



Thrive ADR

DIVERSITY + EQUITY + INCLUSION + BELONGING

PEOPLE FIRST BY DESIGN

Brands that **thrive** have a purpose beyond financial gain. For AOR, it's to create and foster **powerful work** and **strong relationships**.





PEOPLE FIRST BY DESIGN x

As a People First agency, our vision is to create an environment that brings connection and community to everything we do — allowing people, relationships, and our best work to **thrive**.

We simply can't imagine a genuine and open workplace without ensuring we are fully committed to a diverse and inclusive culture.

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Introducing Thrive.

Our commitment to diversity, equity, inclusion, and belonging.

Thrive



Diversity strengthens us,
expands our horizons,
challenges our blind spots,
deepens our bonds, and
connects us to a greater
sense of community.

**Our work, our people, and
our clients are better for it.**

We want everyone to feel seen and heard. To experience true belonging through our shared values and unique differences. To be celebrated in their identity. To live out their full potential.

This is a commitment embraced by every person at every level of our agency and **woven into every aspect of our culture.**



“Diversity is not about how we differ. Diversity is about embracing one another's uniqueness.”

— Ola Joseph



What is **Diversity, Equity, Inclusion, and Belonging?**

Diversity

Equity

Inclusion

Belonging

Understanding that each person is unique and recognizing our individual similarities and differences.

Diversity

Equity

Inclusion

Belonging

Age

Color

Disability

Ethnicity/national origin

Family status

Gender

Gender identity or expression

Generation

Language

Life experiences

Organization function and level

Physical characteristics

Race

Religion, belief and spirituality

Sexual orientation

Thinking patterns

Diversity

Equity

Inclusion

Belonging

Having equal access to opportunities and resources — positions, raises, training, education, mentoring — enabling the ability to fully contribute to the organization's success.

Diversity

Equity

Inclusion

Belonging

Feeling welcomed, respected, supported, and valued as a team member. Inclusion requires two-way accountability — each person must grant and accept inclusion to and from others.

