

*Unpack for Formidable
Impact and Inclusion:
a Toolkit*

by Sharyn Holmes



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Thank you for downloading this toolkit.

In January 2018, after 18 months of research, reading and resource curation, I compiled the Reading and Resources List for Activists, a 20+ page curated list of articles, blogs, resources and more. The list was downloaded by several hundred people and was available to the public for free for over a year.

This new Toolkit is an improved 'taster edition' which includes new article links, a shortlist of curated links from the original list, my recommended book list and select writing prompts from my Formidable Business + Inclusion Workshops plus a summary of my Framework, Unpack Your Privilege to Formidable Business + Inclusion.

Inclusion and representation matters have been top of mind for me since 2017 after observing for too long that marginalised voices and faces were missing in the industry sectors I work in from corporate to spiritual and personal growth. I was curious as to why this was the case having grown up as a child to a young woman who saw few faces like my own in print media, tv, film and leadership positions and seeing the tremendous whitewashing in spirituality. I have written much social commentary and analysis on these topics while also creating inclusive spaces, opportunities and offerings in my work. I embody a trauma-informed and holistic approach to the work I do in guiding conscious entrepreneurs through my strategic coaching services. Also included in the Toolkit are some articles on inclusion and diversity.

Remember inclusion IS a verb.

Optical inclusion and representation are performative. It's white supremacy in action. Look beyond the diverse stock photography. Beyond 'we are all one' statements and observe the collaborations you see. Observe whether those who spout oneness are acknowledging their privilege and race, and if they are teaching and occupying spaces regarding Indigenous spirituality and practices which are not their lineage. Take note of who is continuing to speak at all-white speaker lineups (or those with token inclusion of BIPOC), at events, on summits, in programs and courses, notice who is all talk and no genuinely inclusive. Who is not communicating their social impact and inclusive values, and living them? Who is not anti-racist, anti-oppression focused? Notice the TERFs and those who perpetuate anti-Blackness and cultural appropriation. Notice those who are bypassing the everyday lived experiences of marginalised people and shirking responsibility on collective accountability and action. *Be discerning and choose your teachers, leaders, coaches and mentors wisely.*

The energetics of this Toolkit.

This Toolkit is specifically for **doers**. That's right people, if you are someone who will put the Toolkit to good use, that is: to actively learn, take action and do better out in the world, then this Toolkit is for you.

Who this Toolkit isn't for (because I must be explicit about this)

This Toolkit isn't for bystanders, consumers who love 'free' stuff, lurkers or people who want to give the optics of being 'good people' or people who want to figure out how to jam inclusion, social justice or anti-racism into their services. No. Stay away, capitalists and thieves. The energy exchange upon choosing to say yes to this Toolkit is that *you be a doer*. Not a gonna, 'when I have time' or when it means you as a privileged (white) person will benefit and make a profit from being a better human off my labour. That's not what the Toolkit is about. This is about **you** investing **your** time to do the inner work, to learn, to disrupt racist conditioning within you, be a better version of a human that will be a genuine advocate and accomplice to BIPOC. This Toolkit grants you the opportunity to begin your anti-racist journey now or, if you've been hanging out at the sidelines asking the question 'what can I do?', the answers are *here*. Begin here. Begin now. If you are new to my approach, my work and my gutsy real talk, know this; now is the time to prioritise unpacking your privilege and now is the time to stop and listen to the leaders of this work: BIPOC.

Unpack Your Privilege

Unpack Your Privilege is my call to action and wake-up call anti-racism and anti-oppression Course embraced by leaders, coaches, writers, speakers, online business entrepreneurs and everyday people who want to actively learn how they can be better humans when it comes to understanding and addressing racism and other forms of oppression.

Unpack Your Privilege to Formidable Business + Inclusion Framework

SELF-AWARENESS	Social Identity, Privilege, Patriarchy, Prejudice, Biases, Stereotypes, Beliefs, Challenging Beliefs, Empathy and Empathy Building.
ACTIVISM & ACTION	Key limitations, naming your limitations and motivations, commitment and presence, powerlessness, sensitive superpowers, empathic bias, sustainable self plan and visioning the world you'd like to live in and your legacy.
EXPANSION	My approach and models for this work, expanding awareness, spheres of influence, effective solidarity and communication, white fragility and case studies.
SPIRITUALITY & SOCIAL JUSTICE	New Age Spirituality, Whitewashing and Exclusion, Cultural Appropriation, Spiritual Bypassing, Case Studies, Emotional Intelligence and committing to further action and accompliceship.
FORMIDABLE BUSINESS	Womxn's Entrepreneurship through an anti-racist, anti-oppression and intersectional feminist lens. Leadership success factors for BIWOC entrepreneurs., Smashing the white supremacy roadblock and junk food capitalism.
FORMIDABLE TRAINING	Gutsy Leadership Circle. Gutsy Leadership Training and Coaching. Privilege, Harm Prevention and Racial Trauma Awareness Class for Coaches, Healers and Helping Professionals. Specialty and customised guest program classes.
FORMIDABLE INCLUSION	Inclusion strategies, planning and self-audit for womxn entrepreneurs.



