HOW TO UTILIZE THE PLAYBOOKS

1. Go to the website - **www.atlracialequity.com**, select and download a playbook your organization is interested in using:

   - Corporate Policies
   - Inclusive Economic Development
   - Education
   - Workforce Development

2. Read the **"North Star"** in the playbook to understand the why this effort/initiative was started.

   "We launched the ATL Action for Racial Equity to address systemic racism, inequity, and immobility head on. We will leverage the size, scale, and know-how of Atlanta-based companies to accelerate racial equity and mobility across our region. We will elevate diversity, equity and inclusion as business imperatives and community imperatives, each a necessary tenant in maintaining metro Atlanta's competitiveness in our global economy today and into the future."

3. Read the **"Commitment"** statement to understand your role as a committed company.

   "We commit to carrying out targeted actions, tracking our progress and sharing lessons learned as we strive to leverage our size and scale to make metro Atlanta a more vibrant, equitable and inclusive region."

4. Review the **Problem Statements** for the playbooks to give yourself insight into what we are looking to solve for regarding each focus area.
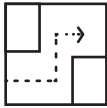
5. **Playbook Purpose** - Understand what the playbook is and what it is not.

   - The playbook is a tool to help you determine where your organization is on your racial equity journey and a curated set of best practices and resources.
   - The playbook is NOT hard and fast rules on how to advance racial equity or a mandatory set of actions Inclusive of all the actions your organization can or should take.

ATL
ACTION
FOR RACIAL EQUITY
POWERED BY THE METRO ATLANTA CHAMBER

6. Assess where your organization is on their racial equity journey and use the **"Tiering System"** to see where you should start your efforts:

Emerging	**Progressing**	**Leading**[1]
Baseline programs and elements in place to promote racial equity standards	Programs go beyond foundational elements, demonstrating a more aggressive approach linked to business needs, community needs, corporate social responsibility and/or ESG commitments	Fully deployed programs and elements supported by continuous improvement; embodies an aggressive approach linked to business needs, community needs and/or CSR commitments; testing new ideas to accelerate impact

7. Three Step Guide

- Review the menu of key actions for each tier, and determine which tier(s) your organization falls into
- Identify the actions your organization can implement, using the menu as a starting point – **TAKE ACTION, Metro ATL Top 8 Plan**
- Review the resources provided to help you advance on your racial equity journey (as well as KPIs and Key Metrics)

8. Tracking Success – Utilize the annual AARE survey to track progress over time as well as see how the 29-county metro ATL region is trending.

- Refer to the playbook on a monthly, quarterly and/or annual basis to assess your accomplishments and growth opportunities.

9. Share this resource with your leaders and colleagues within your organization to promote collaboration, partnership, and support around this initiative.

10. Questions

- Please review the FAQs on the AARE website
- Contact us at ATLActionForRacialEquity@macoc.com