

# Kwasi Adomakoh: profile

## #take5 series



### Who are you and what is your ethnicity?

My name is Kwasi Adomakoh, I am a Managing Consultant for Page Personnel and my ethnicity is Black African (Ghanaian).

### What does anti-racism mean to you?

To me, anti-racism means proactively acting against any form of prejudice towards black people or any ethnic minority. Whether it be in the form of a joke or discriminating when hiring an employee.

It also means speaking out against someone who displays ignorance (no matter what their position within a business or their social status might be) and educating people who may lack knowledge or experience around the topic. Furthermore, treating people the same no matter what their background is and judging a person purely based on their character rather than their ethnicity or race. Lastly, it means refusing to judge an entire race based on a single act that you may have experienced or seen in the media and to understand that propaganda can be hugely biased.

### What's the first change you'd like to see?

The first change that I would like to see at Page is more representation of the minority community amongst consultants across the business. I think this is the first step we should take so we can increase minority retention as well as the number of opportunities to have ethnic leaders within a great FTSE 250 company. Hopefully over time, people of colour will start to see more people 'like them' in leadership roles, which will provide them with more incentive to stay within the business and pave a path for others to come.

### What does Unity@Page represent for you?

For me, Unity@Page means having everyone on a level playing field for opportunities, whether that be promotions / rewards etc. at every level. This company is very good at being clear cut and fair with progression opportunities at a junior level. I hope that Unity@Page brings more opportunity and representation for ethnic minorities at a senior level as well.

### What challenges have you faced due to your ethnicity?

I've always faced challenges that I've never voiced as I haven't wanted to attribute racial discrimination as an excuse for any hindrances, negative experiences, lack of opportunities or recognition. Growing up I've seen my friends and family being forcefully arrested by police in London for crimes that were unrelated to them. I've been stopped and searched multiple times when driving my car "just to check I own it" or walking home in the evening "just to see where I'm going". My friends and I have also not been let into a club in Shoreditch (London) as the club had reached their "black quota for the night" (the bouncers own words) and the list goes on. However, these are some of the challenges that I've faced that have driven me to want to become successful in order to change the perspective on how black people are viewed. These experiences drive me on a daily basis to progress in my career in order to demand the same respect as my peers, whilst creating more opportunity by becoming a role model for black people who may have come from a similar or much worse background to me.



***"Page has created multiple opportunities for me to succeed at a pace that I'm in control of and I'm happy to say I haven't felt discrimination whilst working here so far. I'm keen to carry out my vision of creating more opportunities for people that look like me and this business has certainly given me a platform to do so."***