

IDEA



CLYDE GROUP

2021 REPORT

Inclusivity, Diversity, Equity, Accountability

Welcome to the Clyde Group 2021 Inclusivity, Diversity, Equity, Accountability Report.

When I founded Clyde Group it was based on the vision to be the best agency to work with, and the best agency to work for. It's a vision we live by—bringing to the task an ambition that is matched with humility.

Intrinsic to our firm is a deeply held belief in inclusivity, diversity, and equity—a principle that we have focused on from the start. For me, it's deeply personal. As a gay immigrant living with HIV—an often stigmatized condition—I know all too well the importance of being able to bring your whole self to work, safely. Each year at Clyde Group we've made progress, building on the work of previous years, but commitments and progress mean nothing if not paired with rigorous accountability.

That's why last year (2020) we conducted our first IDEA survey, and this year we're publishing and sharing the results, as well as capturing the agency's extensive work and efforts to advance DE&I.

The survey feedback shows us where we've succeeded in becoming a more inclusive, diverse, and equitable workplace, as well as where we still have work to do. We have much to be proud of—but a long journey ahead.

This is hard work; but it is also *heart* work. The true credit belongs to the extraordinary team members at Clyde Group—not least our Inclusivity, Diversity, Equity, and Accountability group. Our team has brought tremendous energy to DE&I and have been courageous in telling us candidly where we should focus future efforts.

Thank you for taking the time to read this report and joining Clyde Group on this—the most important of journeys. I encourage you all to contact me with any thoughts, questions, or comments.

Best,



Alex Slater
Founder & CEO, Clyde Group



Clyde Group began in 2015 and has spent the last seven years growing into one of the premier communications agencies in Washington, DC, recognized time and again by industry publications and peers. Alex Slater, a gay immigrant from Scotland and France, founded Clyde Group after being diagnosed with HIV and surviving a rare form of kidney cancer, two struggles that made him want to do something more meaningful with his life. Alex had a vision to build the best agency to work with, and the best agency to work for, and declared our mission to create and connect to move the world forward.

Achieving our mission and vision is impossible without talking about diversity, equity, and inclusion. From the beginning, Clyde Group was meant to be an agency for everyone. When we talk about best to work with and best to work for, we mean delivering the best possible work for clients because the people who work here are passionate about what they do and feel supported enough to bring their whole self to work.

Since 2015 we've done a lot to build a place that is diverse, equitable, and inclusive, as well as hold ourselves accountable. We've created a culture in which team members are actively encouraged to provide honest feedback, and we've taken steps to show that we're serious about it. In February 2019 we began working with Culture Cipher, an outside consultant, to provide DE&I trainings to our team, and also asked Culture Cipher to evaluate the way Clyde Group recruits team members



from diverse backgrounds. That same year we eliminated monthly stipends for our interns and began paying them hourly, as well as time and a half over 40 hours a week. In 2020 we continued Culture Cipher trainings, acknowledged the racial reckoning across the country, and established IDEA working group, our program to advance Inclusivity, Diversity, Equity, and Accountability within our agency, and hopefully inspire and motivate others to follow suit.

That "A" for accountability is important—not just in our goals, but in our outcomes. That's why in 2020 we conducted an annual survey to gauge where Clyde Group was succeeding around DE&I, and identify where we were falling short. It's a survey we repeated this year, and now that we have year-on-year data for comparison, we're publicly and transparently releasing the results of the survey to hold ourselves accountable.

There is progress, but there is also room for growth and improvement. And in a way, that's our story. We're a small group, looking to change ourselves for the better. We'll always be imperfect—we're human after all—but what makes Clyde Group special is that we recognize that "good enough" is never good enough. We're always working to improve, as a team and as individuals.

There is a Chinese proverb that says, "A journey of a thousand miles begins with a single step." This report is one of our first steps; make no mistake, it is only that—a step.

We have a long way to go but it's worth the effort.

YEAR ^{IN} REVIEW

2021



2021 was an exceptional year for Clyde Group—the agency more than doubled the size of its team while adding 25 new clients and projects.

Clyde Group was named North America's 2021 Boutique Agency of the Year by PProvoke's SABRE awards.

HIRING

- One step toward equity that was very important to us was the continuation of transparent pay bands. While we've had these in the past, this year we rolled out new bands with a new title and growth structure. We also retained the support of a third-party vendor, PayScale, to evaluate our pay bands and ensure team members are always paid fairly.
- We intentionally worked with racially and ethnically diverse recruiters to help identify candidates in 2020 and 2021.
- As we came into 2021 we wanted to explore (1) scholarship opportunities and (2) implementing something akin to the Rooney Rule. For those of you who aren't sports fans, the Rooney Rule comes from the NFL and dictates that any team with a head

coaching vacancy must interview at least one or more diverse candidates. After conducting research on both, scholarship opportunities were unfortunately not financially realistic this year, and implementing a Rooney Rule for our hiring process would have required us to adopt expensive software.

