

## THE ASK

Illustrating the diversity of an organization boasting more than 40,000 team members spanning 35 countries and conversing in 19 languages presents a unique challenge to any company. For this global vertically integrated company, it provided us with an opportunity for an innovative storytelling approach, allowing us to showcase and commemorate individual backgrounds, perspectives, and experiences. This initiative aimed to cultivate a culture that prioritizes every team member's voice, and value, within the organization.

## THE TASK

We strategically planned and executed a phased approach to elevate Diversity and Inclusion (D+I) efforts within the company. This involved a consistent flow of communications and branding, featuring global observances, coordinating D+I panel discussions, and creating a video reel showcasing team members worldwide. We launched bilingual, engaging two-way communications for key D+I observances. In total, more than 80 D+I communications, encompassing observances, resources, and a companywide survey, were distributed in both English and Spanish. Additionally, we drafted, recorded, and produced the first-ever D+I video, highlighting the multinational and diverse faces and voices within the company.

## THE WIN

Each year, we infuse a fresh perspective by innovating how we celebrate these observances, not only in words but in action. We invite team members to join in the conversation and continue to ensure the dynamic, diverse voices and faces within the company reflect its commitment to sharing this richness with the world.

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