

# 21-DAY CHALLENGE

## IREM Region 7 Initiative of DE&I Awareness & Knowledge

### 1 How to Tackle our Biases Head On

Vernā Myers looks closely at some of the subconscious attitudes we hold toward out-groups. She makes a plea to all people: Acknowledge your biases. Then move toward, not away from, the groups that make you uncomfortable. Watch this video and then consider connecting with people/organizations you learn about during this challenge. Widen your circle of who you follow and connect with in person and on social media.

[Click here](#)

### 2 Micro-Inclusion: A Small Step to Include Someone

Read the article about micro-inclusions. What are 5 intentional practices you can do THIS week to make someone feel more included and known in your company and community? Write down how you plan to take action.

[Click here](#)

### 3 Bias and PB&J

What does peanut butter and jelly have to do with our brains and bias? Who Me? Biased? Is a selection of short films about how our brain works and how that impacts us in ways that we may not realize. We recommend that you watch the first video in the series - "Peanut Butter, Jelly, and Racism". Look for more on implicit bias later in the challenge!

[Click here](#)

### 4 Do You Encourage Difficult Conversations?

Candid discussions about the diversity challenges your colleagues and friends face can be difficult, yet they help us grow together. They can also help everyone feel more able to bring their best selves. Today, have a discussion with a colleague about areas of your work that have room for growth in inclusion, justice or equity. Use the tips in this article as a guide.

[Click here](#)

### 5 Disability Is Not The Exception, But The Norm

Stella Young is a comedian and journalist who happens to go about her day in a wheelchair — a fact that doesn't, she'd like to make clear, automatically turn her into a noble inspiration to all humanity. In this very funny TED Talk, Young breaks down society's habit of turning disabled people into "inspiration porn."

[Click here](#)

### 6 Are You Keeping Your World Safe From Microaggressions?

The most common cause of microaggressions is lack of understanding. The more you learn the less likely you are to commit them. This article discusses several common microaggressions that come from people who are probably well-intentioned. Any surprises? How would you respond if you witnessed a microaggression today?

[Click here](#)

### 7 Do You Call Out or In?

"Calling out" is best when something unambiguously wrong has been said. "Calling in" is an invitation for further discussion. Calling in is best when well-meaning people unknowingly say something insensitive. How have you broached the issued when someone has said something harmful? Watch this YouTube video and consider times others have called you out or in. .

[Click here](#)

### 8 Is COVID An Equal Opportunity Pandemic

Today, read this article and watch the related videos. Make a list of new aspects of COVID-19 you learned through the intersectional approach. Does the article highlight aspects of inequality that might be new to you?

[Click here](#)

### 9 How To Live, Learn, & Pass It On

Jay Smooth compares being a good person, with respect to race, to being a clean person. It is not something you are or are not. It's a practice, like dental hygiene. Watch this Ted Talk video to see how he stopped worrying so much and opened up to having more open conversations about race.

[Click here](#)

# 21-DAY CHALLENGE

## IREM Region 7 Initiative of DE&I Awareness & Knowledge

### What Is Tone Policing & Why Is It Wrong?

Tone policing is when someone dismisses another person's message as "too angry." Tone policing by someone in the majority further silences people already silenced. It also leaves the privileged ill-informed. Today, expand your emotional capacity to receive messages in whatever tone they are offered. Take a look at this article for more information.

[Click here](#)

### The Clark Experiment

Reflection: Describe your earliest childhood memory that involves race. Who was there? What do you remember? Watch this video to gain insight into the way children of different races pick up on social cues.

[Click here](#)

### Ageism Takes Many Forms

Ageism is most commonly understood to describe bias and discrimination against older people but it can also include bias against young people or even specific age groups like millennials. Ageism can take many forms including discrimination, violence, exclusion, stereotyping, belittling and more. Most of us are more ageist than we are aware and more specifically in the workplace. Read this article to learn more.

[Click here](#)

### Social Perceptions

Cameron Russell gives a bold talk, admitting that becoming a model was easy because she happened to have won the "genetic lottery" of being white, pretty and privileged. Watch this Ted Talk to listen to Russell's thoughts about the power of image in our perceived successes and failures.

