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I live and work
on the traditional and UN-CEDED territories
of the Stó:lō Nation



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Housekeeping

- 90 minute workshop
- Yes, there will be a recording! I will email it to you tomorrow
- Feel free to virtually raise your hand with questions
- Use the comments to connect and get to know each other
- We will do a 30 min Q&A at the end

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Learning Intention

Dissolve some of the oppressive
myths our culture has trained us
to believe about **money** and **justice**

So you can cultivate a flourishing,
culture-making business that creates BOTH
*on *your* terms*

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Money & Justice: My Big Why



My Big Why

- Because after lives of care, devotion and service, the elderly women in my life are suffering and in jeopardy
- Because I want to protect myself and my family
- Because I want to invest and grow our feminist community
- Because I want a whole new economy and a better world

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What's Your Why?

Why are you here today?

What are your dreams for justice and money?

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4 Big Myths
Misleading Us about Money and Justice

1. We're bad with money
2. We have defective money stories
3. We won't succeed at business if we prioritize justice
4. Money is evil and corrupts

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Myth #1:
You're Bad With Money

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The People Told that They're "Bad With Money" Are NOT

- In my direct experience, my family members who are poor or financially struggling – in other words, those marked by the dominant narrative as having 'poverty mentalities' -- **often have the most ingenious, imaginative, inventive and life-preserving resource strategies**
- **They're NOT** self-sabotaging or self-defeating
- Instead their brilliance with resources is exactly the opposite of what the dominant narrative insists) ***or else they would not have survived*****.**

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Struggling Entrepreneurs are BRILLIANT with Money

- Many of my clients are ingenious at making their resources stretch
- They accomplish way beyond what should be possible
  - Yet because of the dominant narrative, they confess to me that they're "bad with money"
  - Or they beat themselves up about their 'money stories' or 'poverty mentalities'

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The very people who are taught to think
they have a negative money story
or are **“bad with money”**
are usually the ones
who are **brilliant** with resources

h/t Anjali Nath of Liberation Spring

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Myth #2:
Your Money Story is The $$$ Problem

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The Problem with the "Money Story" Narrative

- The dominant way of talking about money and navigating money in the online and coaching world is around "money stories" or "money mindsets"
- People struggling financially are often said to have "scarcity mentalities" or "poverty mentalities"
- In other words, they have an internal, psychological or spiritual defect that they need to correct *in order to succeed in the world as it is*

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The people most often branded with poor (ahem) “money stories”…

…are usually the people making money do bend and stretch and do high-kicks

So why are they being gaslit into believing they’re bad with money/have a bad money story?

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Because
Money is a Form of Power

And power has been used against us

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So if you're uncomfortable with money

(pricing, charging, asking, getting compensated, breaking even, having enough, profiting, resource-building…)

a) You're not alone

b) It's not you. It's our culture.

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Why Money is a Feminist Issue

- Historically and presently, money is a form of social power ***that is withheld from marginalized peoples***
- This damages and limits our lives in every conceivable way

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So maybe you don't have a negative money story.

Maybe you're *not* bad with money.

Maybe our culture has been **deliberately** bad at sharing money with you.

No maybe about it.



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The REAL Money Story limiting our lives is a cultural one:

Financial inequity

and systemic injustice

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Myth #3:
We won't succeed at business if we prioritize justice

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THE ASSUMPTION THAT JUSTICE IS BAD FOR BUSINESS

- Sometimes I implement a new business practice just because the alternate is impossible for me
- Don't expect any net benefit except that it aligns with my principles
- And then…SURPRISE!
  - For example: my Refresh Consent Process actually makes me money. Did.not.expect.that
  - Lesson: be willing to be principle-driven and do things on your terms. It's actually a business-driver. **REAL trust always is**
  - Lesson: be willing to experiment with tactics and practices and be surprised – then get strategic

