

EXECUTIVE LETTER

Challenges and Opportunities for Inclusion of Diversity

RM Consulting, here called RMC, is a small/medium-sized company, that possess in its network of enterprises with RM Consultoria (RMC), RM Atacado e Varejo (RM A&V), RM Palestras (RMP), RM Recrutamento e Seleção (RM R&S) and the Social Project CAPACITA-ME non-profit institute.

RMC's economic activity is LITERACY and development of people and business management, through educational work, mentoring, recruitment and lectures.

Focused on Sustainability (ESG/ASG) and Leadership with a focus on Social "S" (DE&I) Diversity, Equity, and Inclusion. RMC provides consultancy for small, medium, and large companies, operating in the most diverse economic sectors in national and international scope.

The CAPACITA-ME Project serves people over 18 who are unemployed, who are literate (regardless of education), the project offers different courses for entrepreneurs, people who wish to change their profession and are looking for a new job.

The main course offered by the project is "UPDATE FOR THE LABOR MARKET" with a workload of 30 hours, after completion of the course, a survey is made in the bank of partners (companies), who have positions with the profile for the course participants, so we encourage re-placement through employability.

RM A&V operates in the wholesale and retail sector aimed at women's and men's accessories.

RMC has approximately 30 employees, including CLT and Service Providers, all led by Founder CEO Rachel Maia, as well as each area, with its specialist manager.

RMC believes in the professional training of its collaborators, service providers, employees, a motivated, literate, and qualified team with an equitable gaze will always be the best strategy to be disseminated.

Problems faced by your organization

The RMC does not consider the points described below as problems, but as growth, and it is certain that everything that is changing necessarily needs adjustments and modifications.

We are going through a period of implementation, we are starting to build the governance department and implementing compliance practices, redoubling the security of data and digital information, as well as observing the technological evolutions that can help in the daily lives of our employees, service providers and everyone who is directly

or indirectly involved with the company.

In addition, it is known that there is an adaptation of the current legal scenario in the country, and, with that, the RMC is also adapting to the new reality, adapting to the new data protection law and we are working hard to adjust all the points that make necessary.

Survey questions of interest to your organization

Considering the context and all of the above, the following are requested questions to be answered through scientific research:

- i. We analyze the current scenario of companies nationwide, as well as observe management, people training, and technological evolution. For the business future, should investment for business growth be focused on technologies or people management?
- ii. What are the steps to increase corporate responsibility for diversity, equity, and inclusion? Thus really bringing the equitable social impact on leadership positions?
- iii. When it comes to corporate governance: how to design HR policies and practices that are actively anti-discriminatory?

Executive letter received through Editor-chief invitation:

Valdir Martins 

Zumbi dos Palmares University, Brazil
valdir.martins@zumbidospalmares.edu.br

What is an executive letter?

Executive letters are documents published by the Journal of Racial and Ethnic Social Equality - JRESE, and lend themselves the role of enabling and establishing a dialogue between the community of practitioners and academic community in the field of business and management. The central intention of Executive Letters publication is to consolidate and guide the social impact of rigorous scientific research in this field. These documents should primarily contain the opinion, at the individual level, of people who exercise leadership in sectors of industry or public management on issues relevant to their performance. Therefore, these documents must address contexts and problems faced by leaders, which may be reflected in research targets in the business and management area. The Executive Letters will be authored by individuals invited by JRESE Editors.



Rachel Maia

An executive with more than 28 years of professional experience in the Consumer and Pharmaceutical segments, she was former CEO & CFO of the multinational company Cia's Seven Eleven, Novartis Pharmacy, Tiffany & Co Jewelry, Pandora. Nevertheless, she was CEO of Lacoste Brasil for 2 years, with the main responsibility to expand the brand in inspiration, and is currently CEO at RM Consulting. Rachel, at this moment, starts to contribute with her experience, joining the Administrative Councils of Grupo Soma, Banco do Brasil, Vale do Rio Doce, and CVC. She won 5 awards as GREAT PLACE TO WORK, leader of WORK, and in 2020 was awarded by EXAME as LEADER of the year. Dedicating herself to volunteer work as founder of the CAPACITA - ME Project, director of Grupo Mulheres do Brasil, president of the Advisory Board of UNICEF Brasil, and ambassador of the GURI project. She gives lectures on various topics, such as: Consumer Experience, Success Path, Luxury Market, Leadership, Female Empowerment. Rachel has a degree in Accounting, a postgraduate degree in Finance from USP, FGV (CEO - Chief Executive Officer) UVIC-C, and Harvard Business School e oss. Contact: cprates@rmaiaconsulting.com.br and rcarvalho@rmaiaconsulting.com.br.