

VISUALIZE YOUR EQUITY JOURNEY

Leadership Forum 2021 pre-conference assignment



All attendees of the 2021 Leadership Forum must complete this equity journey map task before the conference. Use this guide, [watch the video \(7 min.\)](#), and [look at the sample map](#) to create your own.

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Follow these steps to help transform your journey toward equity, social justice, and inclusion into a visual journey map – to create a holistic understanding of where you started and where you are today!

To begin, let's take a few moments to consider the path you have taken to embrace inclusivity and lean into equity. Think about when, where, and why this journey began for you; then reflect on where you are today to spark your creativity.

The idea of transforming an experience into a visual journey map may be daunting, especially if you have a fear of drawing. There is no need to worry. This process isn't about the finished product; it is about you taking a deep dive into the choices you made to get from point A to where you are today. A journey map is a visual way (no matter what it looks like) to see your path and understand your choices along the way and the highs and lows to getting there. It can be represented in quick, unrefined illustrations, words, post-its or a collage – experiment and find your visual voice.

While reflecting on experiences we tend to think about the moment of interaction when the experience happens, but it's important to think beyond that moment and consider the entire experience well before and after the interaction.

Before you build your equity journey map, the activity below will help you get into the mindset of designing and visualizing your equity journey. As you reflect on your journey, begin to identify the highs and lows of your experience – those moments of celebration and challenge. Draw a horizontal line across the center of your page and, as you build your map, place “highs” above the line and the “lows” below to celebrate your successes and understand your challenges.

Step 1: Finding the moment

Find the moment that prompted you to embrace equity, social justice, and inclusivity. Pick a moment early in the process that resonates with you, as the beginning or pivotable moment when you recognized the impact of injustice or inequity. Recently, for many, this may have been the racial and civil unrest following the murder of Mr. George Floyd.

Think about that pivotal moment in your life (the “aha moment of injustice”).

Step 2: Before the moment

Think about what happened before _____ (aha moment of injustice).

Questions to consider:

- What were you doing when you realized the injustice around you or the importance of inclusive environments?

- What considerations or situations played into your decision to change/shift your personal behaviors and choices?
- How were you feeling and what was happening in your day?

Think about how you're simultaneously processing the decision you made along with all the other things going on in your life. As a change agent, it's important to remember that your experience is one of many different people's experiences that are interdependent.

Step 3: During the moment

Think about what happened during _____ (aha moment of injustice).

Questions to consider:

- What was I doing? Who was present?
- How did this realization make me feel?
- What was the experience like? Overwhelming? Fearful? Joyous? Enlightening?
- Was it smooth? Or riddled with obstacles?
- Were choices easy or difficult?
- Were others positively or negatively impacted?

These types of questions help you understand the ways you contribute to the larger organization's (or community's) success. Did this experience enable what I needed and wanted to happen?

Step 4: After the moment

Think about what happened after _____ (aha moment of injustice).

Questions to consider:

- How were you impacted? What changes did you make? Does the shift feel good, bad, indifferent?
- Have you had a chance to see change?
- How will you move forward?
- Are you where you want to be? Or is there still work that you need to do?
- Did you have feelings of satisfaction or resolution?

Step 5: The rollup

When you think back to your pivotal moment, what could you have done differently or better, knowing the before, during, and after?

Thinking beyond the experience and considering the before, during, and after is important because as an individual you have a certain amount of control in the moment, but so much of what we think about includes the before and after.

Questions to consider:

- What would you change or do differently?
- What opportunities do you see for growth?
- How can you impact the systems around you that are perpetuating inequity?
- What self-awareness do you need to build?

Exercise courtesy of Tracy Duran of Ideate Collaborative, tracy@ideatecollaborative.com, www.ideatecollaborative.com. Adapted from IDEO U Learning Exercise: Get into the Journey Mapping Mindset. [Additional IDEO learning resources can be found on their website.](#)