

IDEA



CLYDE GROUP

2022 REPORT

**INCLUSIVITY, DIVERSITY,
EQUITY, ACCOUNTABILITY**

WELCOME TO THE CLYDE GROUP 2022 INCLUSIVITY, DIVERSITY, EQUITY, ACCOUNTABILITY (IDEA) REPORT.

I founded Clyde Group with a vision to be the best agency to work with, and the best agency to work for. And just as important is our mission: to create, to connect, and to move the world forward.

Central to Clyde Group's DNA is our commitment to inclusivity, diversity, and equity. For me, it's deeply personal. As a gay immigrant living with HIV — an often stigmatized condition — I truly understand the importance of being able to bring your whole self to work, safely. It's not enough to be named the best boutique agency in North America, as we were this year and last; we have to be an agency where everyone is represented and can succeed. That's why transparency is so important to us.

The arc of the moral universe is long, yes. But we're a group of people impatient for change, progress, and improvement. So while our annual team survey feedback shows us where we've succeeded in becoming a more inclusive, diverse, and equitable workplace, it also shows us the journey is ongoing.

I want to thank our extraordinary team members at Clyde Group — especially those in our Inclusivity, Diversity, Equity, and Accountability (IDEA) Group. These people have brought tremendous energy to DE&I and have been courageous in telling us candidly where we should focus our future efforts.

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



Alex Slater
Founder & CEO, Clyde Group



Accredited by The National LGBT Chamber of Commerce



CLYDE GROUP: OUR IDEA JOURNEY

After being diagnosed with HIV and surviving a rare form of kidney cancer, Alex Slater was inspired with the vision to build the best agency to work with and the best agency to work for. Since then Clyde Group has repeatedly been commended by industry publications, awards, and peers while establishing itself as one of the premier communications agencies. Every day, we work towards fulfilling our mission to create and connect to move the world forward.

Since our founding in 2015, and the acceleration of our DE&I efforts in 2018, we've held ourselves accountable for cultivating a workplace where everyone, from every background, can do their best work. For five years we've partnered with Culture Cipher — an outside consulting firm that focuses on building inclusive environments across industries — to provide DE&I training to our team and evaluate the way Clyde Group recruits team members from diverse backgrounds.

This journey accelerated with the founding of the IDEA Group in 2020. That “A” in IDEA stands for accountability and in 2020, we introduced an annual year-end survey to gauge where Clyde Group is succeeding around DE&I, and to identify where we can do more.

The 2022 IDEA report documents the firm's progress, achievements, and investments: a thriving IDEA Group that celebrated a wide range of observances last year focused on racial, ethnic, gender, religious, LGBTQ populations, and more. The IDEA Group held more varied programming, involved more people, and devoted more hours to this work than ever before.

2022 also saw a small uptick¹ in the diversity of the agency in terms of the race, ethnicity, age, and sexual orientation of our team members, as outlined in the sections of our annual employee survey organized by the

IDEA Group and completed by a record number of team members.

You will also see the challenges we face, which are our duty to highlight. Notably, we see signs of the need for more investment in recruiting and retention of diverse team members. That's vital, and leadership is already focused on how to address some concerns expressed about more attention to equity in advancement and promotion.

There is much progress to report, but there is also room for growth and improvement. In a way, that's our story. We're a growing group of people, 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.

Clyde Group makes sure to put their money where their mouth is when it comes to DE&I.

— TEAM MEMBER SURVEY RESPONSE

1. Accounting for “Other” - a new category introduced by the IDEA Group

2022

YEAR IN REVIEW



2022 WAS A YEAR OF GROWTH AND CHANGE FOR CLYDE GROUP.



MICHAEL O'MARA
President & Chief Operating Officer



CASH TAYLOR
Vice President of Talent and Culture

The company hired its first President and COO, Michael O'Mara, and its first Vice President of Talent and Culture, Cash Taylor. Together with the existing leadership team, we outlined a new strategic vision for the firm based on winning with people, impacting clients, strengthening our brand, and more. The focus on building on our work in the diversity, equity, and inclusion space is — literally — the top priority in unveiling this new vision.

