

KIM CLARK





Kim Clark is on a mission to help organizations stop saying stupid stuff. When companies get in hot water over something their CEO said or a product they released that culturally appropriates, communicators look to Kim to understand what could have happened, where the misstep was and how to not only navigate the situation but prevent it in the future. Kim helps companies communicate like they give a damn.

The Conscious Communicator:
The fine art of not saying stupid sh*t
Co-Author & Speaker

Kim Clark Communications
Founder

San Jose State University
Lecturer

DEI Certifications: Yale School of Management & UC Berkeley; NSA Speaker

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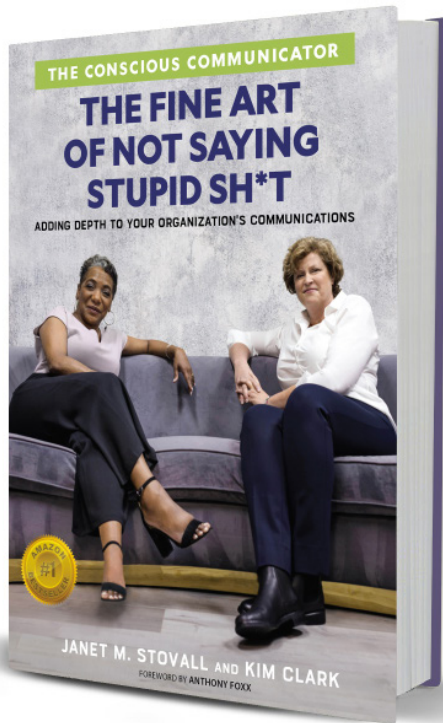


BOOK



THE CONSCIOUS COMMUNICATOR THE FINE ART OF NOT SAYING STUPID SH*T

Co-authored by Janet M. Stovall and Kim Clark



DEI and social justice communications is a new and required skill set for communicators. The key to success is to embed them into your processes from the very beginning.

Once upon a time, companies stayed out of diversity, equity, and inclusion (DEI) and social justice situations. However, DEI touches every part of the organization, from marketing and sales, to operations and technology, and social justice is no longer something that happens 'out there, somewhere.'

This book helps communicators, leaders, and the organizations they represent answer the why, what, when, and how of planning, messaging, and delivering DEI and social justice subjects. In this groundbreaking book, Stovall and Clark introduce The DEPTH Model™, a framework and practical tool to help companies craft DEI and social justice communications aligned with their mission, vision, and values – consistently, proactively, and in ways that are powerful rather than performative.

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"A concise but comprehensive set of recommendations for improving a company's social strategies."

- Kirkus Review

"The foundational concept is fully developed and takes into account current concerns and hot topics while melding them with solid, structured advice for effecting positive change."

- Booklife Review



ABOUT KIM

Kim Clark (she/her) focuses her work on the communicator and content creator's role in diversity, equity, and inclusion (DEI). She is the co-author of ***The Conscious Communicator: The fine art of not saying stupid sh*t***, an Amazon #1 bestseller and the leading voice for DEI communications and social justice messaging guidelines for brands.

Her career spans documentary filmmaking, agency partnerships with the Discovery Channel, teaching at San Jose State University, and leading global internal communication teams at KLA, PayPal, GoDaddy, and GitHub.

Kim speaks at conferences and consults with companies on diversity, equity, and inclusion communications for communicators, content creators, managers, leaders, and general employee audiences.



MEDIA RELEASE

“

“Statement after statement was performative, empty promises. Organizations may have believed what they said but they didn’t understand how to live up to it. They had neither the skills nor the education. They weren’t set up to be sustainable. Some were saying whatever everyone else was saying. Employees and customers expected meaningful action and companies haven’t done it. It’s been two years.”

”

— KIM CLARK

READ THE MEDIA RELEASE [HERE](#)

TESTIMONIALS

“Communications plays such a critical role in advancing an organization’s diversity, equity, and inclusion goals, and it’s often hard for communicators to know how to do this. This book offers concrete and practical ways to communicate intentionally and inclusively.

