

## #Reparations: Redemption, Remuneration & Restoration

## Start-Ups Page

**Video Script**

It may be hard to imagine why a conversation about *reparations* would impact an entrepreneur’s small or start-up business. After all, reparations are mostly about the government making amends with groups of people that it has wronged, disenfranchised, or failed to repay. So why is this a conversation for start-up businesses important? It is a conversation that particularly relates to people who have ancestors who were slaves. It also points out a path for small start-ups to tread toward deep healing as the company understands more about transitioning from being owned to owning. Learn how start-up businesses impact economic growth and stability while contributing to the solution for many social injustices.

*#Reparations: Redemption, Remuneration & Restoration,* demonstrates the positive financial influence a start-up company can have on decades of improprieties caused by much larger entities. Without deep healing and deliberate countermeasures, it may seem impossible to catch up to peers who have a different legacy. Students who graduate with a business degree are eager to launch their careers. They often dive headfirst into large corporate arenas. Some are fortunate enough to launch their own company. This experience is about learning how to transition from being a ‘part’ of an institution (or big business) when you’ve never actually been ‘in’ big business. It is almost ingrained in particular DNA that people of color are only good enough to be merely ‘a part’ of something, but not ever enough to be the whole. This still impacts persons of color worldwide. VLN offers an experience to help start-ups navigate with this legacy while impacting them spiritually, economically, professionally, and morally. Understanding more about the significant role your business can take in helping to right ‘the wrongs,’ through employment, recruitment, fair-pay, support, and other measures is an integral part of proving to your consumers that you seek to be a solution, regardless of your connection with the cause of the problem. Taking a proactive step to acknowledge the need for reparations does not over-commit an organization. Instead, it highlights the honorable actions of an organization willing to use its influence to take a stand. Its excellent business acumen and shows even greater moral character. It is the epitome of empathy and respect as a complete response to the call to action.

### Start-Up CTAs

### Footer

**Headline:** How Start-Ups Impact Remuneration and Restoration

**Sub-Headline:** Be a part of the solution, even when you were not a part of the problem

**Button Text:** Show real empathy

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## #Reparations: Redemption, Remuneration & Restoration

## Scaler Page

**Video Script**

Why does a scaling organization need to have a conversation about *reparations?* After all, reparations are mostly about the government making amends with groups of people that it has wronged, disenfranchised, or failed to repay. You’ve done an excellent job achieving your success. Learn why it is vital for scaling companies to share their economic growth and stability by contributing to the solution for many social injustices. Let the world know that climbing to the top wasn’t a job that you could have done alone. Help to restore the many shoulders on which growing companies stand as they journey toward success and leadership.

*#Reparations: Redemption, Remuneration & Restoration,* is genuinely a fearless experience for many organizations. It may be challenging to understand the need for a conversation that is so politically, socially, and even racially charged. Here’s the bottom line…one of the best ways to leverage your success is to join forces with your consumer base and to let them know that you value their buying power. This century is charged with a failed attempt to fully understand the impact that reparations could have on business, economics, social justice, financial freedom and more. In turn, many companies suffer because they have not realized the influence that helping to restore buying power and economic stability would provide. The conversation is not about your company owing anyone anything. It’s about your company taking a moment to listen to the past, to join in on the conversation, and to stand as a solution to eliminate future improprieties. VLN invites you to be fearless and experience a wave of restoration.

**Banner Essential Questions Gift CTA Text**

* **Text:** Business Acumen is more than good returns. Its greater responses!

**Footer Essential Questions Gift CTA Text**

* **Headline:** The road to restoration is in your response
* **Sub-Headline:** The solution is in your hands too
* **Button Text:** Be fearless

## #Reparations: Redemption, Remuneration & Restoration

## Corporate Page

**Video Script**

Most will agree that a conversation about reparations can be politically, socially, and even racially charged. So, why would we address this in the business arena? It’s simple. It matters. One of the best ways to leverage your success is to join forces with your consumer base and to let them know that you value their buying power. Leading organizations must continue to pioneer and pave the way to even greater triumphs. Seeking after the most difficult conversations and situations is what will set exceptional leaders apart from those who aspire to be greater.

*#Reparations: Redemption, Remuneration & Restoration,* helps leading organizations fearlessly explore their role in restoring financial well-being to the communities that support them the most. The impact that reparations have on business, economics, social justice, and financial freedom is far beyond what most organizations have possibly considered. Even for those companies that are aware, they have yet to exert an effort to turn the tide toward helping to redeem society's past mistakes. Helping to restore buying power on one end and vowing to operate in fair and equitable hiring and recruitment practices are just the initial steps. The conversation is not about your company owing anyone anything. It’s about your company taking a moment to listen to the past, to join in on the conversation, and to stand as a solution to eliminate future improprieties. VLN invites you to be fearless and experience a wave of restoration.

### Corporate CTAs

Banner Essential Questions Gift CTA Text

* **Text:** Why leading organizations owe it to themselves to lead the charge

Footer Essential Questions Gift CTA Text

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* **Headline**: Use your leadership to impact social and economic progress
* **Sub-Headline:** Listen to join the movements that move your business
* **Button Text:** Respond to restore