



Inclusion Index Highlights and Annual Application Overview

Diversity Best Practices December Member Conference

December 1st, 2023

- 1 Inclusion Index
- 2 Annual Application Initiatives



2023 Seramount Inclusion Index

Member Report Example



About the Inclusion Index Benchmarking Report



The Seramount Inclusion Index application was officially open between December 13, 2022, and March 10, 2023. A total of 155 applications were submitted from organizations with at least 500 US employees. The Seramount Inclusion Index helps organizations better understand gaps in employee demographics, recruitment practices, leadership support, and diverse talent strategies. Using metrics, the Index assesses corporate cultures and creates a roadmap that pinpoints and closes these gaps.

This report aggregates representation data (gender, race/ethnicity, and job level) from all organizations that applied. For the Best Practices in Recruitment, Retention & Advancement and Company Culture sections, US data is aggregated from the companies named to the Seramount Inclusion Index.

All the 2023 Seramount Inclusion Index participants are referred to in the report as **“All Index Participants.”**

All the companies that made the 2023 Seramount Inclusion Index are referred to in the report as **“Index Companies.”**

For more information, visit <https://seramount.com/best-companies/2023-inclusion-index-organizations/>

2023 Inclusion Index Companies

Special kudos to the Seramount Pinnacle Inclusion Index organizations for achieving a score of 80% or higher on the survey:



- Abbott
- AbbVie
- Accenture
- BASF
- Blue Cross and Blue Shield of North Carolina
- Bristol Myers Squibb
- Colgate-Palmolive Company
- Depository Trust & Clearing Corporation (DTCC)
- Ernst & Young LLP
- Horizon Blue Cross Blue Shield of New Jersey
- JLL
- Johnson & Johnson
- KPMG LLP
- L'Oréal USA, Inc
- Merck
- MGM Resorts International
- Moody's Corporation
- New York Life
- Paramount
- Procter & Gamble
- Synchrony Financial
- TD Bank
- Under Armour
- Verizon
- Visa
- Walgreens Boots Alliance

Congratulations to the Seramount Leading Inclusion Index organizations for achieving a score of 70% or higher on the survey:



- ADP
- Alight Solutions
- Allstate Insurance Company
- American Airlines
- American Red Cross Corporation
- Boston Scientific Corporation
- Cargemini America, Inc.
- Corewell Health
- Cox Enterprises, Inc.
- CSAA Insurance Group
- Eli Lilly and Company
- Estée Lauder Companies
- Freddie Mac
- General Mills
- Gilead Sciences, Inc.
- GSK
- Hewlett Packard Enterprise
- Kellogg Company
- Kimberly-Clark Corporation
- McKesson Corporation
- MetLife
- Morgan Stanley
- Nationwide
- NewYork-Presbyterian Hospital
- Protiviti
- Prudential Financial, Inc.
- Sanofi US
- Sodexo
- Southern Company
- Standard Chartered Bank
- State Farm
- State Street Corporation
- Target
- The Vanguard Group, Inc.
- Victoria's Secret & Co.
- VSP Vision
- Whirlpool Corporation
- Zoetis Inc.

2023 Inclusion Index Companies



Congratulations to the Seramount Inclusion Index organizations for achieving a score of 60% or higher on the survey:



- Allianz Life Insurance Company of North America
- Ally Financial
- American Express
- American Family Insurance
- American Institutes for Research
- BCW
- Capital One Financial Corporation
- Cardinal Health
- CHEP USA
- Children's Healthcare of Atlanta
- Constellation Brands
- Dechert LLP
- Financial Industry Regulatory Authority
- HP Inc.
- Intel Corporation
- Kearney
- Kohl's
- MassMutual
- Munich Re US P&C Companies
- Nasdaq
- Northern Trust
- NYU Langone Health
- Otis Worldwide Corporation
- PepsiCo
- Pillsbury Winthrop Shaw Pittman LLP
- Point B
- Raytheon Technologies
- Sephora USA
- Sysco Corporation, Inc.
- TEKsystems
- The Auto Club Group
- The Hartford
- The Kraft Heinz Company
- TIAA
- TransUnion
- UBS
- Unilever
- Unum Group
- UScellular
- VF Corporation
- Wellstar Health System
- Westfield

Key Insights from the 2023 Inclusion Index



We continue to see the shift to lower numbers as racial groups ascend to senior manager and corporate executive job levels