— **Kirsten Goodnough**
Communications Executive in the Canadian Public Service

“This book reminds all of us who are privileged to work in communications that we have the responsibility to unleash the power of words and images as drivers to a more diverse, inclusive and accessible organization. Kim and Janet not only challenge our minds and thoughts, but they give us a methodology to put our work into action. *The Conscious Communicator* is a ground-breaking book that will help us transform organizations into actors of a most needed social change.”

— **Imma Folch-Lázaro**
Worldcom PR Group EMEA Diversity, Equity and Inclusion Chair

“This is the first book I’ve ever pre-ordered and it was one of the easiest decisions I’ve gotten to make in a while. Kim Clark has been such an amazing resource ever since I participated in her “DEI for Communicators” course. She’s gone out of her way to truly listen and then share with me some of her hard-earned, experience-based advice during our 1:1s, and her conversations with Janet M. Stovall are always the best mix of authentic and authoritative. Their passion for wanting to help communicators get it right is palpable. So ready to dive in and continue learning to be a #ConsciousCommunicator!

— **Communications Manager at Microsoft**

“I just finished an incredibly eye-opening and educational four-week certification course titled Diversity, Equity & Inclusion for Communicators led by Kim Clark and Ragan Communications. So many notable takeaways, action items, and more than anything, the added DEI lens that I now use in all my communications and marketing efforts. This course is absolutely something I would recommend to any communicator, or honestly, any business professional looking to be a valuable contributor or driver of their organization’s DEI strategy and goals. Thanks so much for leading a terrific DEI comms program. It’s probably the best training I’ve ever attended - so informative and compelling. I have lots of work to do in my org, but feel much more empowered on how to move forward. AND looking forward to your book!

— **EDF Renewables**

“Your approach to DE&I is bold and challenging. At the same time somehow you also always make me feel ok about being human and not always getting it right.

— **Client Training Survey Respondent**

“Kim Clark is one of the finest speakers I have ever experienced at a conference. She really knows how to listen, observe and relate stories and examples about complicated matters that impact professionals across communication practices. If you are looking for someone to help you “connect the dots” about challenges that are going on in your work or workplace, I suggest that you go to a conference where Kim Clark is presenting!

— **Conference Survey Respondent**

INTERVIEW TOPICS

What role does inclusive language play in embedding inclusion at work?

"I am a big believer that language leads to behavior, and that we have got to clean up our corporate language.

One of the things that I do for clients is that I create custom inclusive language guides. It's this social agreement within the workplace of, this is how we're going to talk to each other, and this is how we're going to speak to our external constituents, customers, members, investors, whoever. This is how we're going to be recognizing the humanity in each of us and with this application, we'll see changes in our culture from the weekly team meeting to policy changes organizationwide."

How can communicators apply DEI in their organizations? And how can they ensure that it's more than performative?

"If we want to see and experience diversity, equity and inclusion results, then DEI has to be a part of our process. This means we learn skills to apply a DEI lens on all of our work.

We know the consequences of brand reputation, employee turnover, customer trust, etc. when we don't."

Historical Context

"We're talking about our responsibility as organizational communicators, to provide depth to our communications. And part of that is to be educated around the social, political and historical context of the topics from which we are now talking about. It's also about handing the mic over and advocating. Visibility drives accountability."

In times of anxiety and uncertainty, how can communicators make sure their DEI initiatives are relevant and effective in protecting the well-being of employees?

"You've got to do a lot of listening, and so really keeping a pulse on employees, yes. But we also have to really stay close with people managers. They're the least equipped to know what to do in those situations, so we've got to resource them, support them, train them, and make them accountable.

Our leaders didn't get to where they are because they're awesome at DEI. Nobody's asked them to be equitable. Nobody has required them to be inclusive and have an inclusive mindset. They don't know what that means.

So you also have to have a very solid relationship, open feedback, and communication with your ERGs - your employee resource groups - and the people who are running those groups. They're the ones that you need to have an ongoing relationship with and an infrastructure in place around moments like Black History Month and Pride Month.

They're the ones that drive the content - not communicators. It's our job to amplify and be consistent in communicating so everyone can see themselves in the work and engage."

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