

AJC Corporate Training on Antisemitism

Why should your company consider a training or workshop on antisemitism?

Antisemitism in America is rising and, in recent years, becoming more violent. Recent attacks on Jews took place in Pittsburgh, PA (2018), Poway, CA (2019), Jersey City, NJ (2019), Monsey, NY (2019), and Colleyville, TX (2022). In January 2022 alone, neo-Nazis gathered publicly, Jewish businesses and synagogue were defaced, hundreds of anti-Jewish flyers were left on driveways and in mailboxes, Jewish children were spat on, and the Holocaust was trivialized and distorted by prominent politicians and other civic leaders. New York City recorded an almost 300% spike in antisemitic hate crimes in January 2022, compared to January 2021.

American leadership—from the government to the private sector—has a critical role to play in fighting all forms of hatred, including anti-Jewish hate. That fight begins with understanding the problem as well as the rich diversity of the Jewish community, and empowering people to speak out. Education and training can foster greater sensitivity to concerns of Jewish employees and, more broadly, ensure that antisemitism is less likely to occur in the workplace.

American Jewish Committee (AJC), the leading global Jewish advocacy organization, has worked with civil society and government leaders for over 115 years to combat antisemitism and other forms of hatred. With anti-Jewish hate on the rise in the U.S. and around the world, AJC has created resources to help corporations and their employees recognize antisemitism, including when [anti-Israel actions become antisemitic](#); raise awareness; and address it using a variety of different tools. AJC also facilitates trainings on antisemitism for elected officials, law enforcement, tech platforms, corporations, sports teams, law firms, investment management firms, hospitals, higher education institutions, and non-profits. AJC has become a trusted resource for companies looking to train their leaders to better address antisemitism. AJC has partnered with major companies such as the Lufthansa Group to train airline employees to identify and respond to antisemitism, and with leading entertainment agencies Creative Artists Agency (CAA), and the world's leading music company Universal Music Group (UMG) to eradicate antisemitism, racism, and other forms of hate.

Why AJC?

In Fall 2022, AJC published a [Call to Action Against Antisemitism in America](#), a society-wide nonpartisan guide for American leadership across key sectors of society to understand, respond to, and prevent antisemitism. The document has specific action items for [companies and corporations](#), including issuing unequivocal condemnations after an antisemitic incident, including Jewish employees in Diversity, Equity, and Inclusion (DEI) initiatives, and strengthening education on Jews, antisemitism, and Holocaust education through company-wide training.

AJC's antisemitism trainings and workshops are developed with the requesting organization's mission and culture in mind. Some trainings last one hour and are mostly instructive; others include interactive components and can run as long as three hours. We tailor our programs to best fit the needs of the audience. Each training begins with background information on defining antisemitism as well as Jewish demographic trends in the U.S., using data from [AJC's 2021 State of Antisemitism in America report](#). Through [AJC's Translate Hate glossary](#), we then address modern examples of antisemitism that stem from ancient and medieval antisemitic tropes. Every training ends with recommended action items to counter anti-Jewish bias both in the workplace and in society as a whole.

AJC Topics of Expertise

AJC will customize each training to include topics most relevant to each audience.

ANTISEMITISM

- Roots and causes of antisemitism
- How antisemitism manifests today, including in the workplace
- State of antisemitism in America and around the world
- Tools to combat antisemitism

JEWS AND JUDAISM

- Who are the Jews?
- Judaism and Jewish life around the globe today
- What Israel means to Jews

GEOPOLITICS IN THE MIDDLE EAST

- The line between criticism of Israel and antisemitism
- How events in the Middle East can affect the workplace and what to do about it

FEDERAL BUREAU OF INVESTIGATION (FBI)

[AJC trained the FBI](#) on how to recognize antisemitism, and offered recommendations and tools to counter antisemitism.

UNITED STATES CONFERENCE OF MAYORS (USCM)

USCM asked [AJC to train mayors](#) about combating antisemitism in local communities. 50 American Mayors and 80 mayoral staff participated.

CLUBHOUSE

AJC led a training on antisemitism for full-time trust and safety employees, team leads, and the extended global team who moderates content around the world for Clubhouse, an audio-based social media app.

CORNERSTONE ONDEMAND

AJC trained 175 employees of Cornerstone OnDemand, a 3,000-person company that creates HR-focused software reaching over 75+ million people in over 180 countries and in 50 languages.

E.W. SCRIPPS COMPANY

[AJC trained](#) over 160 news directors, reporters, and other media staff with E.W. Scripps, one of the largest local TV broadcasters in the United States, on understanding and reporting on antisemitism. Following the training, AJC created a resource [Reporting on Antisemitism: A 10 Step Guide for Media](#) on how to identify and respond to antisemitism.

CLEVELAND CAVALIERS, NATIONAL BASKETBALL ASSOCIATION (NBA)

AJC presented “Understanding Antisemitism” to the Cleveland Cavaliers organization as part of their “Its Time to Talk” series about rising antisemitism and the ways in which to combat it.

UNIVERSAL MUSIC GROUP (UMG)

AJC led employees (creatives, artists, and managers) of Universal Music Group (UMG) in an in-depth discussion on the global nature of antisemitism and its impact in the music and entertainment industries.

Recent Trainings

Contributing to AJC

While AJC is pleased to provide the services listed above at no cost, our work is sustained through philanthropic giving. Organizations that we work with typically make voluntary contributions to AJC as a token of their appreciation. We are happy to discuss an appropriate amount. Gifts can be made via our website at [AJC.org/donate](#).