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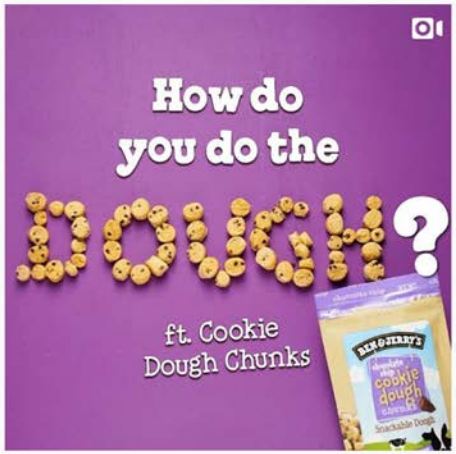
THE ASSUMPTION THAT JUSTICE IS BAD FOR BUSINESS

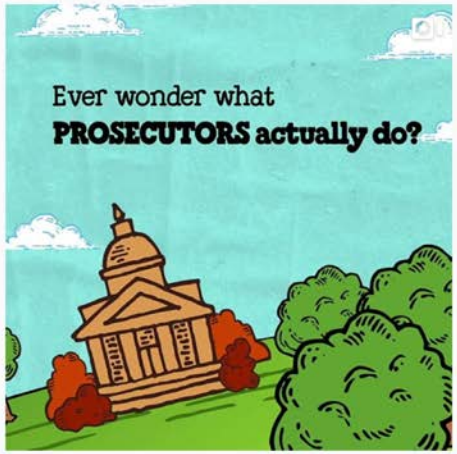
- Design Thinking says that when you improve the experience of the "edge cases", everyone else's experience improves, too
  - Ramps on Curbs
  - alt text

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CASE STUDY: Ben + Jerry's













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CASE STUDY: Ben + Jerry's

- Founded by two activist hippies in 1978
- They wrote their own rules and three "mission" statements: product, economic, social
- Salary ratio limiting pay of top executives
- Made a conscious decision to slow growth to preserve internal culture
- Environmentally and socially responsible production
- ALWAYS publicly advocated for justice and systemic change
- In 2000, sold for $326 million dollars
- In 2020, didn't simply issue a statement of support for Black Lives Matters; issued a list of DEMANDS
- Their social media feed regularly raises awareness about social justice issues

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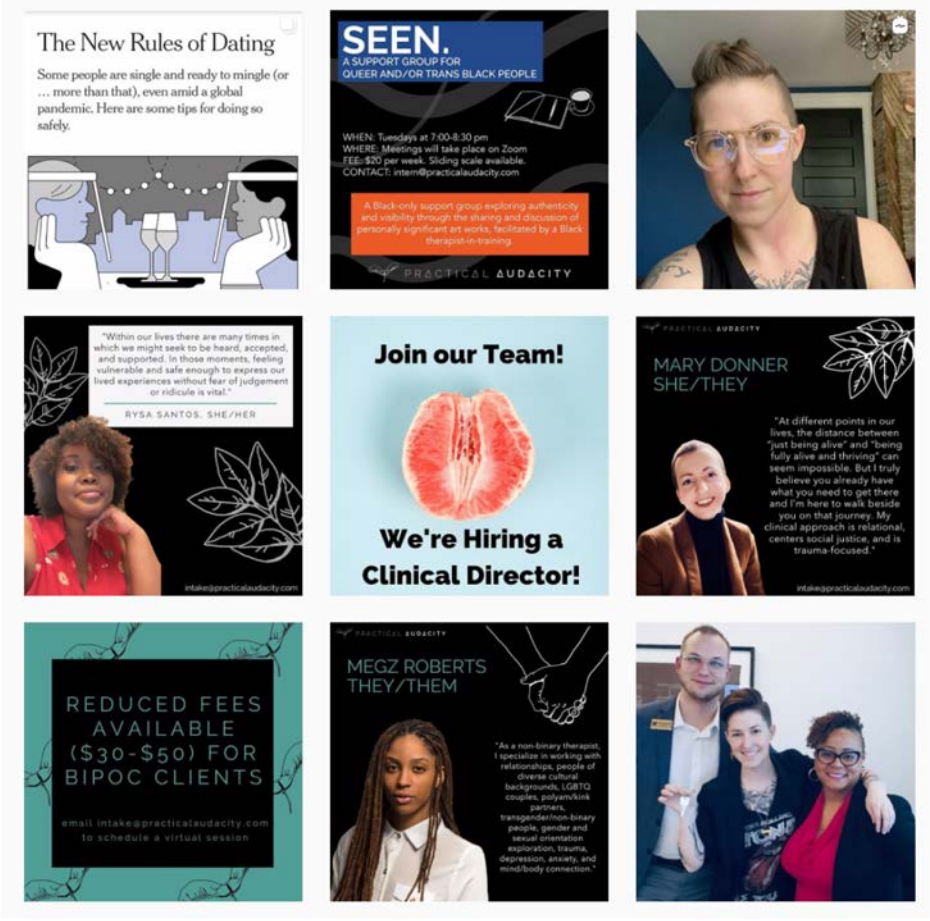
CASE STUDY: Rachel Rodgers, Hello Seven



