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“One Move Companies Can Take to Improve Diversity”, by Bryan Hancock and Monne Williams, *McKinsey Quarterly*, proposes a solution to a diversity problem plaguing America. The article is specifically geared towards a discussion about Black workers, as it’s a follow-up to an earlier report, “Race in the Workplace: the Black Experience in the US Private Sector”, Bryan Hancock, et. al. The article states that where Black people live in the U.S. plays a large role on how they are employed. For a variety of reasons, this article suggests that companies *go to them*. Black employees are overrepresented in slow-growth areas of the country like Detroit as opposed to high-growth cities like Reno Nevada, Seattle, Washington and Austin, Texas. Most Black workers are in what the authors call “*distressed Americana economies*”, which include many rural areas of the South, where some 60 percent of Black workers live”. Many Black people aren’t going to move to all-white cities for job opportunities. They don’t want to be the “only one”, they’d be unhappy and probably unsafe. The report focuses on the idea of relocating hubs, factories and offices into cities with large Black populations. For instance, the authors provide an example of Microsoft establishing a hub in Douglas and Fulton Counties in Georgia, areas with high Black populations. Hancock, et. al state “*The impact that moves such as these have on the Black community can be significant. In almost every state, Black employees are underrepresented in jobs relative to their educational attainment*”. The authors argue that if companies are able to recruit from a strong pipeline of Black talent, ultimately there will be Black managers and executives. Furthermore, says the authors, “*If 200 companies were to do this one time, corporate America could site an additional 100,000 jobs in Black neighborhoods and create 50,000 more opportunities for Black workers.*”

This article adds to the conversation about Black equity by proposing that the employment gap between Black workers and others can be closed. While the focus is narrow and it does not address inclusion, it offers a creative solution for affording Black folks an equitable way of achieving employment that is on par with their educational attainment and percentage of the population as well as the ability to advance in the workplace.

Reference:

Hancock, Bryan and Williams, Monne. “One Move Companies Can Take to Improve Diversity.”, *McKinsey Quarterly*, 9 Apr. 2021