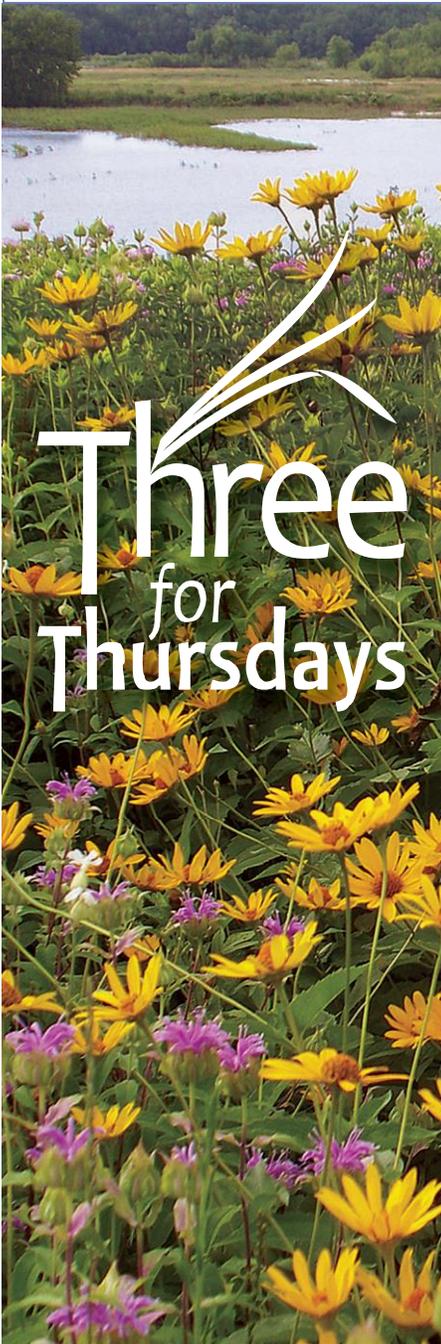


NATURAL LAND INSTITUTE

Conserving Land
in Northern Illinois



Three
for
Thursdays

Valuing 'Doing' at the Expense of 'Being'

I have been thinking more and more about our cultural emphasis on rating people and organizations on how good they are as 'doers' and getting things *done*, as if culturally we forget about or don't see the 'being' part of an individual, community or organization when looking to hire new staff, do our strategic planning, or build relationships in our communities.

Can we 'insert an element of "strategic being" into our strategic planning implementation process where we spend time reevaluating our role in the community and how we are adding value, what our impact is and how our presence is affecting other nonprofits and the people we serve'?

Effective community engagement focuses on *being*. This takes time and it takes a lot more resources, as it must be ongoing and consistent as it is based in building relationships. We know how to do this, and we do it well, and we are ready to take these skills into our broader community. Let's focus more on who we *are*, not just on what we *do*. I started researching this implicit bias and found some interesting information I thought I'd share with you. "The default in social justice work..., where people become the "for whom" we do the work is an ineffective model. When we do this type of work, it cannot be "for" the community. It must be alongside and with the community."

<http://nonprofitaf.com/cultural-competency-points/>

Being 'Color Brave', not 'Color Blind'

In January of this year, together with other regional land trusts, staff participated in a one-day diversity training, partially funded by the Gaylord and Dorothy Donnelley Foundation. As part of our Community Conservation strategic planning discussions, inclusiveness in the land trust world is an important one, and the subject of race can be very uncomfortable. As finance executive Mellody Hobson says, it's a "conversational third rail," and that's exactly why we need to start talking about it. In this engaging, persuasive 14 minute Ted talk, Hobson makes the case that speaking openly about race makes for better businesses and a better society.

https://www.ted.com/talks/mellody_hobson_color_blind_or_color_brave#t-665522

How Does Social Justice Relate to Our Work?

...By no longer separating the ecological from the social. David Pellow, Professor of Environmental Studies at UCSB, has spent his career at the intersection of social inequality and environmental justice. You can read about his ideas here:

<http://www.sustainability.ucsb.edu/ecological-justice-is-social-justice-too/>
<http://policy-practice.oxfam.org.uk/publications/a-safe-and-just-space-for-humanity-can-we-live-within-the-doughnut-210490>

Let's talk soon! Kerry November 8, 2018



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