



THE TIDAL EQUALITY EQUITY SEQUENCE™



THERE IS A PROBLEM WITH DIVERSITY INTERVENTIONS

Inequality exists and is rising all over the world. Even in organizations striving to lead their industries on diversity and inclusion, many “gold standard” interventions are not effectively reducing bias or inequality. Unconscious bias training, for example, has been the go-to approach in the diversity and inclusion world for decades. However, evidence is mounting that unconscious bias training does not lead individuals or organizations to become less biased or more equitable, and can even have harmful backlash effects. It is one of the many diversity interventions that target the individual and not the system and do not achieve the change we need to see.



WHY IS THE EQUITY SEQUENCE™ THE ANSWER?

Tidal Equality is a tech-enabled strategy firm empowering people and organizations to build equality in radically new ways, at scale.

On the back of several years of in-depth research and practice leading a new wave of equity, diversity, and inclusion work, the team at Tidal Equality has developed a unique, evidence-based alternative for busting bias and inequity.

The Equity Sequence™ is a practice designed to help your people and organization truly build equity - and ultimately equality - one question and decision at a time.

The Equity Sequence™ practice equips people to expand equity by asking a series of powerful equity-focused and strategic questions - without judgement, and with curiosity and respect. The innovative Equity Sequence™ focuses on a collaborative, collective effort that invites everyone to participate in the creation of greater equity and inclusion.

Introducing

THE  TIDAL EQUALITY

EQUITY SEQUENCE™

for

Sports and Recreation

A collaboration between Tidal Equality and Bonobo Consulting, the Equity Sequence™ for Sports and Recreation is tailored for the sports, recreation, and athletics sectors.

WHAT TO EXPECT

The Equity Sequence™ learning platform is gamified, self-paced and focuses on experiential, reflective learning.

On the platform, learners reconnect with foundational principles: bias, discrimination and inequality exist in our society and our organization, and they are at the root of many of the world's problems.

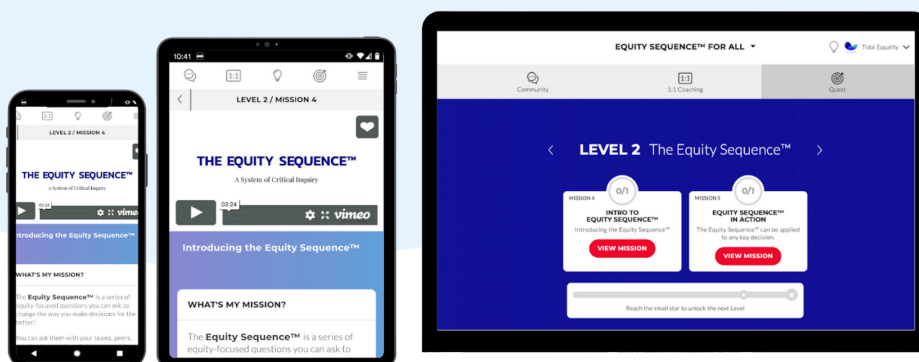
Next, learners are introduced to the Equity Sequence™ questions and see how the questions can be applied in a real-life context.


Then, learners practice applying the Equity Sequence™ to one or more relevant case studies of their choice before ultimately applying the Equity Sequence™ to whatever they happen to be working on that day or that week.

By the end of the online program, learners will have identified exciting near-term and real-world opportunities to apply the Equity Sequence™ to the benefit of your organization, your culture, and the people you serve.

Learners come away feeling confident that building equity is not only possible, but can be a collaborative and uplifting process.

LEARN AND PRACTICE ON ANY DEVICE





WHAT PEOPLE ARE SAYING ABOUT THE EQUITY SEQUENCE™ FOR SPORTS AND RECREATION

Now there is a **process** for us to follow to help make the things we create and touch more equitable.

~ Craig Decker, Director, University Recreation,
University of Alabama at Birmingham

[I am someone who is always going 100 mph. Hearing these questions and applying them in specific examples allowed me to **slow down, reflect** and incorporating this practice into my daily planning will allow me to see more equitable and inclusive routes.

Do it! Truthfully we have nothing to lose from engaging ourselves on deeper questions of EDI work. Equity Sequence™ allows you to take each piece of a larger challenge and take as long as you need to **reflect** on its impact.

~ Tanika Santos Macswain, Graduate Assistant, Fitness,
University of Kentucky

The Equity Sequence™ questions present opportunities to realize **what we don't know**.

~ Erin Patchett, PhD, Director, Administration and Assessment,
Colorado State University

The flexibility to use the Equity Sequence™ in a variety of decision making, programmatic, **policy based** situations makes it a **reliable** tool. It can be applied **consistently** which should identify systemic inequitable issues in multiple areas.
It allows you to take time to really focus on equality and improve the experiences/interactions of those we serve through reflection and introspection. It can be used in both professional and personal life making it relatable in many situations.

~ Adam Walsh, Assistant Director, Intramurals,
Colorado State University

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