Beginning with Self-Awareness I cover social identity, white privilege, beliefs and more.

In the next class, I explore Activism and Action. This class was designed with Highly Sensitive People in mind and includes key limitations, empathic bias, harnessing those sensitive superpowers for social change, and more.

In the third class, I explore Expansion. Expanding upon the content from Self-Awareness and Activism and Action, I provide case study examples of white fragility, models and approaches to the work and practical and implementable advice on how to effectively communicate as an accomplice/advocate on anti-racism and anti-oppression in your spheres of influence.

The final class examines Spirituality and Social Justice: The Epidemic of Spiritual Fuckery. From cultural appropriation to racial slurs, representation and inclusion, I take aim at the whitewashed spiritual and coaching industries and the white fragility that exists in those sectors with case studies covering cultural appropriation, language and slurs.

Each class video in the Course contains questions for self-reflection throughout, cited sources, practical tips and is accompanied by an access information document containing resource links and a Session Workbook which includes writing prompts and a reading list.

SELF-AUDIT WRITING PROMPTS

Here are two questions from my workshop Formidable Business for Womxn: Real Talk on Entrepreneurship.

1. What are your privileges, behaviours, biases, beliefs, stereotypes and social conditioning?
2. What role/s do you play in being complicit with systems of oppression?

Which white identity are you?

The 8 White Identities

By Barnor Hesse

There is a regime of whiteness, and there are action-oriented white identities. People who identify with whiteness are one of these. It's about time we build an ethnography of whiteness, since white people have been the ones writing about and governing Others.

- 1. White Supremacist**
Clearly marked white society that preserves, names, and values white superiority
- 2. White Voyeurism**
Wouldn't challenge a white supremacist; desires non-whiteness because it's interesting, pleasurable; seeks to control the consumption and appropriation of non-whiteness; fascination with culture (ex: consuming Black culture without the burden of Blackness)
- 3. White Privilege**
May critique supremacy, but a deep investment in questions of fairness/equality under the normalization of whiteness and the white rule; sworn goal of 'diversity'
- 4. White Benefit**
Sympathetic to a set of issues but only privately; won't speak/act in solidarity publicly because benefitting through whiteness in public (some POC are in this category as well)
- 5. White Confessional**
Some exposure of whiteness takes place, but as a way of being accountable to POC after; seek validation from POC
- 6. White Critical**
Take on board critiques of whiteness and invest in exposing/marking the white regime; refuses to be complicit with the regime; whiteness speaking back to whiteness
- 7. White Traitor**
Actively refuses complicity; names what's going on; intention is to subvert white authority and tell the truth at whatever cost; need them to dismantle institutions
- 8. White Abolitionist**
Changing institutions, dismantling whiteness, and not allowing whiteness to reassert itself

If you identify with identities 2-4, I highly recommend the Unpack Your Privilege Course as a starting point to prepare you for 'Be an inclusive coach', Formidable Business & Inclusion workshops and 1:1 Formidable Coaching and Consulting. I only work 1:1 with clients who confidently self-identify as identities 5 and up.

SELF-AUDIT FOR IMPACT AND INCLUSION WRITING PROMPTS

Two questions for you to explore and reflect on from my workshop **Formidable Inclusion for Entrepreneurs: Reframing inclusion and diversity**.

1. How do I know that what I am creating is needed, wanted, designed for or even beneficial to marginalised communities?
2. What have I done in terms of personal growth and development to become more self-aware about my identities and the opportunities that I receive where BIPOC may struggle to be considered for these opportunities because the existing systems are unjust and oppressive for BIPOC and marginalised people?

Here are some articles to get you started:

A Call for Inclusion: I'm speaking to you white speakers, coaches and spiritual teachers

<https://medium.com/@gutsygirlart/a-call-for-inclusion-im-speaking-to-you-white-speakers-coaches-and-spiritual-teachers-97bf9a308a30>

Dear White People BIPOC Aren't Your Charity

<https://revolutionarymystic.com/dear-white-people-bipoc-are-not-your-charity/>

While The Diversity Industry Is Flourishing, Actual Diversity Is Not

<https://medium.com/@AestheticDistance/are-corporate-diversity-training-classes-complete-bullshit-70b2b9acbf7a>

4 Racist Stereotypes White Patriarchy Invented to 'Protect' White Womanhood

<https://everydayfeminism.com/2016/07/protect-white-womanhood/>

White People Must Invest In Anti-Racism

<https://www.bitchmedia.org/article/white-people-invest-in-anti-racism>

On Fragility

<https://medium.com/@stacijshelton/on-fragility-22f8e2cb22cc>

Are you a lightworker contributing to racism?