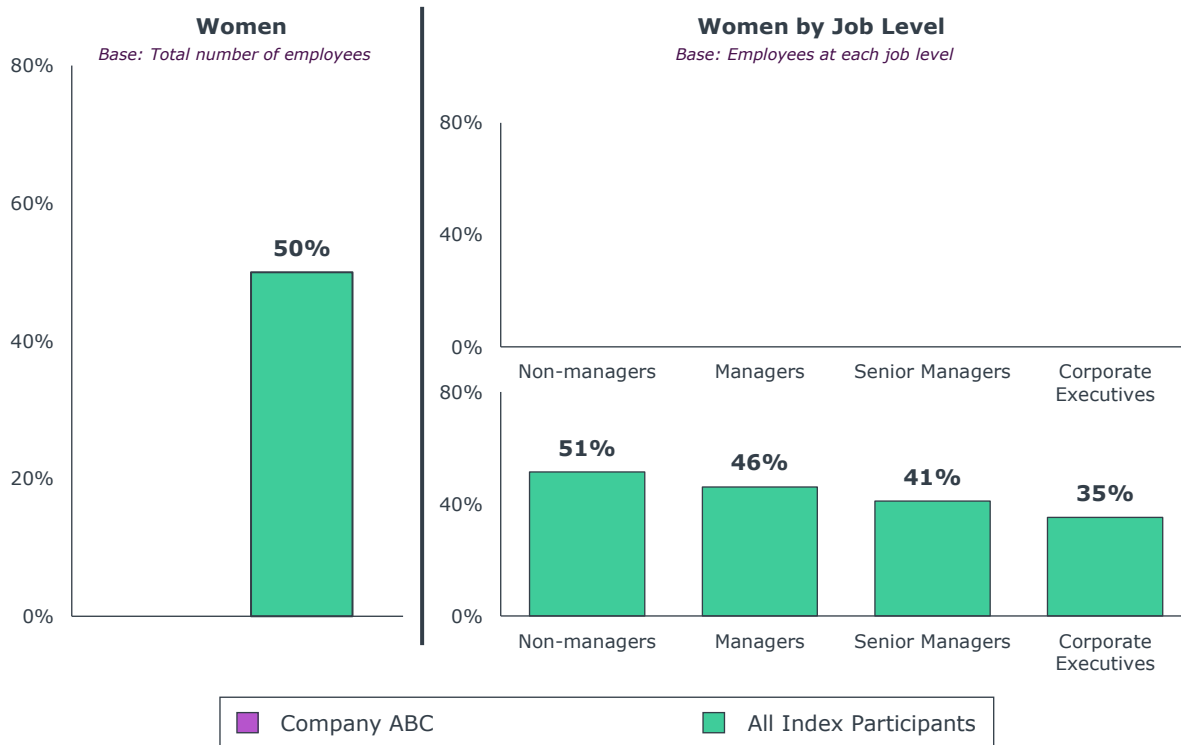
We saw a jump in efforts for inclusive recruitment and talent practices

- Recommend diverse panel of interviews (**88%** vs 62% PY)
- Incentives to ERG volunteer leaders (**53%** vs 41% PY)
- Formal sponsorship (**74%** vs 66% PY)
- Recommend gender/racial/ethnic diversity in succession planning slates (**93%** vs 72% PY)

