

Gordon Policy Group, LLC

Health Care Policy • Business Strategy • Relationship Management
1005 Pontiac Road #391, Drexel Hill, PA 19026

Phone: 484.474.0391 • Email: vgordon@gordonpg.com • Website: www.gordonpg.com

The Elimination of Racism, Like COVID-19, Will Need the Business Sector's Leadership

- *Racism, like COVID-19, does not have a cure or an effective treatment to eliminate the associated pain and death.*
- *Racism, like COVID 19, disproportionately impacts the African American community.*
- *Racism, like COVID-19, will require a collective response if we are to emerge a better nation and member of this planet.*

Each person, family, community, city, state, business, nonprofit and government body needs to align their values and resources to eliminate this enemy of the good.

It is important to remember we cannot simply eliminate racism via legislation or regulation. There are many antidiscrimination laws that have been memorialized and codified since the inception of this country. It is important to note these laws were in place as we watched George Floyd lose his life by the very people who are sworn to uphold these laws. Laws cannot and have never changed hearts and minds.

Racism will only be checked, when we acknowledge the social and economic pain it inflicts on our nation. I implore business leaders, entrepreneurs, and others who drive our nation's economy to incorporate business practices that defy exclusion based on race. Let us embrace practices that acknowledge the value of diversity and how it drives a better and more inclusive society. Let us integrate practices that do not guarantee success, but rather guarantee everyone the opportunity to be successful.

Throughout our history, the American business community, when keeping a moral center, has provided solutions to our most challenging problems. Let us once again look to that American spirit to eliminate racism.

*Vincent Gordon
President
Gordon Policy Group*