- Centers black women entrepreneurs in her marketing and design of group spaces
- Critiqued racist business practices in a video that went viral
- Held a Town Hall
- Created a Pledge and took names and COLLECTED DATA (accountability)
- Went on to have a million dollar MONTH

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CASE STUDY: Rae McDaniel, Practical Audacity



In 2017, was struggling to pay for arthritis medication and held a crowd-funder to come up with that cash (so resourceful)

Started their business in 2018

Is gender non-conforming therapist running a practice and online group program specifically for trans folks and gender non-conforming folks

That two year old business is THRIVING

Hiring lots of new staff to keep up with demand

According to their FB page, Rae just bought their first house!

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CASE STUDY: Dan Price, Gravity Payments



danpriceseattle 6 years ago
today I raised my company's min wage to $70k. Fox News called me a socialist whose employees would be on bread lines.

Since then our revenue tripled, we're a Harvard Business School case study & our employees had a 10x boom in homes bought.

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More Case Studies

- Cindy Gallop, Make Love Not Porn
- Toi Smith, Business for The People
- Period Aisle (formerly Luna Pads)
- Nada Grocery
- Nisha Moodley
- Akilah Richard, Raising Free People

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More Case Studies

- The Alinker
- From Molly With Love
- Cheekbone Beauty
- Vivienne McMaster, Be Your Own Beloved
- Jennifer McClanahan Flint, Leverage 2 Lead
- Carmen Spagnola, The Numinous School
- QueerIT

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Myth #4:
Money is Evil
Money Corrupts

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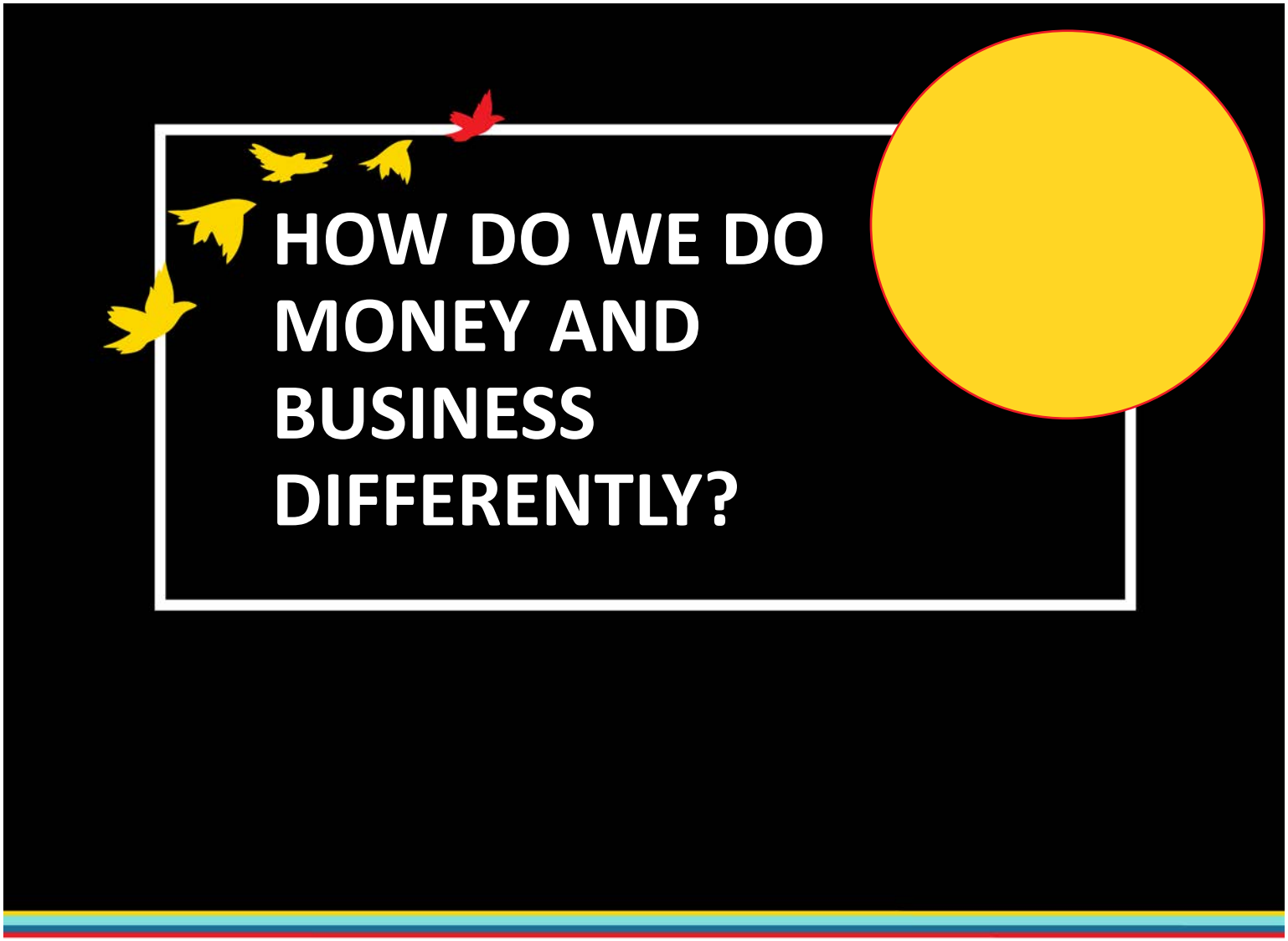