[Click here](#)

### 50% of LGBTQ+ Are Not Out At Work

Almost half of the LGBTQ community hides their sexual orientation at work. How must it feel to not be able to share a key part of your life with the people you work with each day? What can we do to make work more comfortable for all people? Read this article to get some ideas on the struggles of the LGBTQ community and how we can better support them.

[Click here](#)

### What Does My Headscarf Mean To You?

Unconscious bias is a prevalent factor driving culture, causing us all to make assumptions based on our own upbringings and influences. Such implicit prejudice affects everything, and it's time for us to be more thoughtful, smarter, better. In this funny, honest talk, Yassmin Abdel-Magied uses a surprising way to challenge us all to look beyond our initial perceptions.

[Click here](#)

### Is Your Company Missing An Important Part of DE&I Training?

Disability is an important category of diversity that is often overlooked in diversity and inclusion programs. Read this article to learn the best way to approach the topic with employees and to see how assessing third party tools and employee life cycle can give you important information on creating a culture of inclusivity.

[Click here](#)

### Diversity, Equity & Inclusion 101

Listen to this Harvard Business Review podcast with Doug Melville, VP, Head of Diversity & Inclusion at Richemont North America as he joins host, Porter Braswell, to answer questions about diversity, equity, and inclusion that can be awkward to ask at work. Subscribe to future episodes of the podcast if you are committed to continuing to build your knowledge around DEI.

[Click here](#)

### Is "Do You Want To Have A Beer With Them" Good Hiring Criteria?

It is natural to want your new employees to fit in with the group and not rock the boat. Read this article to learn why hiring for culture fit can create problems like group think and lack of innovation throughout the company. Hiring for "culture add" instead of culture fit can improve the diversity in your hiring practices.

[Click here](#)

# 21-DAY CHALLENGE

## IREM Region 7 Initiative of DE&I Awareness & Knowledge

### Inclusion Starts with I

Diversity and inclusion is not just about race, gender, age, sexual orientation, disability, or mental health. It is about you. It's about me. It's about all of us. Watch this video to begin to think differently about how we respond to the people around us each day and how we can be more intentional about seeing our differences as strengths.

[Click here](#)

### Are You a Bystander Or An Upstander?

Upstanders "stand up" in the face of discrimination but these negative interactions and comments usually catch us off guard. Training our teams on strategies to respond effectively in these moments is crucial. Read this article today to get some ideas on how you can integrate the topic of bystander intervention into your anti-harassment training as a way to create more upstanders in your company.

[Click here](#)

### A Time Of Reflection and Action

Challenge yourself to take one of the Implicit Association Tests from Harvard. What did you learn about yourself? About others? How did biases sometimes show up in your work? In your personal life? How does awareness of these things impact your practice?

[Click here](#)

Congratulations, you are at the end of the 21-Day Challenge!  
We're so glad you participated.

### Continuing Our Work At The Local Level

IREM Houston is fortunate to have a diverse base of members and recognizes this is a major source of our strength and success. We value differences and work to welcome and serve individuals of all races, ages, gender identities, sexual orientations, creeds, national origins, and abilities. We are excited to bring back diversity initiatives in 2021 that will be expanded to include industry-wide DE&I advocacy and awareness. Volunteers on this team will help determine goals, areas of concerns, and ways that IREM Houston can make the greatest impact to grow a more inclusive leadership within the Commercial Real Estate Management profession. If you would like to share any ideas or insight with IREM Houston in regards to our DE&I efforts, we encourage you to join the above mentioned committee, or reach out to us directly [here](#).

### IREM National Efforts

While diversity is, and always has been a core value, we know that we still have work to do. We'll continue to audit, listen, and engage to create meaningful and sustainable change. To showcase our commitment, we are taking the following actions:

- Working with a diversity expert to identify areas in our structure and behavior that need improvement
- Implementing a diversity strategy in partnership with IREM's Diversity Advisory Board
- Continuing to sponsor the Association Forum's Welcoming Initiative – a shared effort to help everyone who interacts with us feel welcomed, represented, and inspired
- [Diversity, Inclusion & Succession Initiative Scholarships](#), [NextGen Leader Program](#), [30 Under 30 Initiative](#), and HBCU Outreach