

At Change Consulting, we seek to take a decolonized approach in offering strategic communications partnerships with changemakers working to make just and joyful futures possible for Black communities and communities of color. This includes moving away from “capacity building” and toward training and strengths-building partnerships where the learning goes both ways. As we expand our learning work, here are some of the guiding principles we’re following. We invite other racial justice communications trainers and facilitators to join us in considering these, and coming up with their own:

1). Listen First

Let your clients define what success looks like; don’t override them with “industry standards,” which are mostly established by white leaders and organizations.

2). Center directly impacted voices and solutions.

We have a lot to learn from the people at the epicenter of society’s biggest problems, for they are also closest to viable solutions.

3). Move at the speed of relationship.

Practice humility and reflection so as not to reinforce harmful power dynamics. We work with people, not organizations, and we adjust our flow as needed, even if that means changing the agenda of a workshop in real time.

4). Successful outcomes and a healthy process.

Hold high standards of excellence and rigor, but stay flexible. Don’t default to the entrenched expectations of efficacy, efficiency, or production that have been defined by white supremacy for centuries.

5). Ground ourselves in history to shape just futures.

Ground in the deep history that has shaped narratives around race in this country, and look to the elders in our work, Black feminist thinkers, emergent strategy, and Afrofuturism for inspiration.