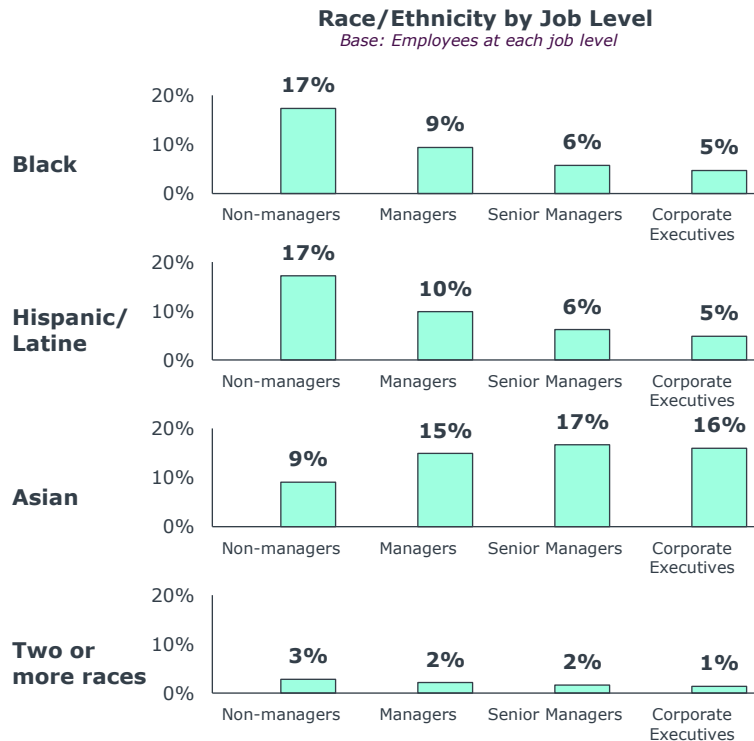
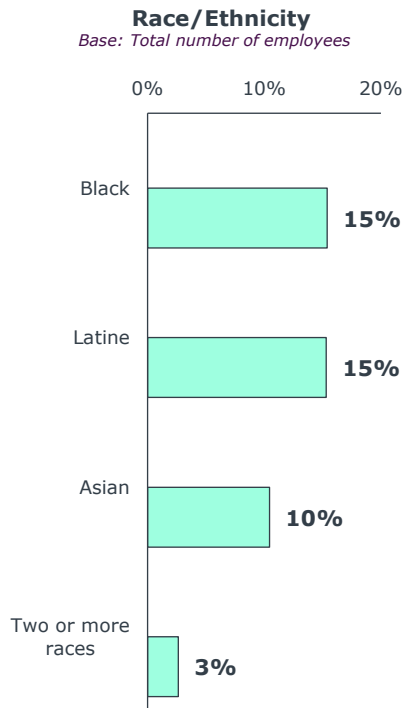
Accountability continues to be an area of importance

- More and more corporations have started or expanded supplier diversity programs
- Auditing of HR processes for bias remains a major factor. (**92%** vs. 93% PY)

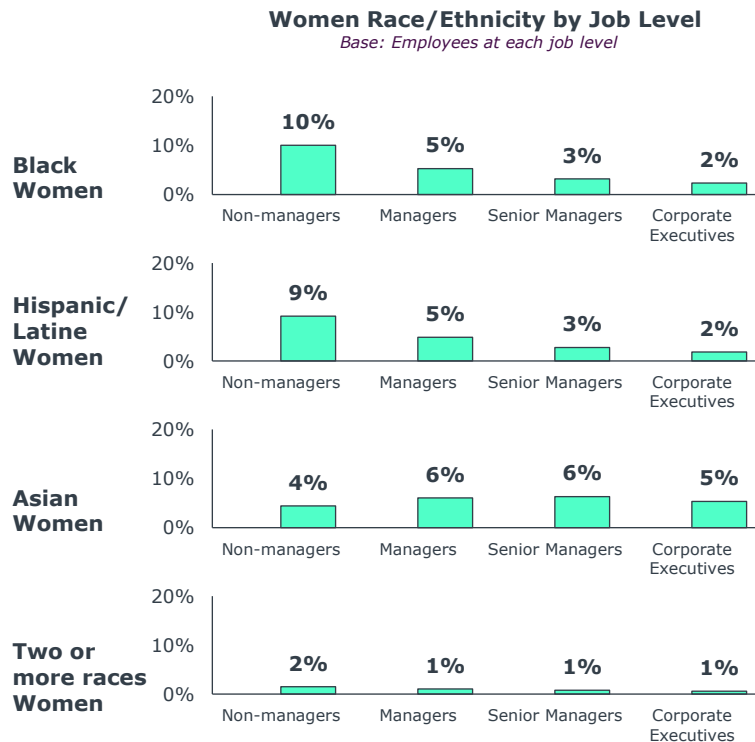
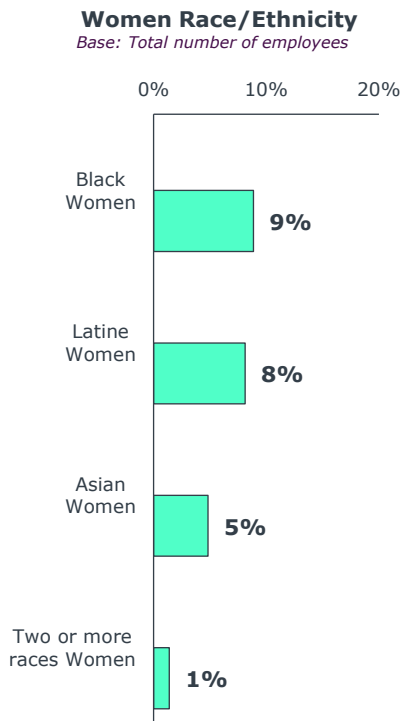
Overall Representation: Women by Job Level



