

## INSIGHTS + NEWS

## AiVi Nguyen Writes “10 Things I know about ... How companies respond to George Floyd’s killing” for the Worcester Business Journal

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The *Worcester Business Journal* has published “10 Things I know about ... How companies respond to George Floyd’s killing” by AiVi Nguyen. The killing of George Floyd has been eye opening for many individuals. It also has people looking towards companies to see how they will respond. In the article, AiVi lists different responses companies could, and maybe, have to these events. Below is an excerpt from the article:

- 7) **Hire a professional.** There are very talented experts who can guide companies through a thoughtful and meaningful diversity and inclusion plan.
- 6) **Under no circumstances** should you look to your employees of color to lead the conversations or to write your company’s statement.
- 5) **Make diversity a goal** in your strategic plan for hiring, retention, and promotion. Hold yourself accountable.

Continue reading “[10 Things I know about ... How companies respond to George Floyd’s killing](#)” on the *Worcester Business Journal* website.