



#Inclusive100

Questions and Answers

How does #Inclusive100 differ from other industry diversity efforts?

- Benchmarking and measurement are the most powerful differentiator. Consortium partners agree to participate in the Diversity Best Practices Index.
- Participation in #Inclusive100 is frictionless and free of charge. To eliminate any barriers to participation, She Runs It and Diversity Best Practices decided NOT to charge members who want to submit data. It is also free to take part in the quarterly roundtable discussions.
- Whether a company wants to be public or private about their numbers, each receives a true and actionable understanding of their employee composition and how they compare to other companies on key drivers of inclusion.

Who is already participating in #Inclusive100?

- Corporate participants in #Inclusive100 (which include marketers such as Diageo, HP, Kellogg's, L'Oreal, Unilever, Estee Lauder), can be found on the #Inclusive100 page of our website. (Scroll down)
- #Inclusive100 is also supported by 4As, IAB and Ad Council.

What does my company have to gain by being part of it?

- You will learn how to focus resources to drive an inclusive culture and demonstrate industry leadership in achieving measurable action towards inclusion.
- Through the quarterly roundtable conversations, you will share and receive actionable ideas, insights on best practices, opportunities to attract top talent and align with client/customer values.
- You will align your organization with changing consumer needs, representing and leveraging a diverse population for creative problem solving and innovation that drives greater business performance.

Aren't companies legally prohibited from revealing employee numbers based on race, gender, etc.?

- There are no laws that restrict a company from revealing staff diversity numbers.
- All numbers are aggregated, and no company-specific info is shared publicly.
- Many industries and companies report their diversity and inclusion progress internally and externally (Intel and Nike in 2016, etc.), because they recognized that publishing employee diversity progress is a critical first step toward transparency and also a powerful recruitment tool.

Why is She Runs It leading this effort? Are you diverting from your focus on women?

- We are being true to our mission to pave the way for more women to lead at every level of marketing and media. A commitment to inclusion and diversity lifts all women.

Why has Diversity Best Practices been chosen to participate in this effort?

- Diversity Best Practices is a 15+ year old business unit of Working Mother Media. As a membership organization for 170+ mid-large US and Global organization it provides best/next practice advisory, consulting as well as virtual/live members only topical events, research, business intelligence, resources and tools to drive progress and performance for organizations across industries.
- Membership includes individual reporting of a best in class benchmarking tool used by the most successful diversity and inclusion organizations.
- The DBP Inclusion Index was re-engineered in 2017 to respond to changes in the marketplace an available to both DBP members and non-members

Do I have to participate in the benchmarking study? Can't I just come to the roundtables and work against internal benchmarks and goals?

- #Inclusive100 pivots on the belief that it is only what gets measured that gets done. Participation in the DBP Index is a requirement for #Inclusive100 partnership.
- That said, if you want to join a roundtable discussion to experience the spirit of #Inclusive100, please contact Lynn@sherunsit.org.
- Joining the consortium is a statement of intention, and roundtables are designed to trigger meaningful progress by tackling tough issues and expanding ideas and programs that have proven successful.

What does the DBP Inclusion Index application ask me to share?

- Companies are asked to provide three types of information:
 - Data on representation of women, people of color, and other minority groups within their workforces.
 - Details regarding diversity and inclusion practices in recruitment, retention and advancement.
 - Best practices in promoting a company culture that values D&I.

How does #Inclusive100 report its findings and when?

- The DBP Inclusion Index report and Executive Summary is released annually during Advertising Week in New York City (October 5-8, 2020)
- The published report (not company specific), includes high level trends, and outlines practices and policies that have propelled highly indexed companies to the top of the charts. She Runs It also publishes case studies from companies who have activated successful programs.
- Participating companies will receive their index at no cost. For DBP members and other companies interested in receiving detailed reporting, recommendations, and custom benchmarking, there is an opportunity to invest in deeper dive analysis and advisory.

If my company joins the consortium, what is personally expected of me?

- You will be asked to leverage the power of your participation by publicly sharing your name and corporate logo. We also hope you will spread the word to other stakeholders, including the press, potential participants and other influencers



- You will be asked to coordinate the implementation of the benchmarking survey inside your company. That might mean assigning tasks to internal teams or leaders to surface and submit the data (most likely your human resources or diversity and inclusion team). The index is completed between December and March each year.
- You or other designated leaders/participants from your company will be expected to participate in quarterly, facilitated conversations designed to surface obstacles and share best practices and policies that result in positive change. You will also be invited to help shape the topic focus of these roundtable sessions.