Overall Representation: Race/Ethnicity by Job Level



Overall Representation: Women Race/Ethnicity by Job Level

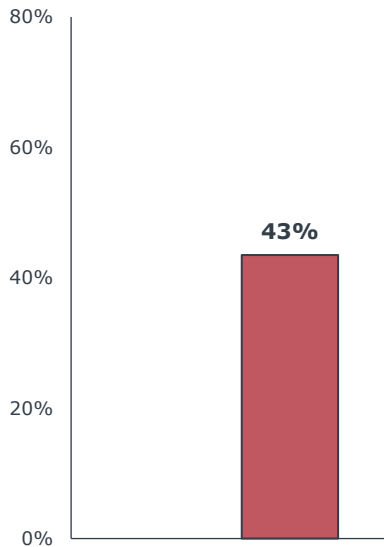


Succession Planning Participation: Women and Race/Ethnicity



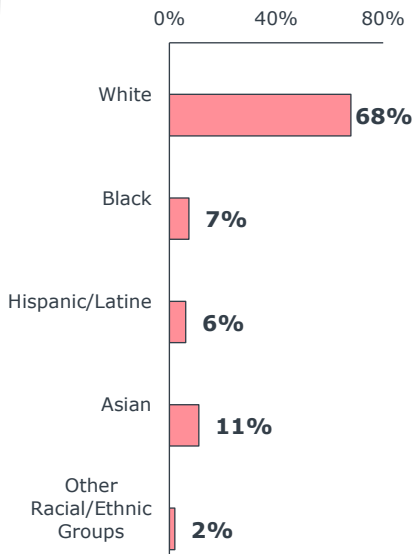
Women Candidates

Base: Employees in Formal Succession Planning Programs



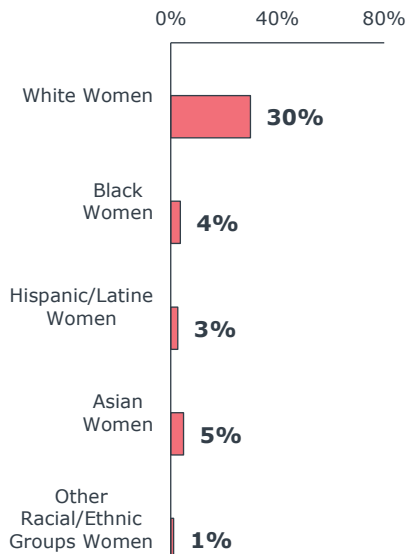
Race/Ethnicity Candidates

Base: Employees in Formal Succession Planning Programs



Women Race/Ethnicity Candidates

Base: Employees in Formal Succession Planning Programs



Efforts to Fight Racism



Commitment to Fighting Systemic Racism

Made a pledge to fight systemic racism in 2020 or 2021 that included representational goals



85%

On track as of the end of 2022 to meet those representational goals



94%

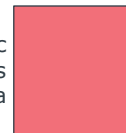
Focus Groups and Programming

Held employee focus groups to understand feelings/fears/concerns of ALL employees on racism



