

# CONSCIOUSLY UNBIASED™

These are unprecedented times, and how leaders and companies show up will determine whether we rise or fall.

We've hit a tipping point. The pandemic has shone a light on embedded inequity and systemic racism that's long existed; and George Floyd, Breonna Taylor, Ahmaud Arbery and too many others make it all too clear that the cost is life or death.

Companies can be a catalyst for change. It may seem easy to put diversity and inclusion on the back burner when the economy is down, but none of us can afford to not invest in creating a more equitable workplace—and world.

Dismantling racism starts with each of us. [Consciously Unbiased](#) is about actively overcoming our biases. Fear, or making people feel bad about their biases, is one strategy. Hope and inspiration is another.

This is an opportunity for us collectively, as leaders and as a society, to activate the change we know in our hearts needs to happen, and to bring all voices together for a more equal tomorrow.

We want to give back in any way we can. One way we can help is by using the Consciously Unbiased platform to amplify black voices, as black voices have been muted for way too long. You can find content from black thought leaders in the links below.

In support of organizations doing the work, we've donated to the [NAACP Legal Defense Fund](#), which is fighting for racial justice. We will also donate [100% of the proceeds](#) from our shirt sales to this cause.

If you want to be in control of your destiny as an organization, you have to address these issues now. Each of us has a responsibility to be part of the change.

*Ashish Kaushal, founder of Consciously Unbiased*

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## Black Voices

**A Financial Commentator On Why The Wealth Gap Is Widening**  
*Featuring:* Jennifer Streaks, personal finance contributor for CNBC  
[LISTEN](#)

**Are We Experiencing A Collective Mental Health Crisis?**  
*Featuring:* Judith Fiona Joseph, M.D., M.B.A, Child & Adult Psychiatrist  
[WATCH](#)

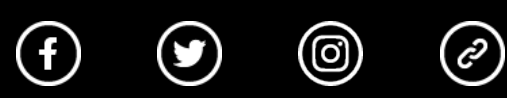
**A Diversity & Inclusion Reporter On What Employees Need During The COVID Crisis**  
*Featuring:* Ruth Umoh, D&I reporter at Forbes  
[LISTEN](#)

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## Join The Movement

**This is a moment in history where we can all be part of the change. We're grateful to you, our community, for helping us stand together to demand equality for all. To continue to receive messages from us in the future, please join us by clicking the button below to sign up.**

JOIN US



### CONNECT

We hope you "like" us