Diversity

Equity

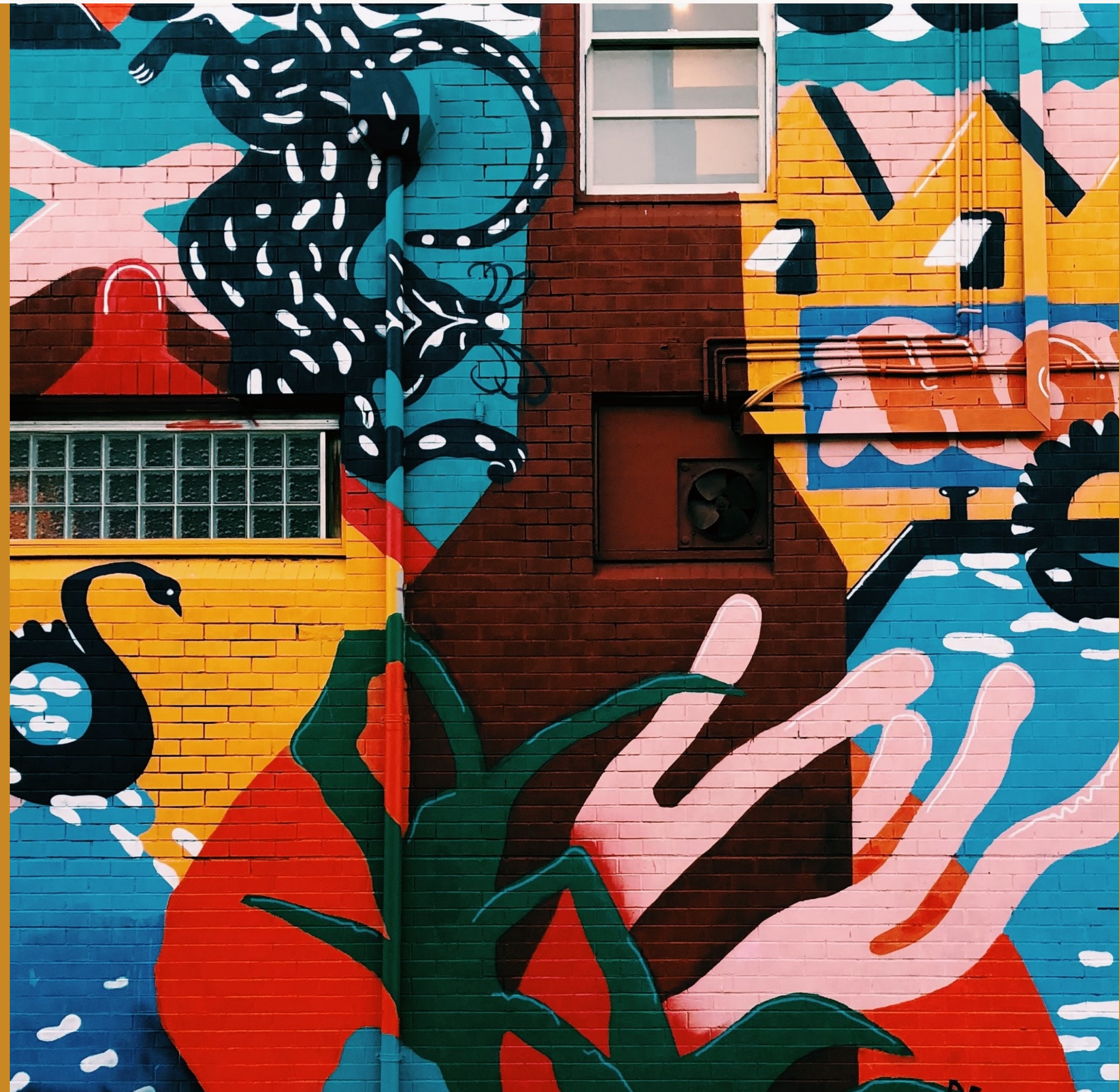
Inclusion

Belonging

Feeling secure, supported, and valued for one's unique qualities as a result of a sense of acceptance, inclusion, and identity within a certain group or place.

“Inclusion is not a strategy to help people fit into the systems and structures which exist in our societies. It is about transforming those systems and structures to make it better for everyone. Inclusion is about creating a better world for everyone.”

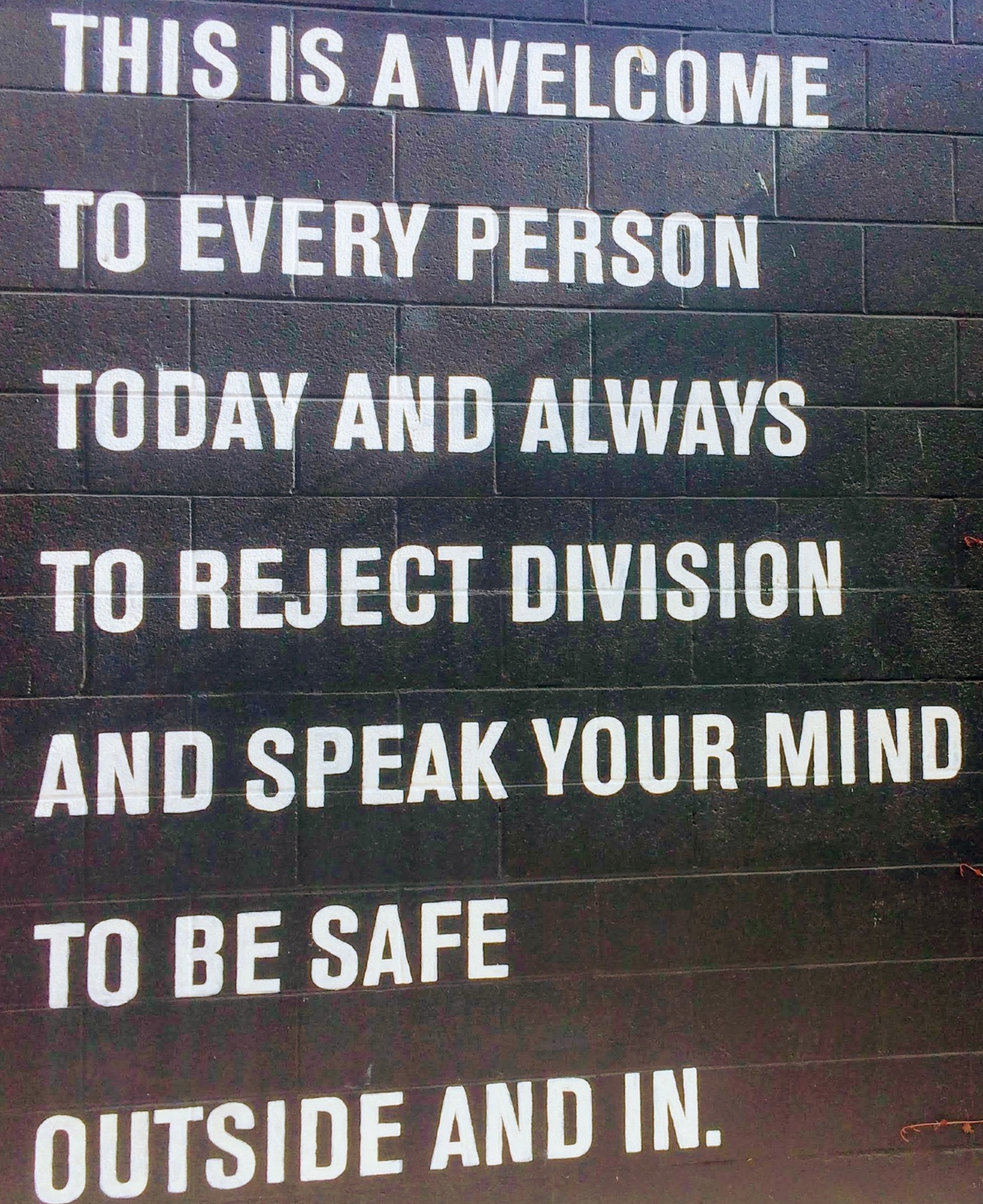
— Diane Richler



Why **Diversity, Equity,**
Inclusion, and Belonging are priorities.