81%

Offered specific programs to address racial trauma



77%



Company ABC



Index Companies

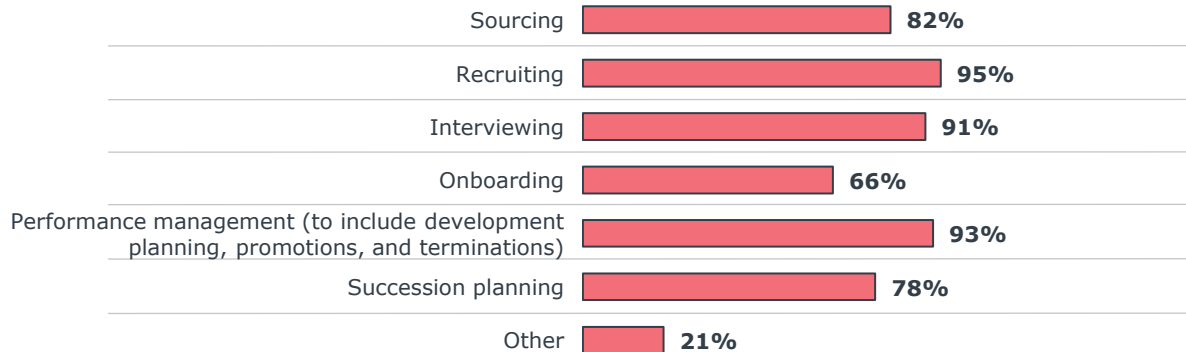
▶ Eliminating Bias in Workplace Policies

- By auditing these processes, organizations create a more level playing field for ALL employees to be fully engaged and successful.
- Audits examine questions, processes, and evaluations to assess cultural competence and implicit advantage.

Auditing Human Resource/People Processes to Address Implicit Bias

Percentage That Audit:  **92%**

Of Companies That Audit, These Processes Are Audited



Company ABC



Index Companies



Work on authentic support and commitment to DEI

- Underrepresented talent gets LESS equitable opportunities
- Use your authority to sponsor others intentionally
- Measure impacts, velocity of development and advancement plans, and hold leaders accountable
- Establish the right metrics and track progress year over year



Annual Application Overview

Annual Application Initiatives - US only



Includes access to five initiatives.
Minimum of 500 US employees.*

Best Companies for Multicultural Women

Evaluates companies that advance multicultural women

100 Best Companies

Evaluates parental leave, benefits, & PTO for working parents. Min. of 2 weeks paid parental leave

Inclusion Index

Helps orgs understand gaps in demographics, diverse talent strategies, and corporate culture

Top Companies for Executive Women

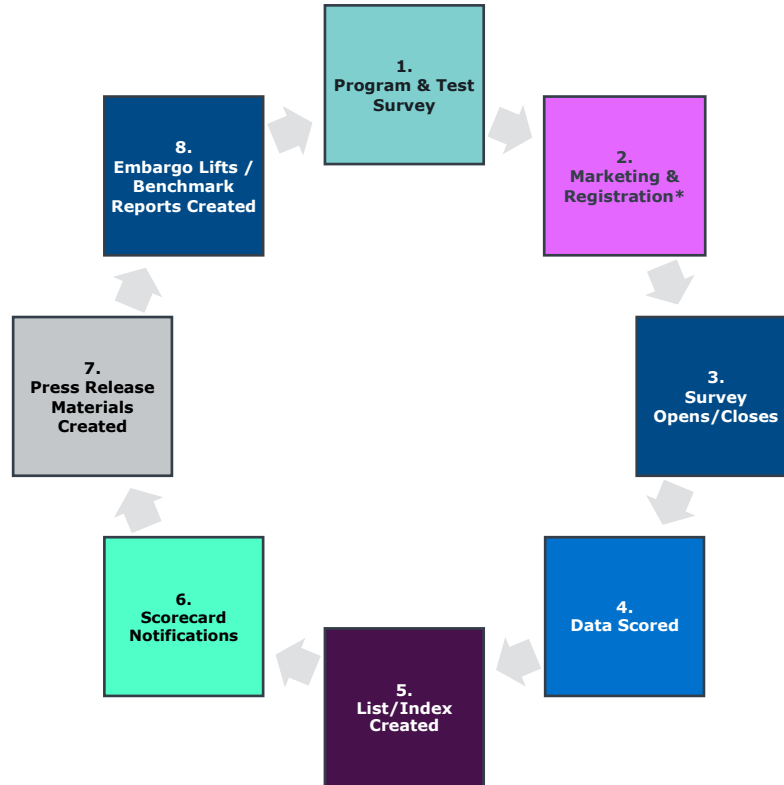
Analyzes best practices that propel women to the top. Min of 2 women on Board of Directors

Marketing, Media & Ad Tech Inclusion Index

New in 2024!
Examines DEI trends with a specific focus on the marketing & advertising industry