- Our "Always Rising" principle means we won't let perfect be the enemy of good, and we remain committed long-term to exploring scholarships and implementing diverse and equitable hiring practices as we continue to grow.



Clyde Group was recognized with a Business of Pride award by Washington Business Journal.



EDUCATION AND TRAININGS

- We received four new training sessions from our external consultant, Culture Cipher, with whom we've worked since 2019, to support our education and growth around DE&I. These sessions each focused on a specific topic: inclusive leadership, manager essentials, unconscious bias, and interviewing across differences.
- Clyde Group joined the PR Council and attended their monthly DE&I meetings, and spoke with other PR agencies in the DC area about opportunities to collaborate and improve DE&I efforts in the industry.
- We joined the Diversity Action Alliance (a coalition of communications and public relations leaders working together to accelerate meaningful, tangible DE&I outcomes across the profession) and shared our DE&I activities and data with them for industry-wide reporting.



Clyde Group team members Jenny Wang (Vice President) and Sasha Bennett (Associate Vice President) were both recognized by PR News as *Top Women in PR*.



MENTAL HEALTH

The events of 2020 were taxing on everyone's mental and emotional well-being, so we made mental health a priority for 2021. Clyde Group:

- Brought in a clinical psychologist to moderate a firm-wide conversation after the Capitol insurrection on January 6th.
- Provided team members with a bonus PTO day specifically for mental health.
- Introduced tech and meeting boundaries to enhance work-life fit for all team members. These included:

Restricting email and Slack between 8 am and 6 pm except in emergencies

Upgrading our Slack subscription to include its "send it later" feature

Restricting meetings to between 9am and 5pm, and making an effort to limit the length and number of meetings

Prohibiting meetings after 2 pm on Fridays

- Closed the office during the last week of December as a "Mental Wellness" break in 2021 and going forward.
- Brought in outside legal counsel to run a training session for all managers on how to empathetically address team members' mental health issues while adhering to legal and ADA requirements.
- Added ClassPass benefits for all team members, which provides team members with credits to put toward physical and mental wellness classes and services, including meditation, yoga, and massage.



PRESENTED BY IDEA

Presented by IDEA is our series of internal events to generate discussions around, and raise awareness of, DE&I topics. In 2021, it involved three unique month-long observances to help educate, inform, and celebrate different communities. These included:

- **Black History Month**

A screening of, and conversation around, the film “Good Trouble,” a documentary about the late civil rights icon Rep. John Lewis (D-GA).

Recommendations for materials to read, watch, and listen to about Black history.

A “book club” event featuring “The Vanishing Half” by Britt Bennett.

Clyde Group also paid for team members to buy books from Sankofa, a Black- and locally-owned bookstore in DC.

Ran a social series called “Words are Power,” highlighting terms to strike from everyday use due to their racist origins.

Nearly half (48%) of IDEA survey respondents reported reading, watching, or listening to any of the recommended materials for Black History Month.

- **PRIDE**

We created social media creative assets and #ClydePride t-shirts for all our team members.

These shirts were accompanied by a photo project called Clyde Pride Nationwide, where we took pictures of ourselves wearing those shirts and shared them internally on our Presented by IDEA slack channel.

We held a screening of, and conversation around, the film “Milk,” about gay rights activist and politician Harvey Milk.

Clyde Group matched team members’ donations to Casa Ruby, a nonprofit shelter and resource center for LGBTQ people of all ages, cultures, languages, and backgrounds.

More than half of respondents (52%) reported donating to Casa Ruby, giving \$2,225. Clyde Group matched those donations and contributed an extra \$550 to make our total donation an even \$5,000.

As with Black History Month, we recommended reading and listening materials, and more than half (58%) of respondents reported taking advantage.

Every day in June, we shared LGBTQIA+ trivia in our Presented by IDEA channel, which culminated with a virtual Clyde Pride trivia night using the facts shared.

Alex Slater was named as an LGBTQIA+ Pioneer by PR News in its annual diversity awards.