We want our people,
relationships, and best
work to thrive.





**THIS IS A WELCOME
TO EVERY PERSON
TODAY AND ALWAYS
TO REJECT DIVISION
AND SPEAK YOUR MIND
TO BE SAFE
OUTSIDE AND IN.**

Diversity makes us stronger.
Our work, our people, our
clients are better for it.

Equity is respectful and necessary.





**COME
TOGE
THER**

Belonging is in AOR's DNA.

Our Thrive Approach

We understand our actions speak louder than our words (or policies). That's why we created an infrastructure around Diversity, Equity, Inclusion, and Belonging that will help us continually promote positive change within our agency and beyond.

OUR THRIVE APPROACH

1 Audit

Create a transparent benchmark from which to work by auditing agency policies and culture — including demographics, pay equity, needs, and concerns — to ensure the environment we work in is more equitable and inclusive to a diversity of backgrounds and perspectives.



OUR THRIVE APPROACH

2 Goals Definition

Identify how a diverse, equitable, and inclusive workforce can aid in achieving business objectives aligned with AOR's strategy and develop specific goals based on those strategic objectives.

Our objective is to strategically grow in our expertise by deepening our knowledge of client verticals. Setting and striving toward clearly defined THRIVE goals aids AOR in achieving our objective.

OUR THRIVE APPROACH

3 Establishing Policies

Develop (and regularly update) an official AOR DEI+B policy. When we have a more diverse workforce it is important that all of our employees help shape diversity & inclusion policy and monitor its progress.



OUR THRIVE APPROACH

4 Building Our Four Initiative Areas

Education

Culture

Recruiting &
Representation

Our Work

EDUCATION INITIATIVE:**Create a culture of acceptance and belonging.**

- Provide training for all current employees (Diversity 101, Unconscious Bias, Microaggressions).
- Reevaluate ongoing training needs yearly.
- Provide onboarding training for new employees upon hire.

Education**Culture****Recruiting &
Representation****Our Work**

CULTURE I INITIATIVE:**Build a more diverse pipeline of candidates.**

- Expand internship programs to candidates with transferable skills who may not have taken a traditional educational path toward advertising.
- De-bias job descriptions by using appropriate language and evaluating our requirements.
- Evaluate where and how we post job openings (language, channel, accessibility).
- Post on job boards committed to diversity.
- State that we value diversity and are an equal opportunity employer in job postings.
- Host information sessions, workshops, and attend (diverse) job and career fairs.
- Develop diverse relationships and networking opportunities.
- Get involved with more diverse areas, city events, and organizations.

Education**Culture****Recruiting &
Representation****Our Work**

RECRUITING & REPRESENTATION INITIATIVE:

Remove bias from candidate selection by utilizing more automation and standardizing the process for all candidates.

- Standardize interview questions for each round.
- Train Leadership Team and hiring teams on legal and fair hiring practices (such as legal vs. illegal interview questions).
- Give work sample tests (and blind copy results to decision makers).

Education**Culture****Recruiting &
Representation****Our Work**

RECRUITING & REPRESENTATION INITIATIVE:

Work to identify bias and barriers for diverse applicants in the hiring process.

- Once identified, work to educate all employees involved in the hiring process on the appearance of those biases and barriers in the recruiting, interviewing, and hiring process.
- Work to remove those biases and barriers from the whole process and embed this into future processes.

Education**Culture****Recruiting &
Representation****Our Work**

OUR WORK INITIATIVE:

Ensure our work represents our commitment to diversity, inclusion, and belonging.

- Include a diversity prompt in our creative brief to ensure the creative team is considering how our work speaks to diverse audiences.
- Include diverse options in all of our talent representation from stock photography, illustration and footage, radio, voiceover, and screen talent.
- Establish a diversity review process to ensure our work is culturally sensitive.
- Strive to have the teams working on output—strategy, creative, writing, design, and development — include diverse employees. Until then, engage partners that can give us objective feedback.
- Ensure our own content—social media, email, content marketing—is in line with our policies, values, and initiatives.

Education**Culture****Recruiting &
Representation****Our Work**

Thank You.