WE WORKED WITH A RANGE OF NEW CLIENTS CONSISTENT WITH OUR MISSION TO CREATE, CONNECT, AND MOVE THE WORLD FORWARD:



CLYDE GROUP CONTINUED TO BE RECOGNIZED BY THE INDUSTRY FOR ITS OUTSTANDING WORK.

For the second year in a row, we were named North America's Boutique Agency of the Year by PProvoke's SABRE awards.

We also won PRSA's prestigious Silver Anvil Award of Excellence for Best Small Agency.

Our client work for the Leadership Conference on Civil and Human Rights: Accountable Now initiative on policing won the PR Daily Nonprofit Award for Best Advocacy or Awareness Campaign.

And we won runner-up for DEI Team of the Year and Best Annual Report (for our inaugural IDEA Report) for Ragan's CSR & Diversity Awards.



CLYDE GROUP ASSOCIATE VICE PRESIDENT KRISTEN VOORHEES WAS A WINNER OF PR WEEK'S 2022 WOMEN OF DISTINCTION AWARD.

HIRING, RECRUITMENT AND SALARY

- Building on our past work, competitive compensation (especially in an inflationary environment) remained a focus in 2022.
- At the core of our promise was our early adoption of transparent pay bands. We were among the first in the industry to adopt this best practice — widely acknowledged to help reduce instances of discriminatory compensation practices.
- It's also important to us that we be compensation competitive so that diverse team members can best thrive in our environment. In 2022, Clyde Group accelerated by two years our regular commitment to publicly benchmark our salaries using an independent third party vendor, along with data from the Public Relations Council and advisors Gould & Partners. This effort will conclude in Q1 2023.
- Clyde Group made efforts to increase diversity in the company's ranks by partnering with specialist recruiting firms. One example is Bridge Partners who we worked with on the search for our new President and COO. As a minority-owned firm, Bridge Partners conducted a truly inclusive nationwide search.
- Outreach also began in earnest to recruit from and build partnerships with key institutions such as local HBCUs — a program that will accelerate in 2023.



We need to continue to systematically introduce DE&I into the hiring pipeline, ensuring it's full of diverse candidates."

— TEAM MEMBER SURVEY RESPONSE

MENTAL HEALTH

MENTAL HEALTH NEEDS ARE MORE IMPORTANT THAN EVER, AND CLYDE GROUP TRIES TO PROVIDE THE RESOURCES, SPACE, AND GUIDELINES TO SUPPORT AND IMPROVE THE WELL-BEING OF THE TEAM:

- Hybrid, work from home policies, combined with a full-time, all-access office
- New investment in our Employee Assistance Program — an expert resource for all team members that provides 24/7 mental health, physical health, and financial resources and support via phone, online, and a mobile app
- Made Mental Health Week annual this year, closing the last week of December to allow time for employees to recharge and spend time with their loved ones without having to use PTO
- Maintaining tech and meeting boundaries to enhance work-life fit for all team members

Restricted email/Slack hours between 8 a.m. and 6 p.m., except for emergencies

Restricting meetings to between 9 a.m. and 5 p.m.

No meetings after 2 p.m. on Fridays

- On-site fitness center for employees to use any time, free of charge
- Two additional, floating PTO days to be used for religious holidays at each team member's discretion



FAMILY LEAVE BENEFITS INCLUDE:

- A gender-neutral family leave policy
- 16 weeks of parental leave
- A house cleaner each month for the first year of a new baby's life
- Flexible PTO for employees to take care of their families and their own physical and mental health
- Additional PTO for parents each year to participate in school-related events and volunteer opportunities (because parent-teacher conferences and assemblies are never after work hours!)