- **Hispanic Heritage Month**

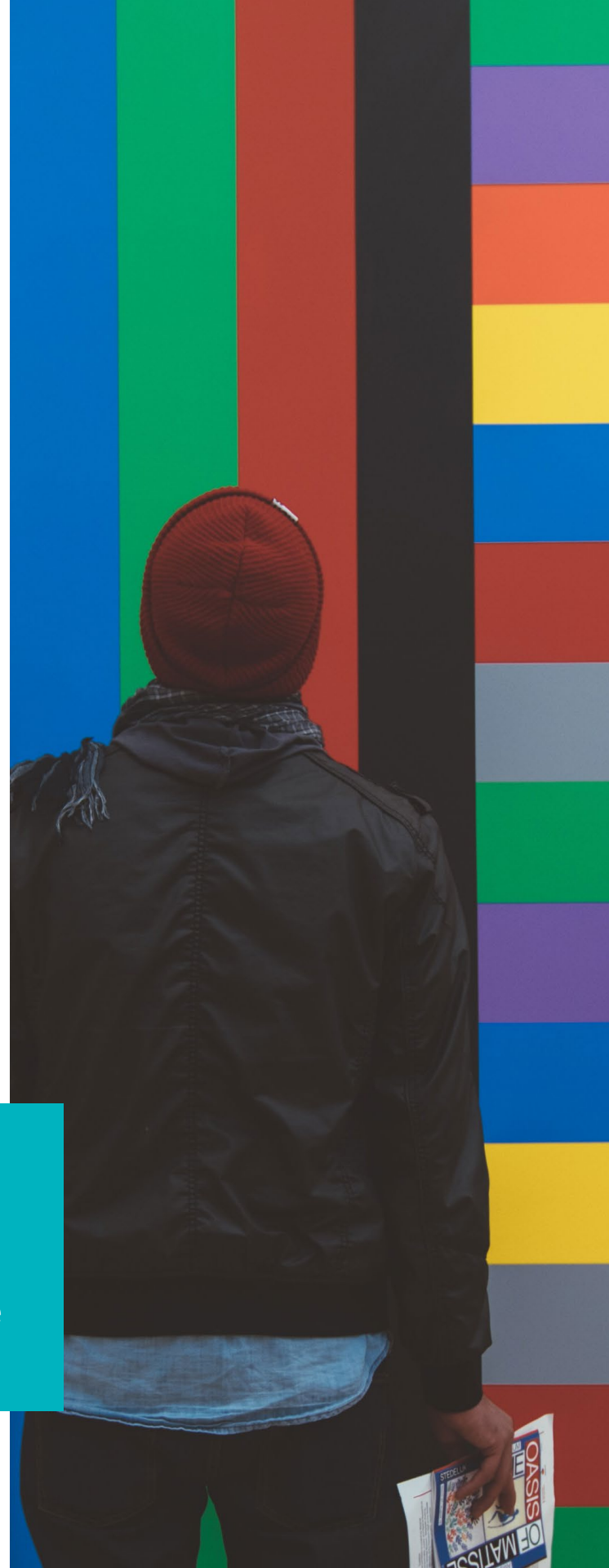
Presented by IDEA held a panel discussion with a case manager from Catholic Charities and a launch engineer from SpaceX about their respective experiences, one as a first-generation American and the other as an immigrant from Mexico. Nearly three-fourths of the team (71%) participated, the best turnout for any single 2021 Presented by IDEA event.

Shared recommended materials to read, watch, and listen to; 42% of respondents said they read, watched or listened to any of the recommended materials for Hispanic Heritage Month.

Created social graphics—including LinkedIn and Twitter banners—so team members could celebrate the month on their personal social channels.

- While not an official “Presented by IDEA” event in 2021, the IDEA team also provided resources to read, watch, and listen to during Asian American and Pacific Islander Heritage Month. Our visibility team shared these assets across Clyde Group social channels.
- Additionally, IDEA provided resources to read, watch, and listen to for Juneteenth celebrations. This message was also shared across Clyde Group social channels.

In response to 2021 survey results, Clyde Group introduced two floating holidays beginning in 2022 specifically for team members to take paid time off to celebrate or observe religious or cultural events.



CLYDE IMPACT

The tradition of Clyde Impact also continued this year, with Clyde Group providing pro-bono service to a nonprofit that aligned with our ideals.

This year we provided support to Mobile Hope, an organization dedicated to providing support and emergency shelter to youth up to age 24 who are at-risk, precariously housed, or homeless, and empowers them to become self-sufficient.

Following the March tragedy in Atlanta, Clyde Group leadership issued an internal message to team members around #StopAsianHate and made a contribution to Asian Americans Advancing Justice.

