



DIVERSITY+
INCLUSION

 Demographic Report 2022



Guided
by Good

OUR PILLARS



People

We will continue to strive for equity through efforts and programs that provide opportunities for all. Our recruiting and hiring practices have evolved into a comprehensive, thoughtful approach that puts the organization and the individual on a more equal footing.



Culture

In this remote world, we must define “Inclusion at Home” or anywhere you are. We are deliberate in creating a type of home that everyone can agree is: a respectful, safe place of belonging, where both collective and individual growth is fostered.



Work

We take an adaptive, customized, and intentional approach to each brand in our client roster. Beyond the moral imperative, diverse and inclusive marketing is good for business. We educate and guide our clients on intentionally building inclusion into their business, not bolting it on. We are trusted partners in brand-building and connecting people. We meet our clients wherever they are on their journey.



Community

Our social responsibility is to think and act beyond our walls and our clients’ walls to create a more just future in which we want to do business.

Guided by Good



SQUARED



Guided
by Good



Total Population by Race

**Note: Our definitions of leadership changed during 2022, hence the larger changes. Numbers are rounded up and down.*

Race/Ethnicity	2022	2021
All BIPOC	38%	30%
Asian	5%	5%
Black	15%	12%
Hispanic or Latinx	16%	12%
NativeHawaiian /Pacific Islander	-	-
2 or More Races	1%	1%
White	61%	69%
Does Not Identify	-	-

Leadership Population by Race

Directors and above: People who lead and influence teams and departments

**Note: Our definitions of leadership changed during 2022, hence the larger changes. Numbers are rounded up and down.*

Race/Ethnicity	2022	2021
All BIPOC	18%	20%
Asian	4%	6%
Black	5%	6%
Hispanic or Latinx	8%	8%
NativeHawaiian /Pacific Islander	-	-
2 or More Races	1%	-
White	81%	78%
Does Not Identify	-	-