EDUCATION, TRAINING AND ALLYSHIP

In 2022 we invested in educating and training team members and serving as allies to different groups as part of our overall DE&I focus. We logged more than 300 hours of company time (or \$200,000 at blended rates) in celebration and observance of key moments alone, and spent nearly 200 hours in collaboration meetings for the IDEA Working Group.

300+ HOURS
INVESTED IN
IDEA EVENTS
AND EDUCATION,
180+ HOURS OF
COLLABORATIVE
IDEA MEETINGS.

- We conducted company-wide training programs that examined the ways in which unconscious bias shows up in the office, how to address it, and ways to resolve it based on real-world case studies of diversity and inclusion.
- In January, Clyde Group partnered with the Anti-Defamation League (ADL) to lead a two-part training session on the rise of antisemitism in the workplace. In this survey-informed program, the ADL focused on the rise of antisemitism and combating bias in the workplace while also presenting actual solutions to work challenges.
- Bringing the concept of allyship and advocacy to the industry, our CEO and civil rights campaigner Alex Slater co-founded the Public Relations Council's LGBTQIA+ Employee Resource Group, bringing together stakeholders from across the communications industry to share best practices, celebrate progress, and help workshop solutions.



PRESENTED BY IDEA

Clyde Group expanded its inventive “Presented by IDEA” programming for the year, investing nearly 500 hours of time and adding multiple events to the calendar as well. Here are some of those events, resources, and activations from 2022:

JANUARY

HOLOCAUST REMEMBRANCE DAY AND LUNAR NEW YEAR

- We arranged for multiple team tours to the United States Holocaust Museum. Nearly all team members attended this vital, now annual, commitment.
- To ring in the Year of the Tiger, we hosted a virtual cooking class with a chef from Mei Mei — a farm-focused, women-owned dumpling business.

FEBRUARY

BLACK HISTORY MONTH

- Focused on Black arts and entertainment, food, and music, IDEA held multiple events and published a resource list around the theme “Celebrating Black Joy.”
- Team attended a virtual event/discussion “Arts and Soul of Black Broadway” on the musical heritage of D.C.’s U Street corridor (a.k.a. Black Broadway) with a soul food lunch from Sinfully Wright Catering, a local Black-owned restaurant.
- IDEA hosted a movie watch party/discussion for *Summer of Soul*, a doc on the 1969 Harlem Cultural Festival celebrating Black music, culture, and history.

710 HOURS
INVESTED IN
PRESENTED BY
IDEA

MARCH

WOMEN'S HISTORY MONTH

- IDEA hosted a watch party for *LFG*, a 2021 doc on the U.S. women's soccer team's ongoing fight for equal pay.
- Team scheduled a group visit to "Girlhood" at the National Museum of American History on how women have changed in the century since receiving suffrage and the #IfThenSheCan exhibit, learning from 120 statues of women in STEM on the Smithsonian laws.
- IDEA hosted a discussion on the implications of social conditioning for women and ways to ensure their psychological safety in the workplace.
- Team planned and moderated a Zoom panel with women who own businesses in D.C. — Melanie St. Clair, Whitney Pope, and McLean Robbins — to learn more about the invisible burdens women in leadership face every day.
- IDEA selected a reading list for team members which touched on the invisible burden women experience and their unique perspectives on today's world.

MAY

ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH

- IDEA hosted a Zoom panel of five Asian American professionals examining the current challenges facing the community, organized by Clyde Group Senior Vice President Jenny Wang and moderated by her father Professor Xinli Wang.

JUNE

LGBTQIA+ PRIDE MONTH

- New York City drag legend Linda Simpson hosted an online Drag Bingo after-work event for the team, with some fabulous prizes (see, chicken purse!) and lots of intense team competition (including a tie!).