*Marketing, Media & Ad Tech Inclusion Index requires 250 US employees

Initiative Annual Life Cycle



*Registration continues until survey closes

2024 Changes to Annual Application Survey



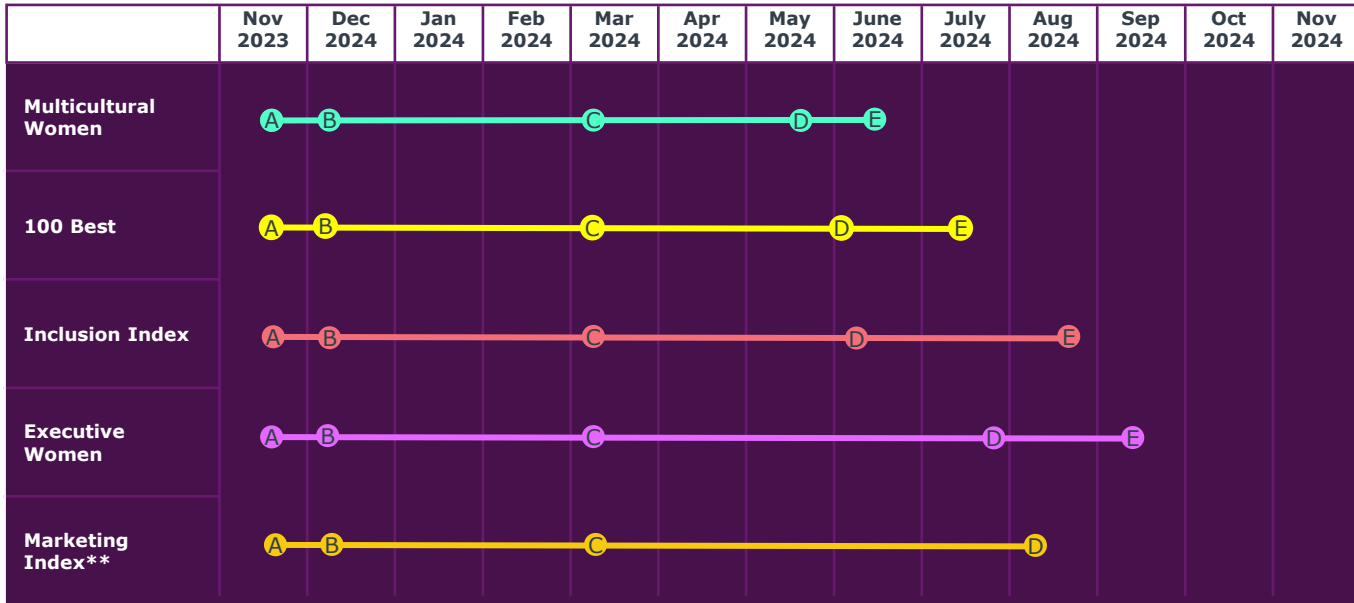
Changes applicable to all initiatives:

- Streamlining to cut questions no longer relevant
- Continuing personalized review of your survey (for DBP members) in early March before hitting SUBMIT.

Changes by initiative

Best Companies for Multicultural Women	100 Best Companies	Inclusion Index	Top Companies for Executive Women	Marketing, Media & Ad Tech Inclusion Index (with She Runs It)
<ul style="list-style-type: none"> • Questions that were previously required to answer have been made optional this year due to the Supreme Court ruling on affirmative action causing a chilling effect <ul style="list-style-type: none"> • Diverse slate recruitment questions • Accountability/setting representational goals/linking compensation to goals • P&L roles in succession planning and management training aimed at women and people of color • Rotation programs for women and people of color • Adding questions on new hires demographics 	<ul style="list-style-type: none"> • No longer include questions on women's demographics • Adding questions on menopause • Adding questions on paid holidays 	<ul style="list-style-type: none"> • Questions that were previously required to answer have been made optional this year due to the Supreme Court ruling on affirmative action causing a chilling effect <ul style="list-style-type: none"> • Diverse slate recruitment questions • Accountability/setting representational goals/linking compensation to goals • Adding questions on new hires demographics 	<ul style="list-style-type: none"> • Questions that were previously required to answer have been made optional this year due to the Supreme Court ruling on affirmative action causing a chilling effect <ul style="list-style-type: none"> • P&L roles in succession planning and management training aimed at women and people of color • Rotation programs for women and people of color • Transparency on pay equity 	<ul style="list-style-type: none"> • New in 2024!

