge: Self-awareness is key. Breaking the cycle of racism requires the willingness to undergo rigorous introspection. Individuals need to become aware of their own internalised oppression or superiority, their unconscious biases and prejudices. They need to identify and acknowledge the misinformation they hold about other races or groups. Real compassion can develop when habitual patterns, attitudes and behaviours that have been ingrained in the past, are brought to scrutiny.

- Team challenge: If teams cannot talk constructively about racism, then they cannot do anything about it. Courageous dialogues hold the key for re-framing old narratives and transforming biases.

- Leadership challenge: Institutional and systemic change requires accountable leadership, leaders who are not blind, leaders who can lead the change and influence with courage.

## COURAGE TO ACT

Organisations need a clear vision, strategy and intention to build a non-racial and just organisation and society.

Does your organisation:

- Acknowledge racism that may exist?
- Enable truth telling and constructive dialogue about racism and transformation?
- Pride itself for having a clear vision and intention to build a non-racist organisation/society?
- Have a strategy that supports this vision?

If you would like assistance on any of the above Change Partners offers a 6 month intervention to help your organisation be a part of the wave of change in South Africa.

By choosing to participate in this powerful process, the following outcomes will be realised:

- Acknowledgement of racism and its effects: an opportunity to rehumanise the other, recognise and appreciate differences, express compassion.
- Holistic personal change and development: An opportunity to confront unconscious biases, openness to learn, unlearn and relearn.
- Develop a new language for understanding racism and talk about it constructively rather than condemning others.
- Learn skills to end the silence about racism, speak out against racism and become change agents