CLYDE GROUP ADVISED DOZENS OF CLIENTS ON DE&I AND HEALTH EQUITY THIS YEAR, HELPING NATIONAL ORGANIZATIONS:

- Respond to events such as the Chauvin verdict and #StopAsianHate
- Facilitate internal conversations with employees
- Make meaningful donations and investments
- Help create meaningful and lasting impacts



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SURVEY RESULTS

Survey Participation Rate = 87%



The survey data shows Clyde Group is a young agency, both in terms of average age and tenure. **With 55 team members invited to participate, we had a survey participation rate of 87%.** Racial diversity at the agency increased since last year, and team members feel more strongly that managing partners and the senior advisory team are encouraging of DE&I. A greater percentage of people also said that they feel people at Clyde Group are respected and treated equitably, regardless of political ideology, color, or age.

Across the board, **all but one of our survey questions scored a 4.0 or higher (out of 5) in 2021.** This question—Clyde Group does a good job of accurately and authentically representing its current state of diversity with external audiences—scored a 3.88.

Intentional diversity is one of our principles, and living up to it means being transparent as to how diverse we are, and perhaps more importantly as we go into 2022, where we fall short and how team members feel about our efforts. This is only the second year of the IDEA survey and the first with any kind of benchmark data, but **we hope this survey will be a valuable tool in helping us grow and evolve through the years, as both individuals and an agency.**

This is a great step, asking the questions and committing to taking action once the answers are received. IDEA is a good start, so is presented by. The best thing we are doing is committing to the journey.

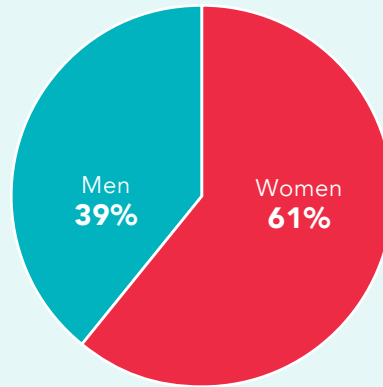
CG is one of the most committed agencies I've seen when it comes to DE&I. Makes me feel really proud to work for an employer that is doing this due to values and not for performative reasons!



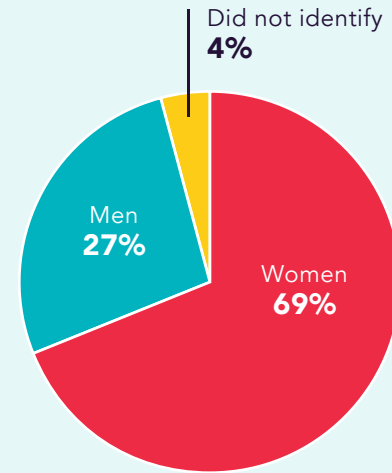
You can't go a day without hearing some way that Clyde is pushing DEI—both internally and with clients.