Women's History Month Panel



Whitney Pope

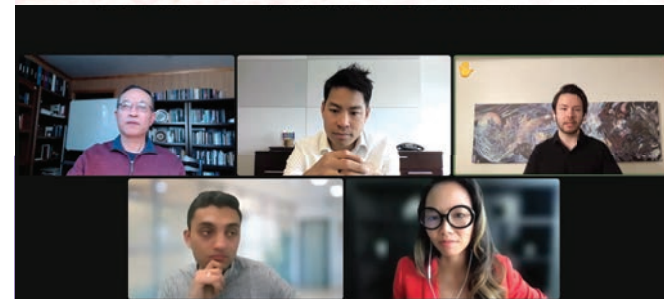
Senior Manager,
Global Communications, Events,
Hilton; Natural Wine Blogger &
Wine Educator WHIT + WINE

Melanie St. Clair

Owner,
Smitten Boutique Salon

McLean Robbins

Vice President,
Enterprise Marketing,
MBO Partners





- IDEA presented a Lunch & Learn with trans filmmaker Kimberly Reed to discuss the HBO documentary series *EQUAL*, which examines the fight for LGBTQIA+ rights before Stonewall.
- We assembled a list of national and local LGBTQIA+ resources as well as continuing to add to a list books and films covering everything from gay men in the federal government (*Secret City*) to a Hulu rom-com (*Fire Island*).

SEPTEMBER

JEWISH HIGH HOLIDAYS



- After the findings of January's Anti-Defamation League survey, we organized a program to educate team members about the Jewish high holidays of Rosh Hashanah and Yom Kippur.
- We held a Lunch & Learn with two local rabbis and professors in religious studies from Georgetown and American University. This panel not only discussed the meanings, traditions, and significance of these holidays but also the challenges Jewish people face today in the current cultural/political environment.



I would love to see more representation of other cultures/communities that are not necessarily part of our staff.

— TEAM MEMBER SURVEY RESPONSE

SEPTEMBER/OCTOBER

HISPANIC HERITAGE MONTH

- IDEA presented a Lunch & Learn with Diana Feliz Oliva, the Associate Director of Public Affairs, Community Engagement, and Advocacy at Gilead Sciences — the first openly transgender person hired by the company. Diana shared her wisdom on the many intersectional issues her life has touched, revealing how she turned her daunting barriers and challenges into the basis of her work and activism.
- On September 15th, IDEA hosted an in-person Lunch & Learn to kick off the month-long celebration with a buffet of authentic Latino cuisine served up by local chef Danny Medina, who spoke about his inspirational immigration story, the founding of Medina Kitchen & Catering, and how his Dominican heritage informs his cooking.
- One of Clyde Group's newest team members, Public Affairs Account Executive Jake Gómez, organized a book club around the acclaimed memoir *Once I Was You* by journalist Maria Hinajosa.



The work begins with you and how you show up for people who may be different from you. People are scared to ask questions because they worry they will say the wrong thing, but they don't realize that it's okay to say the wrong thing if it comes from a place of not knowing."

— DIANA OLIVA

I like how the team acknowledges there is room to grow. The events by IDEA are whip smart and creative.

— TEAM MEMBER SURVEY RESPONSE

CLYDE IN THE COMMUNITY

OUR TRADITION OF CLYDE IN THE COMMUNITY, SUPPORTING NONPROFITS THAT REFLECT OUR MISSION TO CREATE AND CONNECT TO MOVE THE WORLD FORWARD, CONTINUED THIS YEAR. IN 2022, CLYDE GROUPERS GAVE BACK TO COMMUNITIES, ORGANIZATIONS, AND FAMILIES. HERE'S HOW:

JANUARY

During the holiday weekend celebrating Martin Luther King Jr. Day, Clyde Group hosted a fundraiser and matched donations for 826DC, a nonprofit organization dedicated to supporting students ages 6–18 with their creative and expository writing skills and helping teachers inspire their students to write. Donations totaled \$2,000.



MARCH



For Women's History Month, we facilitated a supplies drive to support the Greater D.C. Diaper Bank, which provides vulnerable families and individuals with a reliable source for basic baby needs and personal hygiene products. In addition, we held a collection of materials to donate to the Greater D.C. Diaper Bank's program, The Monthly, which aims to rectify costly, luxury-taxed menstruation products.

