

# The Black eXperience

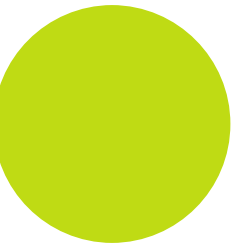
Presented by Amanda White, MBA and  
Sequoyah "Databae" Glenn, MBA

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Insights Association X Event '22



# Meet the Speakers



**Amanda White, MBA**

Senior Marketing Audience Insights Manager  
Prime Video, Amazon



**Sequoyah Glenn, MBA**

Founder + Principal Consultant  
924 CoOperative



# Why We're Here

## Let's have a conversation!

- Dive into insights for Black consumers and the importance of representation.
- Let's talk about the Black Research eXperience from two of the dopest Black researchers in the game!
- You'll learn more about searching for Black talent, how to help them learn & develop once in your organization, and how to plan for their growth (and yours, too!).



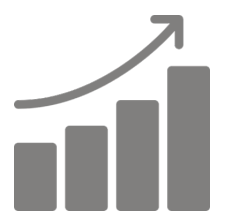
**Consumer Insights**



**Talent Search**



**L&D**



**Growth Planning**

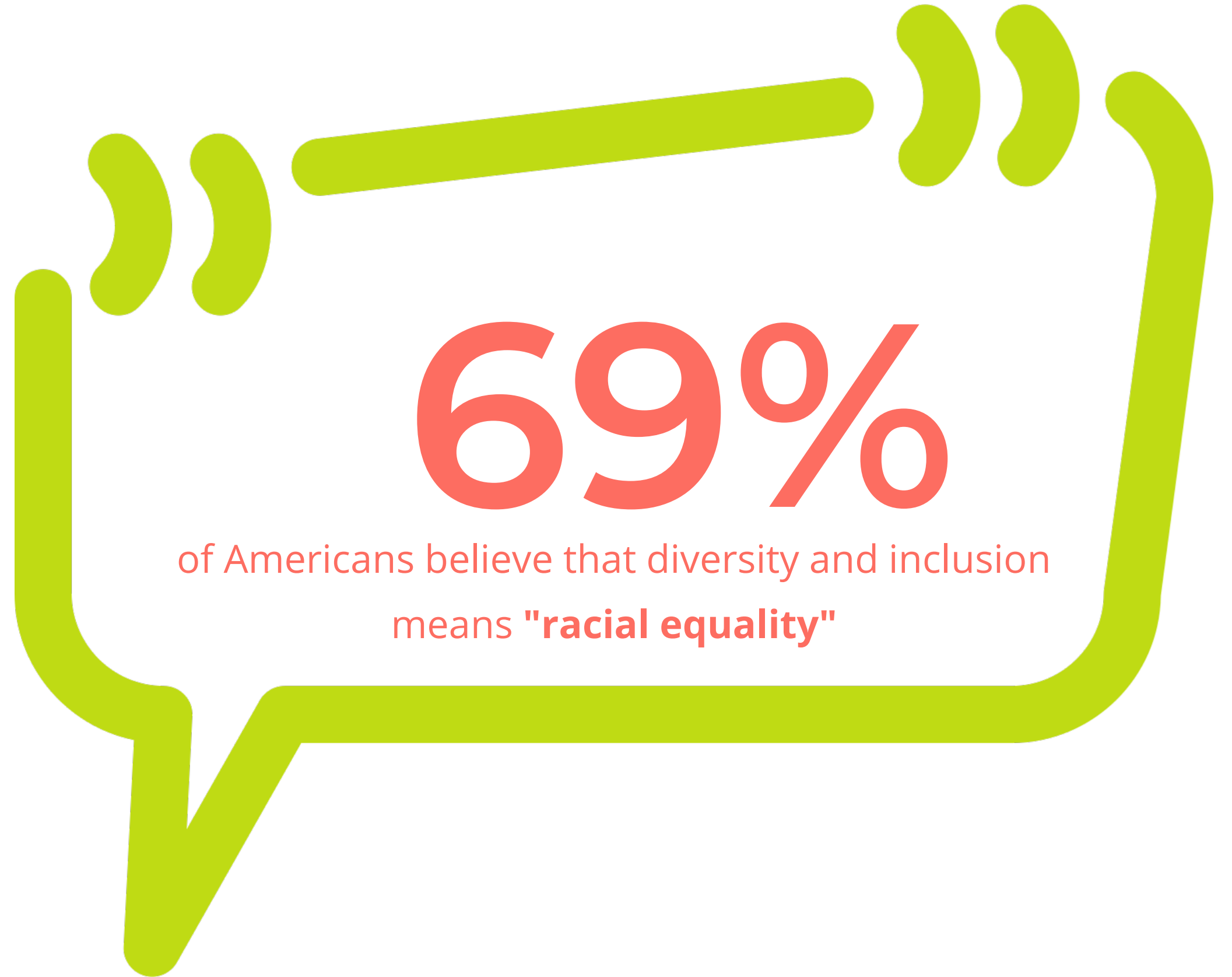




# The Power of Black Representation

**In America, diversity  
is often viewed as  
"racial equality".**

**Does your  
organization accept  
this view?**

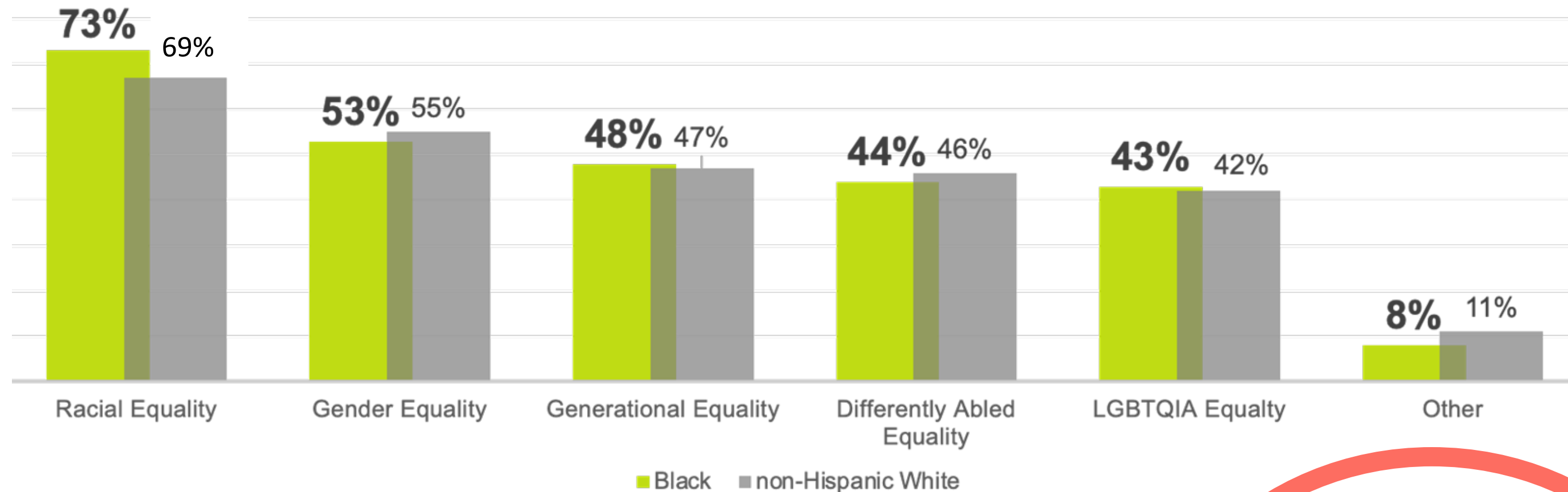


# Diversity, Equity, & Inclusion

## Through the Lens of Black Consumers

**84%** of Black consumers say they are more likely to support a company that makes a public commitment to diversity and inclusion initiatives

**73%** of Black consumers say diversity and inclusion means "racial equality"



# Black consumers seek brands that...

- | are trustworthy
- | has a clear social mission
- | appeal to their cultural values
- | have general credibility among the Black community



# Black consumers are trendsetters.

**They are more likely to discover new products and services and proactively share them with their peers, helping brands expand the recognition of the brand through their network and beyond.**





# Connecting Through Content

Meeting the demand of representation through content by amplifying Black stories and experiences.



1.06 Trillion

Total television and streaming minutes viewed in 2Q21

2/3 of Black consumers are more likely to:

Watch representative content

Buy from brands that advertise in representative content



92%

of US Black consumers tune into radio each week

Podcasts are surging in Black listenership and Black consumers are connecting to the advertisers.