<http://lisafabrega.com/are-you-a-lightworker-contributing-to-racism-read-and-find-out/>

Dear Spiritual White Women: People of Colour Aren't Your Inclusion Tokens

<https://medium.com/@gutsygirlart/dear-spiritual-white-women-people-of-colour-arent-your-inclusion-tokens-960b928c77e4>

How Is Identity Affected By Culture

<https://medium.com/@cupofamytea/how-is-identity-affected-by-culture-f23fe13f976f>

Being Biracial

<https://thebodyisnotanapology.com/magazine/being-biracial/>

Multiculturalism on TV

<https://www.screenaustralia.gov.au/sa/screen-news/2016/01-20-multiculturalism-on-tv>

Confessions Of A (Former) White Savior

<https://thoughtcatalog.com/janice-erlbaum/2015/08/confessions-of-a-white-savior/>

On suddenly woke white folks versus their cousins who are taking the slow route to understanding their privilege

<https://medium.com/@cypheroftyr/on-suddenly-woke-white-folks-versus-their-cousins-who-are-taking-the-slow-route-to-understanding-1e778a94e4f3>

The White Allies' Guide to Collecting Aunt Linda

<https://medium.com/@realtalkwocandallies/the-white-allies-guide-to-collecting-aunt-linda-41c6a92ae864>

These Are the Women of Color Who Fought Both Sexism and the Racism of White Feminists
<https://www.theroot.com/these-are-the-women-of-color-who-fought-both-sexism-and-1823720002>

Explaining White Privilege To A Broke White Person...

<http://occupywallstreet.net/story/explaining-white-privilege-broke-white-person>

And the Cultural Appropriation Prize Goes to...White Writers

<https://www.bitchmedia.org/article/cultural-appropriation-prize>

Dear White Women, BIWoC Owe You Nothing

<https://erenarruna.com/2017/02/05/dear-white-women-biwoc-owe-you-nothing/amp/>

When Feminism Is White Supremacy in Heels

<https://www.harpersbazaar.com/culture/politics/a22717725/what-is-toxic-white-feminism/>

Mythbusting Manifesting, Law of Attraction, Abraham Hicks and The Secret The staggering bullshit of The Secret

<https://observer.com/2015/06/the-staggering-bullshit-of-the-secret/>

Recommended Viewing

Women's Entrepreneurship: Interrogate Your Discomfort | Sonali Fiske | TEDxDelthorneWomen

<https://www.youtube.com/watch?v=VOXOMTQV63s>

Dr. Joy DeGruy: Cracking the Codes

<https://www.youtube.com/watch?v=2S2lQlUtIIM>

Recommended Books

White Tears / Brown Scars by Ruby Hamad (*my personal favourite!*)

Writing Beyond Race by bell hooks

Why I'm No Longer Talking to White People About Race by Reni Eddo-Lodge

Emergent Strategy: Shaping Change, Changing World by adrienne maree brown

So You Want to Talk About Race by Ijeoma Uloa

Gutsy and Formidable Courses and Coaching:

- [Intro to Gutsy Leadership Video Class](#)
- [Unpack Your Privilege Course](#)
- [Be an inclusive coach: Unpack Your Privilege to Formidable Business + Formidable Inclusion Framework](#)
- [Feminist Coach Academy Pilot Class: Privilege, Harm and Racial Trauma Awareness for Coaches and Helping Professionals](#)
- [Formidable Coaching & Consulting for leaders](#) - 1:1 coaching from life to business, special projects and anti-racism and anti-oppression business strategy
- [Formidable Voices member network](#)
- [Patreon](#) for access to my writing and future updates to this Toolkit

[Visit my website](#)

Next steps

To effect positive social change requires 25% of people to act and contribute.

Will you be one of the 25% who contributes to the movement of positive social change required to begin the abolition of white supremacy and systems of oppression? Or will you be a not-so-innocent bystander who upholds it and is complicit with white supremacy and systems of oppression?

I hope you enjoyed this Toolkit and that it provides you with knowledge, self-reflection and pathways to self-awareness and more in-depth inquiry to enable you to become a conscious, anti-racist and inclusion-driven advocate/accomplice/leader. Should you have any questions about this Toolkit and how to apply unpacking privilege to your life and business, I offer 1:1 coaching in this area including one-off Formidable Focus sessions through to coaching and consulting packages.

You can also check out my 90+ posts over on [Patreon](#) and make a contribution of \$5+ per month to ensure my ongoing work and free educational resource compilation efforts are sustainable. Thanks to the ongoing financial contributions of patrons, I am able to create offerings like this free Toolkit that benefit the wider community.

If you have a friend who would be interested in this Toolkit, please direct them to my [website](#) to sign up. Please value and respect the hours of labour involved in compiling this free resource created just for you.

I look forward to teaching and guiding you in the near future to be one of the 25% who will facilitate real, lasting and transformative change.

For love and justice,

Sharyn