

#Inclusion100 FAQ

How does #Inclusive100 differ from other diversity efforts?

- Measurement and data are the most powerful differentiators. Consortium partners agree to participate in the [Seramount Inclusion Index](#).
- In 2024, companies will have an opportunity to participate in the Marketing, Media and Adtech Inclusion Index, a survey that has been tailored to our industry and streamlined for ease of completion.
- If seven (7) companies per sector complete the survey in 2024, #Inclusive100 will be the only tool of its kind to segment data, enabling similar companies (e.g. ad agencies, PR firms, adtech companies, marketers, etc.), to get an apples-to-apples understanding of how they compare to other companies in the industry.
- #Inclusive100 partners also participate in quarterly roundtable discussions and to activate corporate policies and practices that lead to more inclusive workforces and workplaces.
- 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?

- Participating companies are represented by logos on [sherunsit.org](#), click on #Inclusive100 and scroll down.
- The Seramount Inclusion Index was selected as the foundational tool because so many marketers (P&G, L'Oreal, Unilever, Estee Lauder), participate in it annually.

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.
- 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.
- Your participation will signify to the marketplace that you are committed to advancing this work. And your commitment will entitle you to proudly display the #Inclusive 100 badge in new business pitches and as a demonstration of your dedication to current and future employees and business partners.

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 because they recognized that publishing employee diversity progress is a critical expression of 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 of every background, ethnicity, and identity to lead at every level of marketing and media. A commitment to inclusion and diversity lifts all women.

Why has Seramount been chosen to underpin this effort?

- Seramount is a strategic professional services and research firm dedicated to supporting high-performing, inclusive workplaces. Over four decades, the company has established a strong, data-driven understanding of the employee experience, which lays the groundwork for everything they do.
- Seramount partners with over 450 of the world's most influential companies, large and small, to offer pragmatic solutions including best practice DEI research, workplace assessment, employee learning and development, and talent sourcing.

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 Seramount Index is strongly encouraged for #Inclusive100 partnership.
- 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.
- That said, in 2024 some of the roundtables will be open to the broader industry. Please contact nadia@sherunsit.org for dates and locations.

What does the Marketing, Media and Adtech Inclusion Index application ask me to share?

- Companies are asked to answer ~115 questions (some are optional), and 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 DEI

When will the industry report be released and what will I receive if I participate?

- The report is released in the Fall of each year
- Industry highlights (aggregated, not company specific) will be released and shared publicly when the report is released
- If you participate as a donor, you will receive a 10-page executive summary plus a one-page report card specific to your company

- If you are a Seramount member, more detailed reporting and advisory services are provided. Seramount membership information can be found at <https://seramount.com/contact-us/>