73% average brand recall for podcast ads.



Consumers & Creators

Black consumers are leading usage on 4 out of 5 social media platforms.

Average daily minutes spent  
Black Consumers vs. General Population

TikTok	Snapchat	Twitter
51 vs. 42	48 vs. 24	30 vs. 19

Instagram	Facebook
29 vs. 20	28 vs. 34

# Ask yourselves...

How are you collecting and leveraging data specific to Black consumers?

How are you creating and/or engaging with Black content?

Does your brand offer a range of products that offer good value to better serve the Black community?

Is the brand's workforce representative of and connected to the Black community they wish to serve?

Are Black employees in decision-making roles that can influence how the organization serves their community?



A group of Black women are gathered around a table in a meeting. One woman in the foreground is pointing at a laptop screen. Another woman is looking at the screen, and a third woman is visible in the background. The scene is dimly lit, suggesting an indoor setting like a conference room or office.

# The Black Research eXperience

WHERE IS THE BLACK RESEARCH TALENT?  
IT'S ALL AROUND YOU, ESPECIALLY IN ATLANTA!

# Orgs You Should Know

## RECRUITING & JOB BOARDS

Insights in Color/MimConnect

IDEAators Fellowship Program

HIREBLACKNOW

Over Index (LinkedIn Group)

## DIVERSITY IN RESEARCH INITIATIVES

Multicultural Insights Collective

Women in Research (WIRe)

Colour of Research (CORe)

CultureMRx (Coming Soon!)

# Avoid the Squeeze

## THE 5 P'S OF CULTIVATING BLACK

### TALENT



#### PARTNERSHIP

Hiring is a mutual contract. Assess them on the jobs they were hired to do and don't expect them to work beyond their scopes.

#### PLAN

Don't put all the extra work on them, especially when you know. Consider hiring freelancers for overflow work (and take some yourself).

#### PROMOTE

Present the opportunity to promote Black employees when available and push for them to be considered regularly

#### PAY (FAIRLY)

Pay your Black talent for the work they perform and/or according to bonus/raise guidelines (and don't forget equity!)

#### 'PRECIATE

Show your appreciation through company-wide recognition, LinkedIn/professional networking sites, & through industry awards

# Supporting Black Researchers & Their Concerns



## BE MORE THAN AN ALLY

Sponsor Black talent when they're not in the room (and not just on "Black" topics)

## ADVOCATE FOR DIVERSITY

Beyond race. during meetings, and in the industry/community

## BE CULTURALLY INCLUSIVE

Consider culinary selections, music choices, holiday acknowledgement, and cultural sensitivity during crises

## BECOME AWARE, CONSIDER, & HIRE

Of Black-owned businesses and vendors open for partnerships and clientele that can help your organization

## CONTRIBUTE TIME & MONEY

To organizations that source & nurture Black people and talent



**Avoid the Silo**

# No More Red Tape



Open Pandora's Box



Review Your  
Investments



Expect a Variety  
of Perspectives



Don't Conference  
Hoard





# What You Can Expect

Improving the Black eXperience has direct impact on organizational goals and key growth opportunities.



## Higher Retention

Employees stay because they are treated fairly, equitably, and that they belong



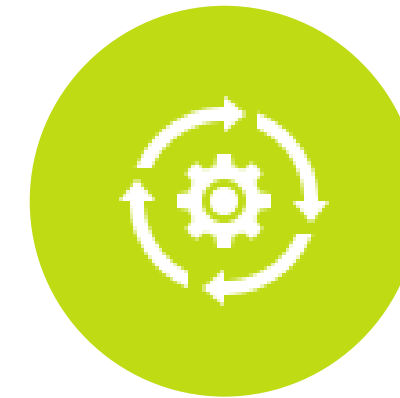
## Deeper Insights

Diverse perspectives drive deeper insights into the cultures they belong to or due to their experiences



## Better Talent

The talent pool widens to those with experiences in more industries & educational backgrounds



## Client Success

Happy employees lead to happy clients. Better cultures yield better attitudes & motivation to be proactive



## Revenue Growth

Black consumerism is growing and so will your revenue when being intentional in enhancing the Black eXperience



# Thank you!

Connect with Us!