2024 Annual App Initiatives Timeline



- A Registration Opens*
- B Application Opens
- C Application Closes
- D Notifications
- E Embargo Lifts

*Registration continues until survey closes

**Marketing Index's embargo date has not been finalized

Annual Application FAQs

How do I register for the Annual Application?

Registration for the 2024 Annual Application opens in early November 2023. All companies that register in advance will receive their survey link when the application opens.

I haven't received my individual survey link. Who do I contact?

If you registered but haven't received your link, please email surveysupport@seramount.com

What is the deadline to submit information to the Annual Application?

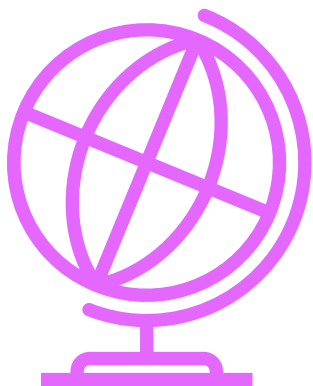
The application opens on December 12, 2023 and closes on March 15, 2024.

What lists am I able to apply to through the Annual Application?

The annual application includes access to: The annual application includes access to: 100 Best Companies, Best Companies for Multicultural Women, Top Companies for Executive Women, the Inclusion Index, and (new in 2024!) the Marketing, Media & Ad Tech Inclusion Index.

What is the output for the Annual Application?

All companies that apply, including those that don't make a list or the indexes, receive a confidential and free scorecard.



Global Inclusion Index

Assess companies' DEI efforts in 24 countries (TBD). Min. 500 employees globally and min. 50 employees in participating country.

Countries include: Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Ireland, Israel, Italy, Japan, Mexico, The Netherlands, Philippines, Portugal, Romania, Saudi Arabia, Singapore, South Korea, Spain, United Arab Emirates, UK

The 2024 Global Inclusion Index Application opens January 31, 2024, and closes June 7, 2024.

Registration Links for Both the Annual Application and the Global Inclusion Index are available at: <https://seramount.com/best-companies/>

Benchmarking Solutions



- **Tools that allow benchmarking by list, index, industry, and trend:** Best Companies Assessments, Industry Assessments, Cross- Initiative Assessments, and Trend Analyses
- **High-level snapshots and best practices with actionable recommendations:** DEI Snapshots and Best Practice Case Studies

PRICING

Competitive Benchmarking <ul style="list-style-type: none">• Question-by-question data that shows how your organization compares to all winning companies• Customized analysis of your results compared to your industry, or 8-10 winning companies chosen by you, highlighting your organization’s strengths and areas of opportunity• One-hour consultation to interpret your data, including an assessment of leading and lagging indicators, and discuss recommendations and action planning	\$15,750
Consultative Benchmarking <ul style="list-style-type: none">• All benefits of Competitive Benchmarking• Access to our portfolio of experts• Two-hour consultation to interpret your data, including an assessment of leading and lagging indicators, and discuss recommendations and action planning• Case Study to share best practices• Consultation on your next Seramount Annual Application	\$26,250
CEO Scorecard <ul style="list-style-type: none">• Extrapolates critical insights and actionable opportunities from your entire Annual Application (across 100 Best, Best Companies for Multicultural Women, Top Companies for Executive Women and the Inclusion Index) into one succinct, tailored composite snapshot• Distills key DEI and workplace/workforce data into tangible recommendations on how to make meaningful progress that capitalizes on information.• The CEO Scorecard comes to you ready to present to executive leadership	\$35,000

PRICING

Comprehensive Benchmarking

- Assesses how you did in any or all the Seramount Best Companies Lists
- Assesses your organization comprehensively across all dimensions of diversity and family- friendly benefits
- Your data will be compared to one of the following sets depending on your objectives: Top 10 or Selected Companies or All Winning Companies
- One report with executive summary that takes a detailed practitioners' view of your data
- Focused debrief by our subject matter experts looking holistically at your organization and offering concrete solutions



2 Initiatives - \$26,250
3 Initiatives - \$31,500
4 initiatives - \$36,750



Inclusion Index Competitive Benchmarking

- Question-by-question data that shows how your organization compares to all winning companies
- Customized analysis of your results compared to your industry, or 8-10 winning companies chosen by you, highlighting your organization's strengths and areas of opportunity

Scorecard – free for all
Non-Member - \$15,750
DBP Member - \$12,500



Insights (Quantitative)


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