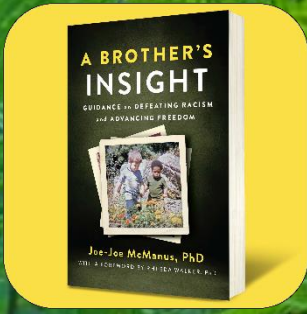


New Book



# Leadership in Antiracism & Inclusive Excellence

[drjoejoe.com](http://drjoejoe.com)







Providing leaders and organizations  
with the **KEYS TO DRIVING  
SUSTAINABLE CHANGE**

## Meet Dr. Joe-Joe

Dr. Joe-Joe McManus has established himself as a results driven leader at the intersections of antiracism, inclusive excellence/DEI, and leadership development. He has more than three decades of experience as an activist, advocate, and professional focused on challenging racism and intersecting oppressions at the institutional and systemic levels. His experience includes service in faculty, staff, and administration roles, including Chief Diversity Officer. Dr. Joe-Joe, as he is known, has served at an HBCU, an Ivy League institution, an international university, a religiously affiliated university, and at the state university system level. Currently, he serves as an executive advisor to multiple college and university presidents and senior diversity officers across multiple sectors.

**“My purpose is to be a good father, brother, friend, and colleague – and I can only be those things if I am also living my best antiracist life.”**

- Dr. Joe-Joe, from his book,  
*A Brother's Insight: Guidance on  
Defeating Racism and  
Advancing Freedom*

## Motivated by his personal history

The eldest of three boys, Joe-Joe was born into a working-class family in a small white-flight town south of Boston, Mass. The family lived in an apartment behind the local “packie” (liquor store). Shortly after his first birthday, his parents adopted five-week-old Kacey, and a few years later, their brother B-J was born. Racism became an issue early on for the McManus boys because of the racist reactions to Kacey, who was African American. Their family of five also experienced anti-Semitism and classism, but nothing was as insidious as the anti-Black racism that was ever present. Taught to actively oppose racism and intersecting oppressions from an early age, that became Joe-Joe’s life’s work after Kacey’s passing at only seventeen years old.



drjoejoe.com



# An Engaging Speaker

“The most pressing question for us will come from our grandchildren. They will ask us what we did to oppose the racism, sexism, and fascism of our time.

*Are you confident about your answer?”*

## Select Speaking Engagements



Dr. McManus has taught, served on panels, and consulted in the U.S. and internationally for more than thirty-five years. His work has been primarily in higher education, but he has consulted and advised leaders in corporate, government, and NGO spaces extensively as well.

As a young activist, Joe-Joe focused on issues of intersectional racism in schools, curricula, teaching, and administrative practices. This carried through his college years, when he challenged discriminatory practices on campus and off. During his college internship at the Defense Equal Opportunity Management Institute (DEOMI), he found a professional path that allowed him to continue advocating for change. That path led him to his doctoral studies at Florida A&M University (FAMU) where he also began his career in higher education as faculty.

Throughout the years, Dr. Joe-Joe has focused on leadership development, served on boards, think tanks, and advised leaders on antiracism and inclusive excellence. His work has primarily been behind the scenes, as an educator working to changes in thinking, policy, and practice.

Over the past few years, he has begun to raise his voice more publicly. In addition to speaking engagements, he has published *A Brother's Insight: Guidance on Defeating Racism and Advancing Freedom*. This book provides critical insights from both his personal and professional experience and challenges the reader to live their best antiracist life in their own unique way.



**UNAOC**  
United Nations Alliance of Civilizations



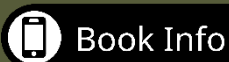
THE CONFERENCE BOARD

“One of the most impactful DEI presentations I've had a chance to experience - and there have been a lot of great ones! Thank you so much!”

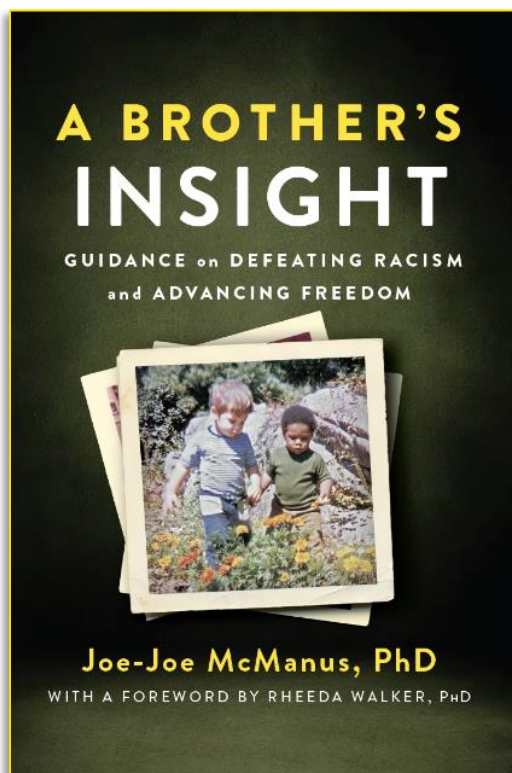
– Julie A.,  
Blue Cross/Blue Shield of Michigan







## Praise for *A Brother's Insight*



"A Brother's Insight is both a compelling road map for eliminating racial violence toward people of color and a powerful story of love and perseverance."

—Rheeda Walker, PhD, Author of  
*The Unapologetic Guide to Black Mental Health*

"I highly recommend A Brother's Insight because it contains the common sense that the world needs a lot more of today."

—Jane Elliott, Internationally renowned educator and  
author of *A Collar In My Pocket: The Blue Eyes Brown Eyes Exercise*

"A Brother's Insight is the real deal. The book is challenging, informative and action oriented. It is a must have resource and guide for anyone serious about becoming antiracist and ending racism, white supremacy and oppression."

—Eddie Moore, Jr., PhD, Founder and Program Director,  
*The White Privilege Conference*

"Dr. McManus, with loving care and introspection, cracks open and lays bare his deeply personal and painful experiences with racism, sharing how they have shaped his antiracist living and practice in ways that can inspire us all. An undeniable invitation to do the same."

—Jade Agua, EdD, Chief Learning Officer,  
USC Race and Equity Center

"McManus challenges readers to engage in self-reflection, embrace solidarity, and take meaningful action against systemic oppression. A Brother's Insight is deeply reflective and is a clarion call to everyone committed to the fight for racial justice."

—Kristal Moore Clemons, PhD, National Director,  
Children's Defense Fund Freedom Schools

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Social Science /  
Race & Ethnic Relations



## WHAT'S INSIDE

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by Rheeda Walker, PhD

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*Kacey's Brother*

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**NAL**  
SPEAKERS

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