

## Corporate Accountability for Racial Equity (C.A.R.E.)™ Longitudinal Study

**Loom the Culture Map, Inc.** is a TMI Consulting, Inc. portfolio company, received a grant from the Ford Foundation to design a longitudinal study to examine whether corporations have continued their pledge made in 2020 to dismantle systemic racism in the United States after the murder of George Floyd.

Post George Floyd marked a turning point for Diversity, Equity, and Inclusion (DEI) as an unprecedented number of corporations released public statements denouncing systemic racism, pledging to do their part in advancing racial equity in society. This study aims to hold corporations accountable for their statements and document how it affects the life and well-being of Black people across the country.

This initial funding allows us to hire a team of highly skilled professionals with advanced degrees in research, along with the technical expertise and intellectual knowledge needed to design and implement this unique, in-depth study of **Corporate Accountability for Racial Equity (C.A.R.E.)™**.

Opening the conversation of systemic racism while redesigning where and how we work created room to rewrite cultural norms, question hiring, and promotion practices, and usurp processes that effectively kept organizations White led and controlled. These past few years engaging in DEI work have been both energizing and demoralizing—there is so much work to be done if we truly want the arc of the universe to bend toward justice. It became clear to us that individual company strivings will not produce the systemic level changes necessary to effectively address racial injustice nor redesign workplaces as a space where Black and Brown people can experience healing, safety, and support.

“We imagined ourselves as spearheading a longitudinal project of corporate accountability for racial equity, providing space for companies to demonstrate that they *care* about racial equity at work,” says Dr. Courtney McCluney, who joins Loom the Culture Map, Inc. as a research director of C.A.R.E.™ along with Dr. Claire Mitchell and Dr. Eli Coston.

Doc Jana, CEO and Founder of TMI Consulting, Inc. and Loom the Culture Map, Inc., is “very grateful for the funding from a generous sponsor and look forward to receiving support from more sponsors as we launch the full study.”

TMI Consulting, Inc. is a minority-owned, diversity, equity, and inclusion strategy consulting firm founded in 2003. TMI Consulting has earned national and international recognition for its efficacy and innovation. The company pioneered the use of innovative technology and the development of proprietary diversity return on investment metrics for organizational accountability in diversity, equity, and inclusion. Our metrics-based, 100% aspirational, no blame and shame, data-driven approach sets us above and apart from the competition. TMI is the first diversity and inclusion-focused B Corporation in the world and earned national and international recognition in the field of organizational development and civic engagement. Our values are integral to everything we do, including how we treat our employees and how we work with our clients.

Sign up for our newsletter to learn more about our study at [marketing@loomtheculturemap.com](mailto:marketing@loomtheculturemap.com)