JUNE

For Pride, we held a month-long friendly fundraising competition between the east and west side of the office at Clyde Group for the Trevor Project — a national nonprofit for preventing LGBTQIA+ suicide. Donations exceed \$5,000.





District of Columbia Hospital Association & Clyde Group

Warm the Sole Sock Drive

OCTOBER

Throughout the month, we participated in a sock donation drive to support the DC Hospital Association, an organization that works to advance hospitals and health systems in the District by promoting policies and initiatives that strengthen our system of care. Combined with Clyde Group's commitment to matching every pair of socks donated, the team was able to donate over \$600 worth of socks.



DECEMBER

For the holiday season, Clyde Group worked with the charity Adopt-A-Family and supported a family of seven in Brookland, a D.C. neighborhood. This included wrapped gifts and monetary donations from our team.


IDEA



CLYDE GROUP

SURVEY RESULTS

SURVEY PARTICIPATION RATE = 88%



THIS YEAR, OUR SURVEY WAS EDITED AND FINALIZED BY A SPECIAL COMMITTEE OF THE IDEA GROUP, MAKING THE SURVEY MORE CONFIDENTIAL AND EMPOWERING DIVERSE POPULATIONS TO SPEAK THEIR TRUTH IN A SAFER ENVIRONMENT.

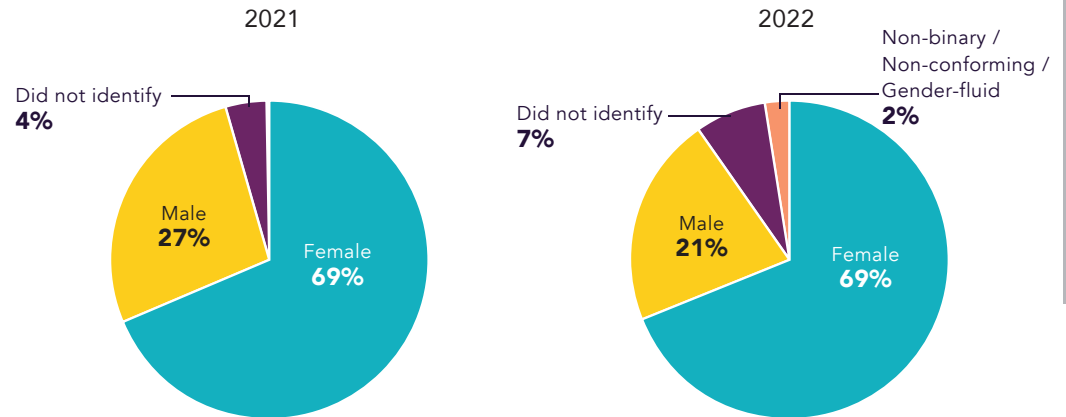
METHODOLOGY

The survey was open from October 27 through November 8, with a participation rate of 88%. New this year: options for “prefer not to answer” and/or “other” where relevant. Uptake of these options were high. In a company of our size (currently 54 people), the mean can be extremely sensitive, so we are careful not to draw sweeping conclusions from small improvements or decreases. The mode is more instructive.