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Ava DuVernay and Ryan Coogler, for example, use their clout and resources for social change: http://www.takepart.com/article/2016/02/29/ava-duvernay-ryan-coogler-justice-flint/

This article by Stacy Abrams on her debt of nearly $200,000 brilliantly—and shamelessly -- lays another piece of this out: http://fortune.com/2018/04/24/stacey-abrams-debt-georgia-governor/

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HOW DO WE DO MONEY AND BUSINESS DIFFERENTLY?

WE BAKE JUSTICE IN

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What is a Feminist Business?

Barb Orser's insightful question:

If a feminist starts a donut shop,
is that a feminist business?

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“The Business Model is The Message”

“A company’s business model is the first domino in a long chain of consequences. In short: “The business model is the message.” From that business model flows company culture and beliefs, strategies for success, end-user experiences, and, ultimately, the very shape of society.

We believe that developing alternative business models to the startup status quo has become a central moral challenge of our time. These alternative models will balance profit and purpose, champion democracy, and put a premium on sharing power and resources. Companies that create a more just and responsible society will hear, help, and heal the customers and communities they serve.”

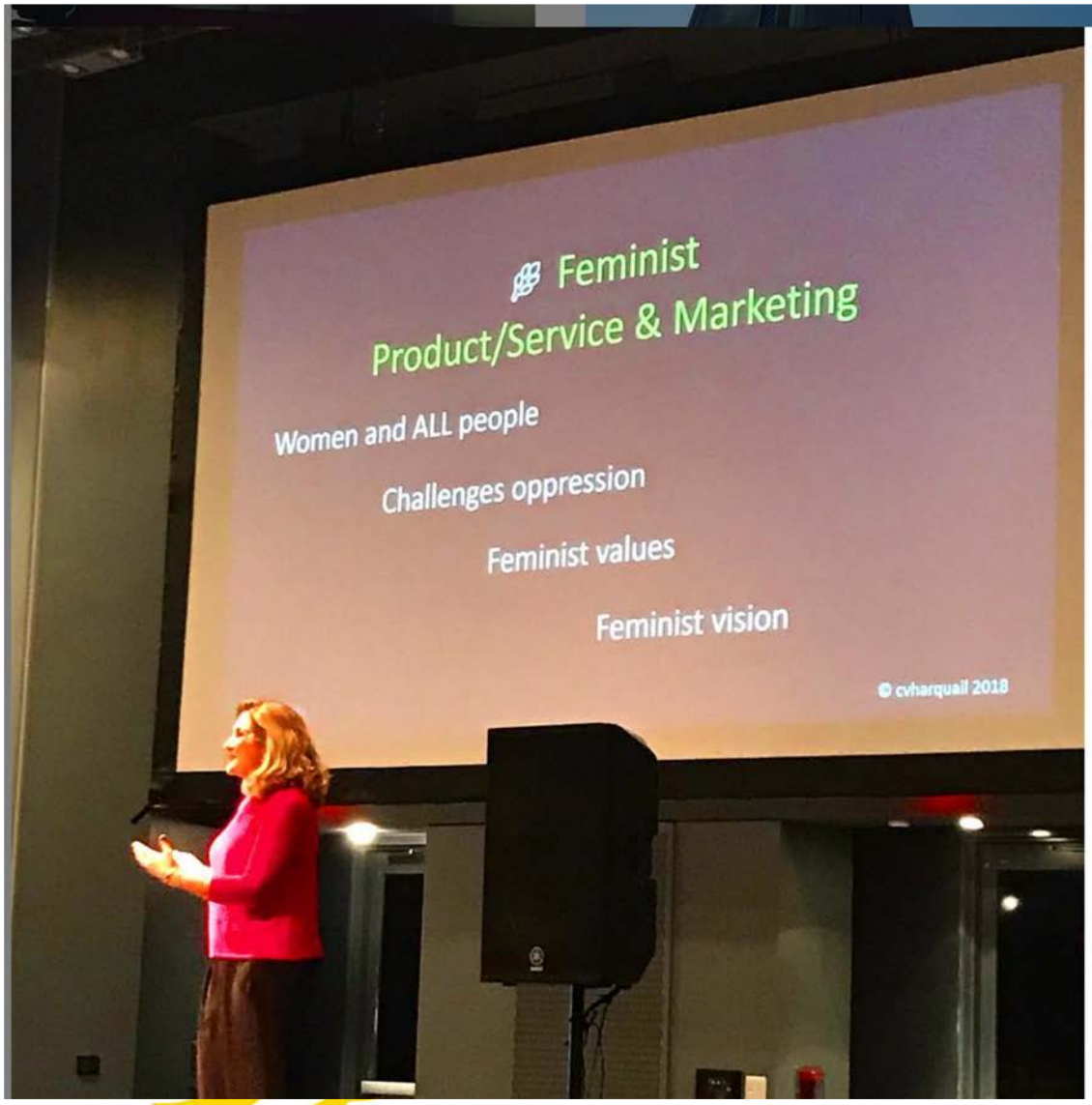
- The Zebras. Their essays on Medium:

- Sex & Startups
- Zebras Fix What Unicorns Break
- Zebras: Let’s Get In Formation

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kelly.diels

kelly.diels I cannot say enough how much I loved this talk by @cvharquail #feministmarketing #effto

stashie.co I'm SO SAD I arrived late and missed this talk. I wish there was video. Snif.

Liked by **sophiediels** and **30 others**

DECEMBER 3, 2018

Add a comment...

