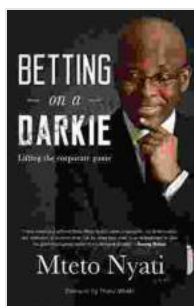


Betting on Darkie: Lifting the Corporate Game

In her groundbreaking book, "Betting on Darkie: Lifting the Corporate Game," author and business strategist Sheri Cherry uncovers the insidious racial biases that continue to plague corporate America, preventing Black professionals from reaching their full potential.



Betting on a Darkie: Lifting the Corporate Game

by Mteto Nyati

★★★★☆ 4.7 out of 5

Language : English

File size : 3011 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 215 pages



The Pervasive Reality of Corporate Racism

Cherry begins by painting a stark picture of the systemic racism that is deeply ingrained in the corporate world. From biased hiring practices to unequal pay and limited opportunities for advancement, Black professionals face a myriad of obstacles that white colleagues do not.

Cherry provides compelling statistics to support her claims. For example, she cites a study that found that Black job applicants with the same qualifications as white applicants were 15% less likely to be hired. And

once hired, Black professionals are often paid less than their white counterparts, even in the same job roles.

The Impact of Colorism and Stereotyping

Cherry also delves into the role of colorism and stereotyping in the corporate environment. She explains how lighter-skinned Black professionals are often perceived as more "professional" and "capable" than darker-skinned Black professionals, even though there is no evidence to support this bias.

This colorism can lead to Black professionals being passed over for promotions and leadership roles in favor of white colleagues. And because of the "strong Black woman" stereotype, Black women may find it particularly difficult to break through the glass ceiling.

The Cost of Corporate Racism

Cherry argues that corporate racism not only hurts individual Black professionals but also has a negative impact on companies as a whole.

A lack of diversity stifles innovation and creativity. And when Black professionals are not given a fair chance to succeed, companies lose out on their valuable contributions and perspectives.

Solutions for Lifting the Corporate Game

While the challenges are significant, Cherry also offers a path forward. She proposes a number of solutions that companies can implement to create a more inclusive and equitable workplace.

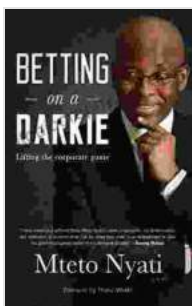
These solutions include:

- Unconscious bias training for all employees
- Reforming hiring and promotion practices
- Creating mentoring and sponsorship programs for Black professionals
- Investing in diversity and inclusion initiatives
- Holding leaders accountable for creating an inclusive workplace

A Call to Action

Cherry concludes by issuing a call to action to all corporate leaders and professionals. She urges them to confront the reality of corporate racism and work together to create a more just and equitable workplace.

"It's time to bet on Darkie," Cherry writes. "It's time to lift the corporate game and create a workplace where everyone has an equal opportunity to succeed."



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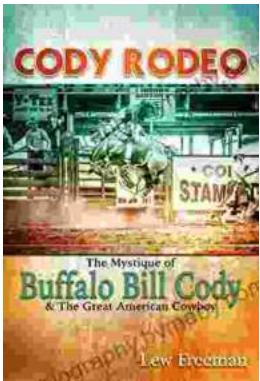
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