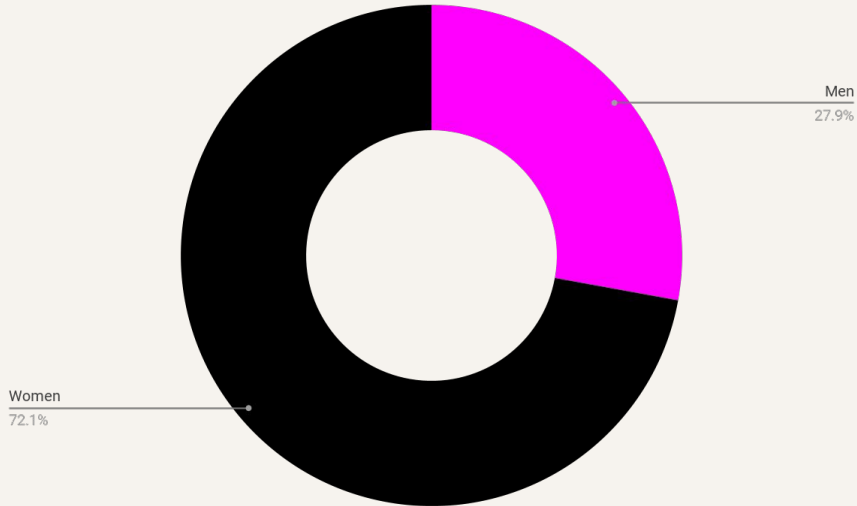
Executive Team Population by Race

*C-Suite, President, Managing Partner: People who lead the agency

**Note: Our definitions of leadership changed during 2022, hence the larger changes. Numbers are rounded up and down.*

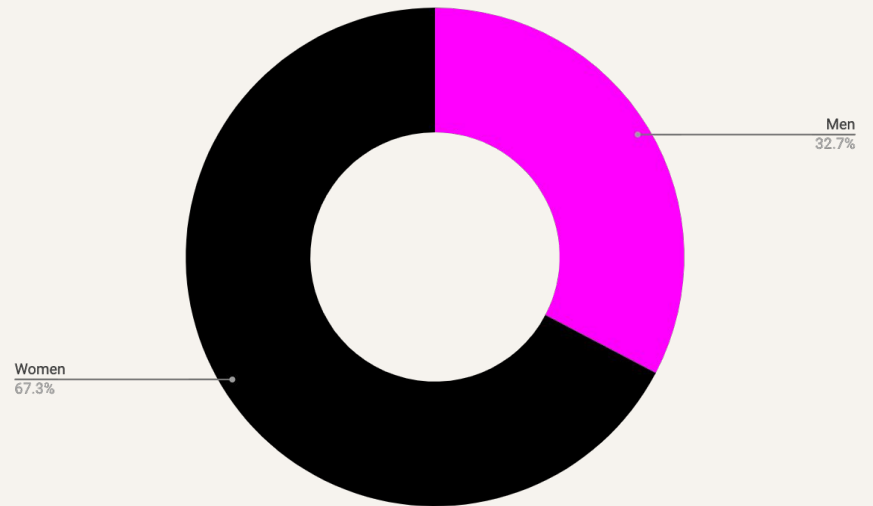
Race/Ethnicity	2022	2021
All BIPOC	40%	25%
Asian	27%	7.5%
Black	7%	10%
Hispanic or Latinx	7%	7.5%
NativeHawaiian /Pacific Islander	-	-
2 or More Races	-	-
White	60%	75%
Does Not Identify	-	-

Total Population by Gender



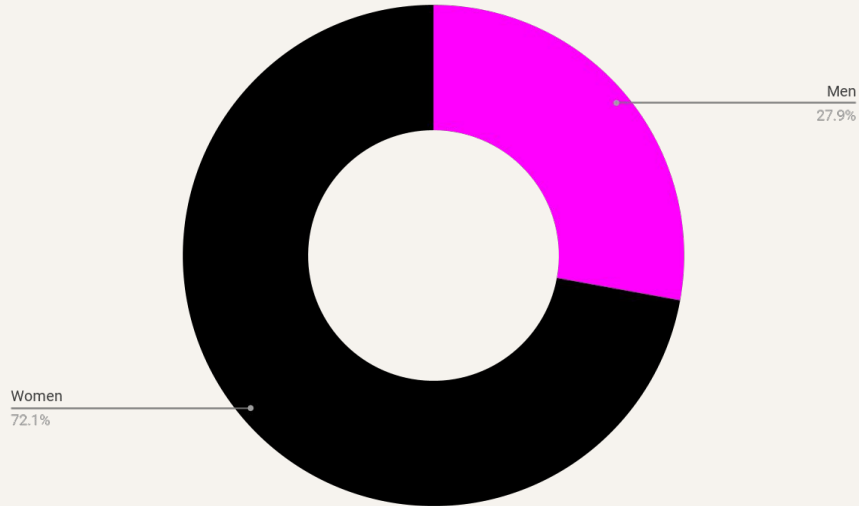
All Employees

Total Leadership Population by Gender



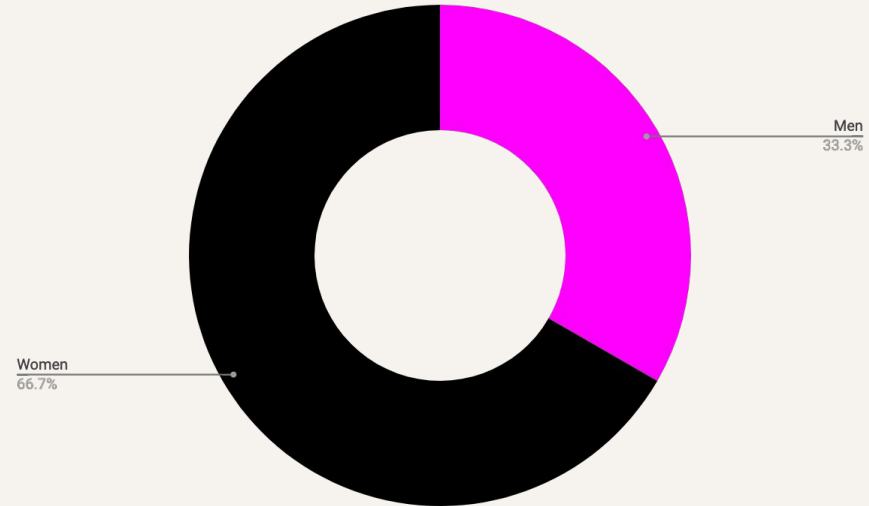
Directors and Above, including the Executive Team

Total Population by Gender



All Employees

Executive Leadership Population by Gender



Executive Team Only