



BRIDGE-BUILDING INITIATIVES

FOR STAFF, PARENTS, AND STUDENTS
to Develop Cultural Capital

Prepared by:
Lawrence Funderburke

THE PROPOSITION

To provide cutting-edge solutions to tackling sensitive topics that resonate with diverse stakeholders who are committed to continuous improvement personally, professionally, and parentally in the area of cultural capital.

THE PROBLEM

School districts across the country, especially those in majority dominated communities with resources, are struggling to answer and address this fundamental question, “How do we create a more fair and just environment for black, brown, and beige individuals inside and outside the educational arena?” Optics do matter, which is what 2020 was all about – helping every American see things clearly, correctly, and contextually. And in 2021, by and large, our collective lens is unfortunately still out of focus. But why?

Diversity, equity, and inclusion (DE&I) initiatives have merit, but they often fail to confront the issue at hand – engaging, equipping, and empowering minority and majority groups in the area of **cultural capital**. In short, cultural capital is defined as the goodwill generated by an individual, family, or organization in meeting the needs, fulfilling the expectations (within reason), and addressing the concerns of communities of color. For those who do make the investment commitment in building cultural capital, they will be richly rewarded. On both sides of the ledger account – credits (fruitful results) and debits (meaningful pursuits).

THE PROCESS

Building cultural capital takes work. It’s foundational pillar is change, or what payment is required to produce a desired outlet and desirable outcome. Change must be contractual. Change must be consequential. Change must be countercultural. If any one of these components is missing from the equation, then change will be frustratingly ineffective. Wasted time. Wasted money. Wasted opportunity. And this is why DE&I’s embedded flaws are addressed in a targeted, cultural capital campaign where everyone’s vote is truly accounted for and counted on.

The game plan to help stakeholders build cultural capital is simple: take people up before you take them out. No journey can begin without an aerial roadmap to develop navigational aptitude (and fortitude), empathy assimilation, and biochemical connectivity. See the landscape below from the right lens to feel what others feel and go where others have been. The human, humane, and humanity touch-points are key to helping minority and majority groups make meaningful changes with the right message and right messenger.

THE PROGRESS

Process the work and the work will progress. Building bridges along cultural lines takes time, energy, and tremendous patience. And the benefits are measurable, commendable, and sustainable in the following areas:

- The ability to comprehend what black, brown, and beige communities face from a discriminatory perspective and why so many of them feel like second-class citizens in America.
- The fruitful development of cultural capital that passes the litmus test of the Three Times Rule to produce constructive dialogue, meaningful change, and replicable actions, activities, and activists.
- The heightened awareness to reframe, rephrase, or redirect messaging that could be (mis)construed as culturally insensitive, or worse, racially inflammatory.
- The willingness to advocate for historically underrepresented communities but without the associated guilt and ineffective results that typically plague outreach programs and bridge-building initiatives between majority and minority groups.
- The tactical approach and coordinated efforts to implement a working framework that fosters an atmosphere of collaboration and civility among groups with opposing ideological viewpoints.
- The heartfelt satisfaction that accompanies reciprocal amnesty, stakeholder unity (and equity), and cultural sensitivity without requiring or demanding that majority groups give up their identity while giving a helping hand to minority populations who have the right to embrace theirs.
- The marketable aspects and malleable effects of wholesale change that can transform cliques, colleagues, and communities through the upgraded lens of cultural competency.

THE PROFILE

Lawrence Funderburke, MBA and CFP

Lawrence (aka Mr. Fundy) Funderburke is perhaps best known for his exploits on the basketball court. His impoverished upbringing and diverse life experiences provide a unique vantage point on race relations, cultural biases, educational disparities, empowerment protocols, and legacy initiatives. He is an expert on building bridges and finding common ground among minority and majority groups alike.



An eloquent illustrator and gifted communicator, Lawrence's message as the right messenger on a variety of topics can resonate with any audience across the racial, social, or occupational spectrum. Lawrence's purpose-driven nature to move our companies, communities, and country forward is just what our nation needs given the fallout from the 2020 protests and polarizing presidential election. "Instead of piling on," he notes, "I'm pulling off. Why make the problem worse?"

A prolific writer and thought outlier, Lawrence has written several books, *Sociopsychonomics*, *Momentum Power Play*, and *The Stewardship Playbook*. He is a man of momentum, the passion inside of him oozes out of his pours. "As long as you have oxygen in your body," he says, "you have a shot in overcoming a painfully difficult or traumatic situation — regardless of your skin color or life standing." Based on statistics, he wasn't suppose to make it out of the ghetto.

THE PROFILE CONT'D

Lawrence Funderburke, MBA and CFP

Lawrence and his wife Monya have two children. They operate the Funderburke Institute of Financial Empowerment (F-I-F-E) as well as their non-profit arm, the Lawrence Funderburke Youth Organization (LFYO). To date, this tag-team duo has impacted more than 25,000 youth and adults in the area of life skills.

Visit MrFundy.com for more information on Lawrence's outreach efforts, local and national initiatives, speaking opportunities, value proposition, and book orders. Thank you.

THE PROVERB

“People fail to get along because they fear each other;
They fear each other because they don't know each other;
They don't know each other because they have not communicated with each other.”

—Martin Luther King, Jr.