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How to Bake Justice In

First, give yourself radical permission to achieve sustainability for yourself

(h/t Lilia Graue of *Fiercely Embodied*)

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How to Bake Justice In

- Living wages rather than minimum wages
- Democratic decision making
- Robust parental and family leave practices
- Flexible schedules
- High-consent marketing and sales (rather than "mental triggers" or "social triggers")

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How to Bake Justice In

- Financial accessibility options for clients
  - Every 3-4 full paying clients, offer pro-bono
  - Sliding scale
  - Scholarships
  - pay-what-you-can
  - YOUR NEEDS MUST BE MET

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How to Bake Justice In

- Offering fair payment plans
  - NOT using them as a predatory bonus revenue stream for the business
  - eg no 25% surcharge for clients who need to use a payment plan
- Reducing harmful environmental impacts
- Justice-oriented, inclusive hiring
- Inclusive practices in online and in-person groups

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How to Bake Justice In

- When justice is the foundation of your business practices, then it's natural and organic to speak up about it publicly
- Your principles and practices then become part of your marketing, what people expect from you, and an ASSET
  - See again: Ben & Jerry's
  - That means in crisis, you don't flounder or look performative. You were already addressing this, because it's central to how you do business

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How to Bake Justice

- Care for the emotional and economic wellbeing of the people who work in the business *including you, the founder*

Side note: "Queen" is not a Feminist Business Model

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Hive Mind

Do you have ideas for practices that help us bake justice in?

