



CREATE
IMPACT

CHANGEMAKERS
CREATE IMPACT

Diversity & Inclusion

"Women Hold Up Half the Sky"

by: Rachel Carlsen, CPA





Rachel Carlsen, CPA

Founder of Create Impact

As a child, I had a passion for business, and a passion for tax preparation, yes, you heard that right; a passion for tax preparation.

I would spend hours and hours playing business and filling out tax forms at just 9 years old.

Eventually my passion and love of paperwork turned into a career when I became a CPA, during the Dot Com Boom in 1998. Yes, that's right, I became a CPA when I was 10... Lol.

PHILANTHROPY

With a love for giving-back and working with nonprofits in the San Francisco Bay Area, I would dedicate my free time and weekends to supporting local philanthropic efforts by volunteering to set up not-for-profit organizations from the ground up and prepare their accounting records.

When asked WHY I WOULD DO THIS, I would always answer, "WHY NOT"?

I believe that it is OUR moral and ethical responsibility as professionals to Give Back, or to at least TRY and make the World a Better Place





Women are Still Under-Represented

The accounting profession is slowly becoming more diverse as more firms expand their hiring and promotion of women and people from underrepresented backgrounds, but progress has been halting.

A recent report from the Institute of Management Accountants and the California Society of CPAs noted that only 23 percent of partners in U.S. CPA firms are female. Among those surveyed, 73 percent of female respondents felt that leaders demonstrate unfair prejudice or bias towards women, negatively impacting promotions.

Source: Accounting Today, March 2021, "Female leadership in accounting expands, but not fast enough"



Rising up as a Female Professional in a male-dominated industry has been tough. There have been many difficult challenges and stereotypes to overcome.

But I was raised to believe that when you get lemons you make "lemonade".

"Yeah I get it... But What Can I Do!?"

Join Our Network Community of Changemakers

What's a Changemaker???



CHANGEMAKERS

We are a Diverse Network Community of Entrepreneurs, Investors, Business Leaders, Celebrities, and Humanitarians
BRIDGING THE GAP between Philanthropy and Capitalism

What does that mean?

WE HELP TO DEVELOP SOCIALLY CONSCIOUS
ENTREPRENEURS WITH DIVERSE BACKGROUNDS

WE PROVIDE:

- › Large Company Resources and Training in Entrepreneurship so that Socially Conscious Entrepreneurs can be More **COMPETITIVE** and More **EFFECTIVE**
- › Business Planning and Access to Capital
- › Strategic Tax Planning, and Marketing Resources
- › Accounting Services, Budgeting and Forecasting overseen by a CPA with 30 years of experience
- › Access to a **NETWORK OF EXPERTS** who will Help to Level the Playing Field in Today's World



CHANGEMAKERS (cont.)

How do we do it?

CHANGEMAKERS receive Guidance, Access to Training, Mentorship, and Funding Support from our **NETWORK OF EXPERTS**

We have sponsored and produced more than 250 world-class Business Acceleration Experiences featuring insights from business leaders such as: Ashton Kutcher, Jeff Hoffman (Founder, Priceline.com), Sir Richard Branson, and Diddy.





CHANGEMAKERS (cont.)

Why do we do it?

The future is Conscious Capitalism and it **MUST** include Diversity, Equity and Inclusion.

As a 501c3 nonprofit organization, we are uniquely positioned with a network of partnerships and training platforms to help startups prepare for investors committed to **FUNDING DIVERSITY**.



CREATE IMPACT™

Our mission is guided by the United Nations' Global Goals for a better world by 2030.

We are a Women-Led Organization who believes that like-minded people work STRONGER TOGETHER. We Collaborate, we Innovate, and we act as your Social Impact Partner so you can focus on your mission to Create Impact!

[CreateImpact.org/changemakers](https://createimpact.org/changemakers)

OUR PLANS - 2023 AND BEYOND

TRAINING Socially Conscious Entrepreneurs

We Provide the tools, expert guidance, support and a broad network community of experts to help **DIVERSE** Entrepreneurs....Learn, Grow, Thrive and Give

FUNDING Diverse Socially Conscious Entrepreneurs

We Collaborate with VCs, Corporations and Nonprofits to develop **GRANT MAKING PLATFORMS** and **INVESTMENT FUNDS** committed to supporting **Black and Brown and WOMEN** Entrepreneurs

WE ARE SOCIALLY CONSCIOUS ENTREPRENEURS

With an increased focus on global sustainability, we are seeing a rapid shift in how businesses operate. But I believe the future of business will take profitability, sustainability and serving others one step further from the social entrepreneurial framework.

The next step in the evolution of business is to build a business model that also meets the entrepreneur's personal goals, passions and values – regardless of the industry and without compromising one or the other. New and emerging business curricula might call this entrepreneurial component "self-authorship."

The business community's first introduction to social entrepreneurship began with grassroots organizations back in the 1980s. The term "conscious capitalism" was coined by Whole Foods cofounder John Mackey and Raj Sisodia. It is a philosophy that encourages entrepreneurs to create sustainable businesses with purpose, meaning that businesses should operate ethically while they pursue profits.

FORBES | The Future Staple of Business; Conscious Entrepreneurship

WHAT IS THE DIFFERENCE BETWEEN DIVERSITY & INCLUSION?

Diversity is simply a representation of many different types of people (gender, race, ability, religion, etc.)

Diversity often focuses on the differences, and is referred to as "the mix."

Inclusion is the deliberate act of welcoming diversity and creating an environment where all different kinds of people can thrive and succeed.

Inclusion is the act of "making the mix work."

Diversity is what you have. Inclusion is what you do.

Simply having a diverse group, team, workforce, classroom, etc., is not enough. Everyone should feel safe and encouraged to fully participate and share and be on equal footing as everyone else.

HOW DO WE EMBRACE DIVERSITY?

- **Everyone's Narrative** - Consider your own life, and everything that has shaped your beliefs. Realize that each of the 7 billion people on this planet has their own narrative. Not one is the same.
- **Where are you coming from?** - When you find yourself thinking poorly of someone, stop and consider what influences have created your negative views of that individual.
- **Befriend all people** - If you know that you tend to avoid befriending certain types of people, go out of your way to find friends of all kinds.
- **Empathy** - When you encounter anyone, try to imagine, understand, and sympathize with that person's story, with everything that has made them who they are.
- **Actively accept** - meditate upon embracing other people, with all of the diversity that comes with them. Don't allow yourself to define a person based upon *one* stereotype about *one* aspect of their complex identity.
- **Show compassion** - Perform random acts of kindness for all types of people. It can be as simple as a friendly smile or holding open a door.

Source: <http://www.refinethemind.com/embracing-diversity/>



Thank You



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