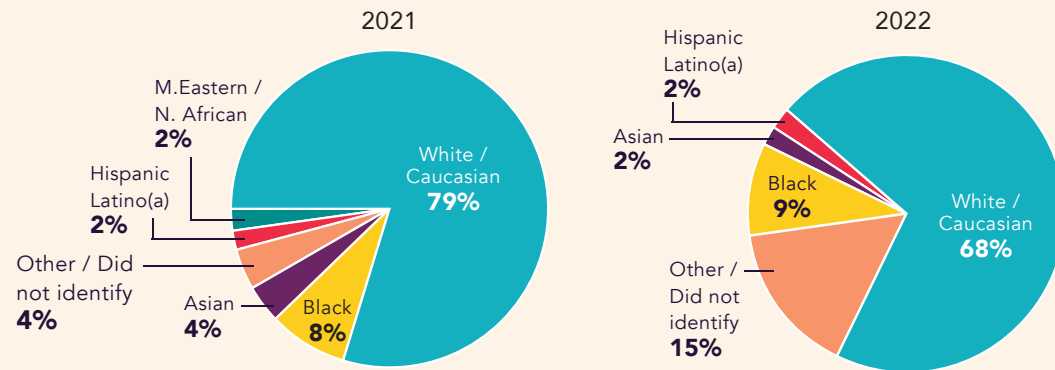
WHEN LOOKING AT DEMOGRAPHIC MAKEUP, CLYDE GROUP IS BECOMING MORE DIVERSE IN TERMS OF RACE AND ETHNICITY, SEXUAL ORIENTATION AND GENDER IDENTIFICATION.

SELF-IDENTIFYING QUESTIONS

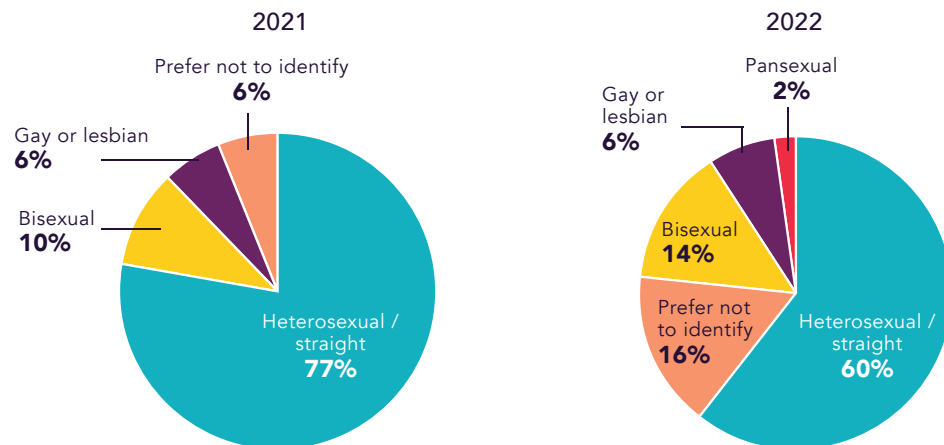
GENDER



RACE / ETHNICITY

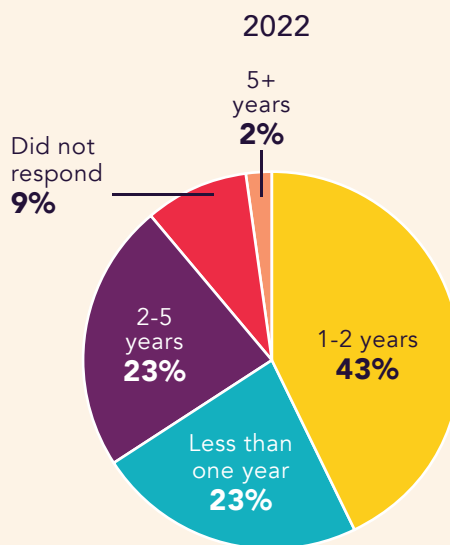
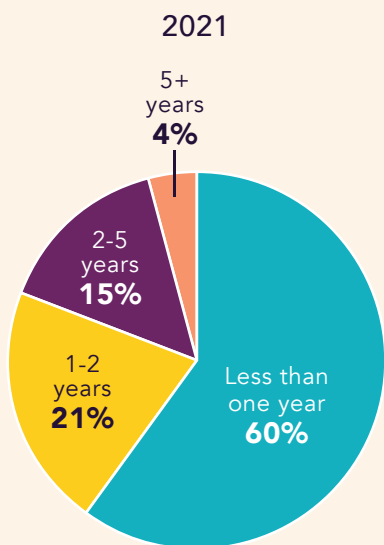


