



Let Me Explain Black AGAIN

JULY
2023

pm

PEPPER MILLER

QUIRK'S
MEDIA



Why this MESSAGE,



#1 Why Now

Millennial Power

- Surpassed Boomers in growth
- On the front lines of political and cultural change
- Black Millennials drive Black progress and identity; self-made and highly influential to American culture

#

Three American Disrupters: Trump/COVID/George Floyd

#3

Four words: *“Pepper, I didn’t know.”*

7 Key Leadership Blind Spots

#1 Avoidance of America's History

#2 Misunderstanding the Language of Black Culture

#3 Misunderstanding Black Identity

#4 Privilege and the Deficit of Empathy

#5 Unapologetically Black

#6 No, Virginia. We are NOT Post Racial

#7 Generations of Awakening Give Rise to the Fight for Equality

Blindspot

#2 Misunderstandin

g

LANGUAGE OF

BLACK

CULTURE

*“They speak English don’t
they?”*



Blindspot #2 Misunderstanding Language of black culture

“Yes, I speak English, but are you talking to me?”

Authentic voices give rise to a new trusted brand

- Black people die from skin cancer at a higher rate
- Black female dermatologists and beauty experts educate Black women:
“Melanin won’t protect us”
Encouraged “ashy residue” tests
- Black Girl Sunscreen addresses Black women’s health and beauty needs using an authentic voice.

THE INSIGHT

The formula...
APRR:
**Authentic (language), Positive,
Relevant, Representation**



Blindspot
#3
Misunderstanding
and Misjudging
Black Identity

RESPECT IS KING

- COLORISM
- PRIDE & SENSITIVITY
- SMOLDERING COALS
- BLACK VS. AA, POC & BIPOC
- BLACK & BI-RACIAL
- DUALITY/ CODE SWITCHING
- UNAPOLOGETIC
- BADGE VALUE



Blindspot #3: Misunderstanding and Misjudging Black Identity



THE RESPONSE

“Respect my identity, progress, and where I’m from”

- Not victims
- But WOKE -- aware and unapologetically vocal about racial and social issues
- Not anti-white or anti-American



The application

Why We Capitalize Black

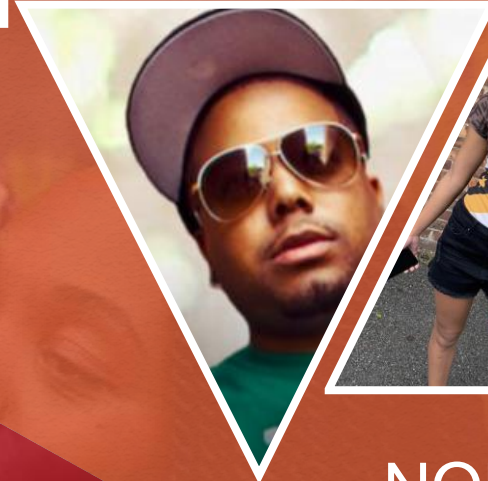
- Culture Vs. Color
- Celebrates Black identity
- Conveys respect for past and present generations
- Noteworthy publishers agree: Associated Press, NY Times, USA Today, The Atlantic, and more!



Cultural
Shapeshifters

BLACK YOUTH:
not
as mainstream
as some may
think

DEAF OR MILLENNIAL + GEN-Z MINDSET CONTINUUM



ASSIMILAT
ED

ADAPTABLE

NON-
CONFORMI
ST



**BLACK MEN:
THE PATH
FORGERS**

**DEFINING A
ROAD FORWARD
WHILE
OVERCOMING
STEREOTYPES**

THE NEED TO Counter societal beliefs

WHAT SOCIETY BELIEVES

Crime = Black Community and Black Men

- Drug Dealers
- Incarcerated
- Deadbeat dads



MOST CURRENT DATA LACKS POSITIVE DATA ABOUT BLACK MEN

- Do we ask about the various ways Black men contribute to their community?
 - Are we using Positive Realism to reframe how we measure the Black man's impact on the Black community?
 - Where are we looking?
 - What is being examined?
 - What questions are asked?
 - What methods are used?