SELF IDENTIFYING QUESTIONS

GENDER

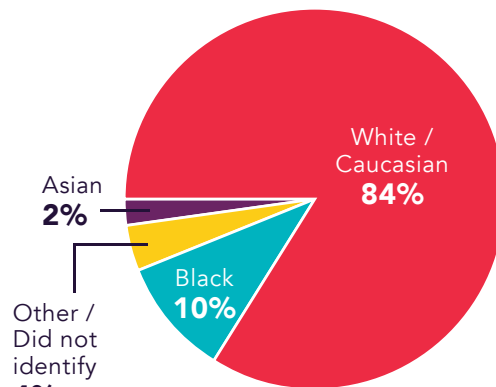


2020

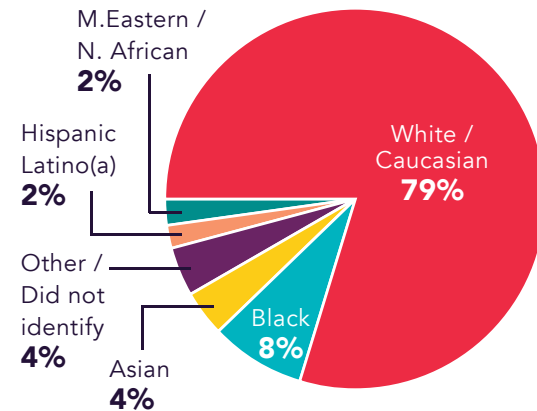


2021

RACE / ETHNICITY



2020



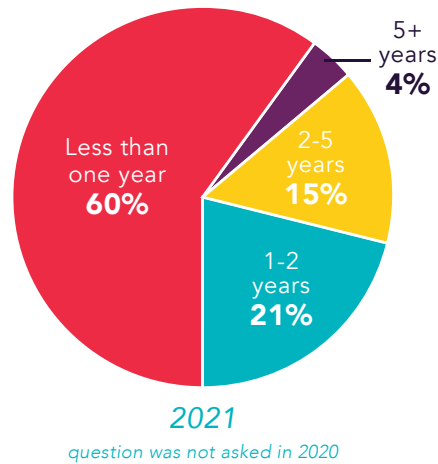
2021



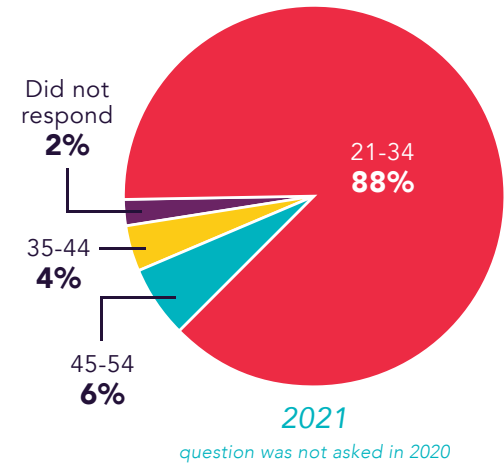
It is CG's responsibility not only to demonstrate our commitment to DEI (which we are great at doing internally and externally), but also, and arguably more importantly, to be transparent about our current demographic makeup and practice humility in representing ourselves as diverse in the most authentic way.

SELF IDENTIFYING QUESTIONS

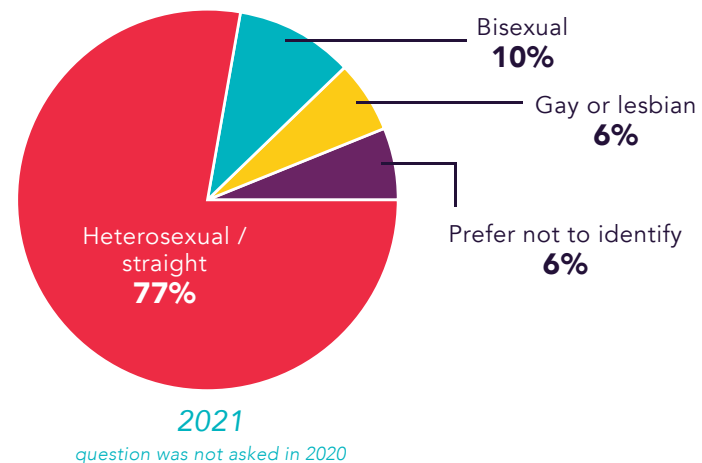
WORKED FOR CLYDE GROUP



AGE



SEXUAL ORIENTATION



LIVE COLORFULLY

LEADERSHIP

	2020	2021
The managing partners at Clyde Group encourage diversity, equity, and inclusion.	The question asked in 2020: "The leadership team at Clyde Group encourages diversity equity, and inclusion."	4.56
The senior advisory team at Clyde Group encourages diversity, equity, and inclusion.		4.29
Managers at all levels at Clyde Group encourage diversity, equity, and inclusion.	The score was 4.24. We split the question in 2021.	4.21

I think one of the best ways to improve attitudes towards DE&I is to learn more about people's stories. To listen to them and understand the topics that are more sensitive for certain folks due to their experiences. Overall I think this helps everyone approach the topics with a more open understanding.

I think sometimes those who don't belong to a particular community or "affinity" group feel awkward speaking up/being as vocal/participating as much. They should be encouraged regardless.

INTENTIONALLY DIVERSE

	2020	2021
I personally feel that my lived experience is valued at Clyde Group.	Did not ask	4.15
Clyde Group does a good job of accurately and authentically representing its current state of diversity with external audiences.	Did not ask	3.88
Employees with diverse characteristics (races, ethnicities, sexual orientations, gender identities, political backgrounds, etc.) interact well.	4.34	4.4
Employees who meet some or all of the criteria in the above definition of workplace diversity are treated fairly at Clyde Group.	4.34	4.44
Employees appreciate and celebrate others who meet some or all of the criteria in the above definition of workplace diversity.	4.17	4.44
Employees of different ages are respected and valued and receive equitable opportunities to succeed.	3.96	4.27
Women employees are respected and valued and receive equitable opportunities to succeed.	4.64	4.58
Employees of color are respected and valued and receive equitable opportunities to succeed.	4.37	4.44
LGBTQIA+ employees are respected and valued and receive equitable opportunities to succeed.	4.82	4.69
Employees who are differently-abled are respected and valued and receive equitable opportunities to succeed.	4.0	4.0
I am respected and valued no matter my political beliefs.	3.75	4.33
Clyde Group respects and values all religions and beliefs.	4.41	4.52



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