

# ACT TOGETHER

DE+I Commitments & Actions



JUNE 23, 2020

OUR ZENO VALUES

**Fearless**  
**Collaborative**  
**Committed**  
**True to our Word**  
**Human**

# DE+I Mission & Vision Statement

At Zeno, “fearless” is not just a mantra for how we do business. It’s also about the culture we strive to cultivate, and our constant pursuit of a dynamic, inclusive workplace. **Zeno is for everyone.**

Our definition of diversity and inclusion is powerful in its breadth. We are shaping an environment that welcomes every race, ethnicity, gender expression, sexual orientation, socioeconomic class, religion,

nationality, citizenship, age, ability and political affiliation. Zeno is committed to fostering a global workforce where all employees feel valued, included and empowered.

Promoting diversity, equity and inclusion is first and foremost a moral and ethical imperative that speaks to our core values. We also know that a diverse workforce drives greater innovation.

In whatever aspect of life you consider yourself diverse, **you are welcome at Zeno.**

EST. September 2019



**How we will Act Together**

# Shared Objective

Strengthen our Commitments  
to DE+I and Help Fight Systemic  
Racism by Acting Together

## 1 TALENT

Create a more diverse  
workforce

## 2 CULTURE

Foster a more  
inclusive culture

## 3 ADVOCACY

Advocate for lasting change

## 4 CLIENTS

Collaborate with clients  
to take action

# 1

# Create a more diverse workforce

## Commitment

Hire more black and brown people at all levels.

## How do we get there?

Anonymized presentation of candidates  
July 1

Establish a fellowship program that addresses socio-economic obstacles for people of color 2021

Partner with experts who can help us connect with candidates of color  
in progress

Deepen relationships with HBCU's student and alumni networks

Appoint a Zeno team member for more dedicated outreach to diverse candidates Q1 FY21

Rollout interview skills training for staff to promote more inclusive consideration of candidates Q1 FY21

# Foster a more **inclusive workforce**

## **Commitment**

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Implement robust DE&I training along with dedicated programs to **retain, develop and support our diverse workforce.**

## **How do we get there?**

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Engage **The Bias Adjuster** for implicit bias training

Invite outside speakers year-round (as an example: **Dr. Kellie Carter Jackson from Wellesley, Kevin Warren, Big Ten Conference**)

Establish Employee Resource Groups to create communities within Zeno, starting with Black ERG led by Byron Calamese

Appoint Senior Sponsors to connect our diverse employees to agency leaders

Continue our safe space dialogue where everyone is encouraged to speak up

# 3

# Advocate for lasting change

## Commitment

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Do our part to help eradicate systemic racism and promote diversity in all ways.

## How do we get there?

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Identify additional organizations to support nationally and regionally Q1

*Top organizations noted by Zeno staff in survey:* Black Lives Matter, Campaign Zero, Color of Change, ACLU, NAACP, Equal Justice Initiative

Continue to support industry initiatives: Diversity Action Alliance, PRSA Foundation, The LAGRANT Foundation, PR Council, Page

Examine our supply chain and commit to use more diverse partners and suppliers

# 4

# Collaborate to **take action**

## **Commitment**

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Partner with clients to help them articulate and advance their DE+I goals, internally and externally.

## **How do we get there?**

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Take a leadership stance in BIPOC influencer selection and engagement **in progress**

Ensure that we provide clients with **work that represents a diverse point of view**

Deepen DE+I expertise among Zeno staff

Encourage clients to support/sponsor events and initiatives that promote advancement of black and brown people

Provide DE+I counsel and thought leadership that will help inform and inspire clients **in progress**

# Act Together

## Create a More Diverse Workforce

Hire more black and brown people at all levels

## Foster a More Inclusive Culture

Implement robust DE+I training along with dedicated programs to retain, develop and support our diverse workforce

## Advocate for Lasting Change

Do our part to help eradicate systemic racism and promote diversity in all ways

## Collaborate with Clients to Take Action

Partner with clients to help them articulate and advance their DE+I goals, internally and externally



*Act Together*



ZENO

DIVERSITY  
EQUITY +  
INCLUSION