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PRINCIPLES OF FEMINIST MARKETING

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First Principle of Feminist Marketing

If the feminist running the business isn't flourishing, then it's not a feminist business

h/t Dr. Lilia Graue

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Second Principle of Feminist Marketing

Building Your Analysis = Liberation

- Feminist means liberated
  - And that means we're not substituting other people's judgement for our own or following play-books
  - Which in turn means we need to build our analyses so we can make those discernments for ourselves. *That's what liberation is*
  - *Building your analysis means understanding your own identity/positioning/power*
  - *Building your analysis means continually confronting and dismantling your own biases and dissolving binaries*

Liberation and analysis means you're equipped to decide your business practices ON YOUR TERMS

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Barbara J. Love

Social Justice
Transformational Change
Liberation & Healing

BJL Consulting

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Developing a Liberatory Consciousness

Liberatory consciousness is a framework used to maintain an awareness of the dynamics of oppression characterizing society without giving in to despair and hopelessness about that condition and enabling us practice intentionality about changing systems of oppression.

Awareness

Developing the capacity to notice what is going on in the world around us, and continually interrogating our observations from a liberatory perspective.

→

Analysis

interrogating what we see happening in the world around us from a liberatory perspective. It means asking whether the reality that we can name moves toward deliberation or away from it. If it moves away from liberation, what needs to happen to put it on track toward liberation.

→

Dr. Barbara J. Love

Accountability

Asking what, if anything needs to happen to move the reality that we are witnessing or experiencing on a path toward liberation, and what our role should be in that movement.

→

Action/Allyship

Refers to the support that we provide each other in mirroring our liberatory intentions back to each other, and the assistance we provide to each other in adjusting our perspective, language, and behavior in the course of our work, and the pursuit of liberation.

→

Third Principle of Feminist Marketing

We build power together

http://instagram.com/herspectivefeminist/

https://www.instagram.com/p/CNnnUscjPSa/



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Fourth Principle of Feminist Marketing

Everything that's been used against you can be a source of power

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RECAP: Principles of a Feminist Business

1. If the feminist running the business isn't flourishing, it's not a feminist business (h/t Dr. Lilia Graue)
2. Building Your Analysis = Personal AND Business Liberation
3. We build power together
4. Everything that's been used against you can be a source of power

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Money is a Form of Power

I trust you with money & power

Imagine what we can do with it, together

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Vision-Cast

Imagine the healing, generative things you can do with money…

In your work

In your life

In the world

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Money & Justice: My Big Why



NEXT

- Recording
- Slides
- AKE IT IN: There are LOTS of free Feminist Marketing Tools on my website https://www.kellydiels.com/feminist-marketing-tools/
- LET'S GO GET OUR MONEY!

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Citations

- My mother-in-law, Daphne Rostant
- Dr. CV Harquail, author of *Feminism: A Key Idea for Business and Life*
- Sonya Renee Taylor, The Body is Not an Apology
- Anjali Nath of Liberation Spring
- Cindy Gallop
- Ben & Jerry's
- Rachel Rodgers
- Rae McDaniel
- Rachel Cargle
- Toi Smith, Business for The People
- Period Aisle (formerly Luna Pads)
- Nada Grocery
- Nisha Moodley
- Akilah Richard, Raising Free People
- The Alinker
- From Molly With Love
- Cheekbone Beauty
- Vivienne McMaster, Be Your Own Beloved
- Jennifer McClanahan Flint, Leverage 2 Lead
- Carmen Spagnola, The Numinous School
- QueerIT
- Scott Woods
- Ava DuVernay
- Ryan Coogler
- Stacy Abrams
- Lilia Graue
- Barb Orser
- Dr. Barbara J. Love
- Herspective (Evelyn) https://www.instagram.com/herspectivefeminist/

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