

Impact Sales Coach - Our Commitment to Listen, Learn, Act

Change is not something we should fear, it is something we should embrace. We have been teaching and coaching “change” to our clients in their businesses for years. However, we have not done the best job at addressing changes that need to take place in regards to social and structural disadvantages for BIPOC and the LGBTQ+ community. That type of change only happens when we have organized leadership to address these conversations of race and equity. By learning and practicing strategies to achieve better outcomes in businesses, we increase stability in the workforce, create positive and inclusive culture, stimulate the economy, and foster better relationships within our communities.

Things we will be doing to Listen, Learn, and Act:

- **Listening, Learning, and Unlearning** - We are committed to reading books and articles, listening to podcasts, and watching documentaries about how we can be anti-racist and be better allies for Black people and other marginalized minorities. We commit to this being constant work, a part of our daily lives.
- **Starting Conversations** - We are having ongoing conversations with family, close friends, business associates, and clients on anti-racism and how we can practice allyship and inclusion. We know these might sometimes be uncomfortable, however we realize that our silence is complicit. We must use our privilege to have these tough conversations. We will always stand together for and in support of social justice.
- **Supporting Nonprofits** - The mission of our business has always been on connecting, creating, and celebrating successes of our clients - through coaching businesses and individuals in sales, business development, strategic planning, team building, and leadership. We will be doing the following to support local nonprofits:

1. **Volunteering:** At least twice a year, we will be donating our time through our Coffee with Coach virtual program to help a new entrepreneur create a plan to help them get started through goal setting and actionable plans. In addition, through referrals and introductions, help to open doors that may not have normally been open. We will partner with local community non-profit organizations to identify minority entrepreneurs seeking guidance and leadership.
<http://www.gsul.org/program-services/job-training/>

2. **Donations:** Make monthly donations to the following organizations to support the community:
 - a. **St. John’s Program for Real Change:** Monthly donation towards the employment training needs (clothing & supplies) for women working towards her 18-month program for permanent employment and self-sustainability.
<https://saintjohnsprogram.org/>

 - b. **Underground Bookstore, Sacramento:** Purchasing and donating 2 books monthly for the students at St. Hope public schools in the Sacramento neighborhood of Oak Park.
<https://www.sthope.org/underground-books-home>

ISC is just a team of two, but we thought this was important to share as well.
Our numbers and stats for #PullUpforChange:

- 2 fulltime employees
- 100% white
- 50% identify as male; 50% identify as female
- 50% Jewish