

A Note on Diversity & Inclusivity from the Lady Boss of TWPRT:

As the movement to dismantle systemic racism has swept our nation and even commanded space on the worldwide stage...

As the #metoo movement continues to gain momentum across the globe...

As discrimination and harassment and violence continues to be waged on members of the LGBTQIA community...

As people in minority groups of all kinds continue to be pushed to the margins of our society and institutions...

I have thought about my place in all of these fights from the lenses I have as a white, straight, woman-identified, mother, and I have taken extra time to consider the place I stand as a business owner and solopreneur.

In this reflection, I thought about what I set out to do with my business when I first formed it. The Write Place, Right Time is actually the d/b/a for We Create LLC. We Create LLC has four pillars that aren't overtly addressed on our website or in any of our marketing materials. They are:

We create stories.

We create messaging.

We create community.

We create change.

As a young business that is still evolving and shaping, these pillars are still being defined.

Yet, as I was thinking about my business' position in these wars that rage, it occurred to me that perhaps the answer to my question is found in these pillars.

We create stories.

We help our clients take their personal narratives and leverage them for their business expansion, visibility, and mission.

We create messaging.

We help our clients shape and develop what they want to say to their audience.

We create community.

Through the work we do with their stories and messaging, we help our clients cultivate a stronger following and community based around the values and principles they have promoted.

We create change.

Through helping our clients influence their communities, we create change for the individuals in that community which we hope lends itself to greater impact – a ripple effect. Change one, who changes one, who changes another...

Placing this against the backdrop of developing a world that is diverse and inclusive, this is how I see TWPRT's part and what I am committed to as its leader:

- We will prioritize working with clients who are committed to developing an anti-racist world and are committed to working with clients who identify within minority groups so that we are not just a “straight, white people’s” boutique.
- We will seek opportunities to support, host, or facilitate marginalized voices being heard.
- We will work with our clients to use their individual stories, voices, and power to support the movement to dismantle racism, homophobia, sexism, etc.
- We will work with our clients to develop messaging that positions them as change-makers, allies, and/or advocates for the causes they care about that help us dismantle systems of hate and intolerance.
- We will support our clients’ efforts to develop communities of diversity and inclusivity and to empower them to aid the change we all wish to see.
- We are committed to continued learning about systemic racism, institutionalized oppression, white privilege and fragility, and ways to be active in dismantling them.
- We are committed to using more images and quotes that represent a diversity of people in our own content and encouraging our clients to do the same.
- We are committed to using our platform as a place to participate in these greater conversations.
- We are committed to developing a team that is diverse and inclusive.

- We are committed to always making a percentage of our workshop/webinar/training registrations a charitable contribution to organizations working to support and empower marginalized people.

There is room and space on this Earth for all of us in our differences and in our sameness. Let us make space and hold space for the beautiful tapestry we are together and replace hate with love.

With love, hope, and strength,

Alyssa G Berthiaume

Alyssa, Lady Boss Owner
& The Rest of the Team at TWPRT