



## **Diversity Beyond Tokenism: Why Being Politically Correct Still Doesn't Help Anyone**

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Widespread tokenism and woke-washing in what businesses say and do about their DEI efforts, is proof that diversity in organizations is anything but straight-forward. Diversity Beyond Tokenism is a first-of-its-kind book, taking an objective, logical, unabashed, and courageous view into the often-paradoxical parts of the diversity conundrum. It challenges conventional opinions, without seeking to topple the apple cart. This book fills a huge gap in DEI literature, in asking questions that must be asked, but we are often too scared to. It is a must-read for leaders, DEI advocates, business students and basically anyone who cares for or is impacted by the issues.

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### **About the Authors**

**Swati Jena** is the Founder of WriteFor, School of Applied Writing. An all-rounder of sorts, Swati has spanned the range across diverse business roles during 20 years of work experience. Her books and articles reflect her first principle thinking and a rare ability to connect dots in unusual ways. Swati has been a LinkedIn Top Voice, a TEDx speaker and author of The Entrepreneur's Soulbook – Is It Your Cup of Tea? She has groomed and published young authors in the book The Oddinators – Stories and More, For Children, By Children. Swati is an alumna of XLRI, Jamshedpur and participant of Harvard's Think Tank in Global Education program.

**T.N Hari** is the Co-founder of Artha School of Entrepreneurship and wears many hats. He is an angel investor, evangelist, thought leader, and influencer in the Startup ecosystem. An alumnus of IIT Madras and IIM Calcutta, Hari has authored 8 books and writes for Mint

regularly. His books 'Saying No to Jugaad' and 'From 'Pony to Unicorn' have been bestsellers. He has been part of the leadership teams at five high growth start-ups and helped shape their growth journeys and exits, including a listing on NASDAQ. Hari contributes at a strategic level through Board positions on companies whose mission he finds inspiring and in alignment with his capabilities.