



# OUR COMMITMENT

Our commitment is an oath we are taking both as individuals and on behalf of the companies we represent. Our commitment is to make an impACT on the industry:

**A - Adopt (best practices)**

**C - Champion (the cause)**

**T - Track (diversity data)**

## **ADOPT**

*Organization Commitment*

**Accelerate progress in representation** by hiring and promoting people of color, and other diverse talent, at all levels

**Attract and retain diverse talent through** internal and external announcements of diverse executive level hires

**Bolster the pipeline** of people of color through an annual review of internal metrics, leveraging best practices to address any identified issues and including diverse leaders for actionable problem solving

## **CHAMPION**

*Personal Commitment*

**Actively Sponsor diverse talent**, including people of color

**Role model positive change** internally and externally through my words and actions

**Drive and embed inclusivity** as part of my organization's culture, helping to empower people of color in their career

**Visibly hold myself and the leaders in my organization accountable** for progress

## **TRACK**

*Organization Commitment*

**Benchmark and track inclusion** to improve the culture of inclusion within our organization

**Share key representation metrics** with the Diversity Action Alliance for benchmarking and for anonymous reporting of the aggregate progress within the communications profession

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_