BLACK MEN SHOW UP AND MAKE AN IMPACT

- “*The Fathering Kind*”: good husbands, dads, brothers, uncles, grandparents
- Business owners
- Lead Nonprofits
- Coach Little League
- Finish school; learn trades
- Serve in Church
- Organize their communities
- Run successful side hustles
- The Arbiters of “Cool”



Redefining black men's Stance and Reputation



So what, now what?

Begin With Why

Practice Introspection

- What do we *really* know and understand about Black Americans?
- What are our blind spots?
- How can we use empathy to see Black America and grow our businesses?

Lead with Black insights

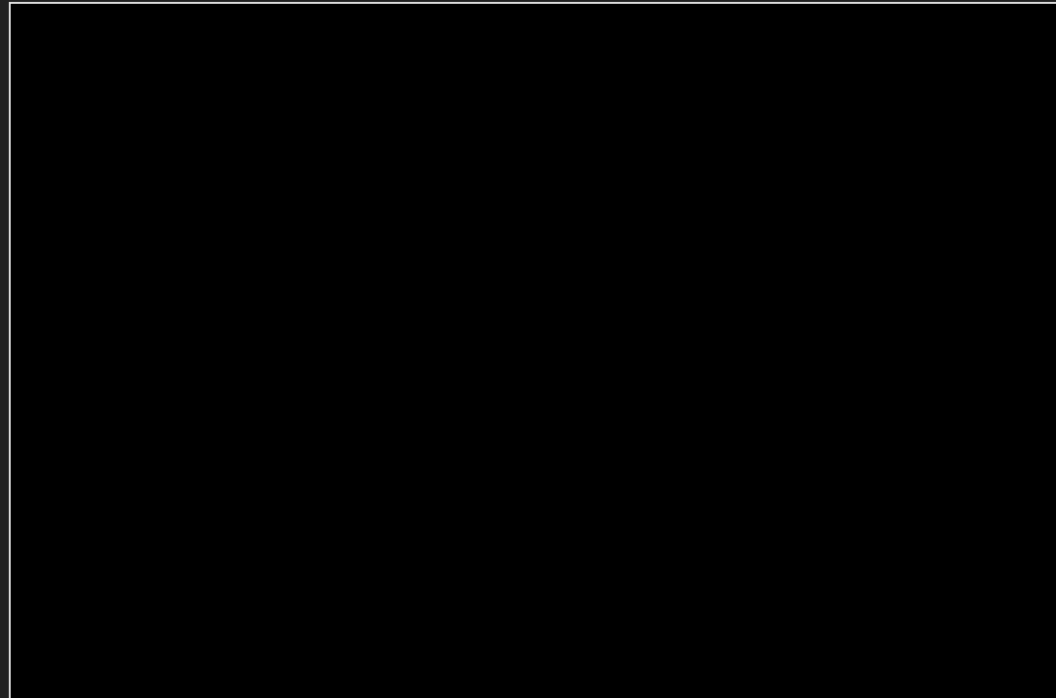
Commit to the Ally PAK

- **P**ut your money where your target is
- **A**ccountable
- **K**eep your Promises

PROCTER AND GAMBLE

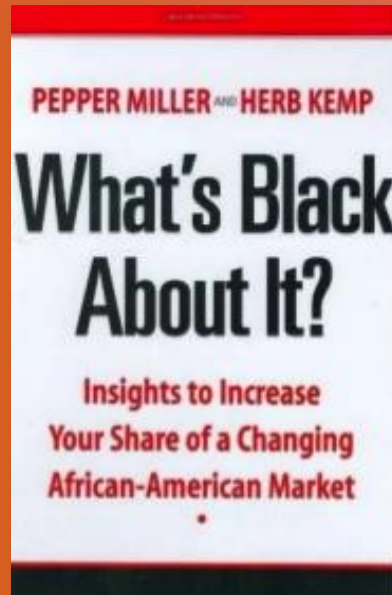
sharing the full experience of the black community

WIDEN THE SCREEN



Thank You!

pm PEPPER MILLER



www.peppermiller.net | peppermiller1@me.com

Direct: 773 562-0212 | [@peppermiller](#)