SEXUAL ORIENTATION



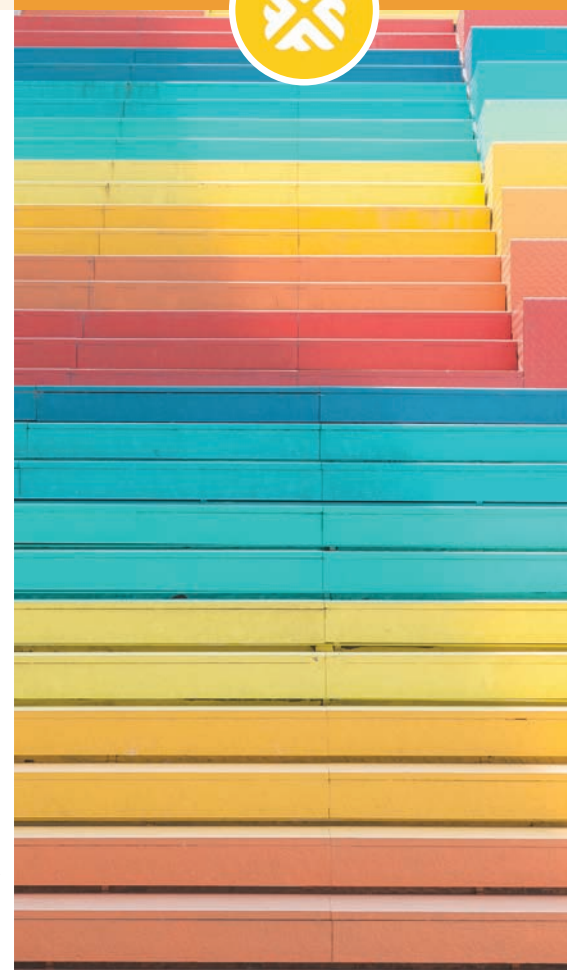
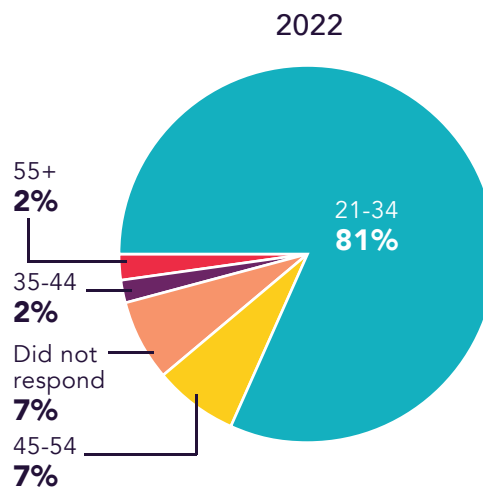
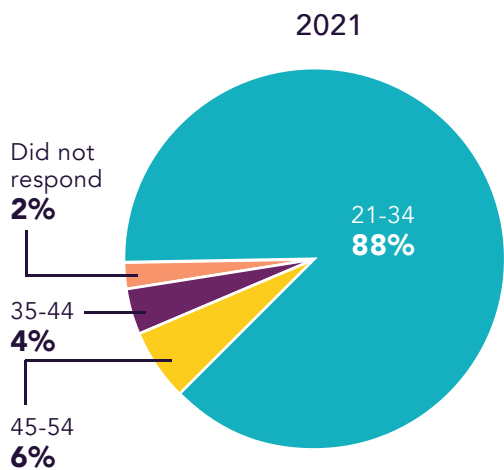
SELF-IDENTIFYING QUESTIONS

WORKED FOR CLYDE GROUP



THE AVERAGE AGE AND TENURE OF OUR TEAM MEMBERS INCREASED SIGNIFICANTLY.

AGE



SEPARATELY, WE MEASURED OUR TEAM MEMBER EXPERIENCE AS WE HAVE DONE IN PAST YEARS; OUR GOAL IS THE SAME — TO SCORE A 4 OR HIGHER ON A 5 POINT SCALE. THIS YEAR, OUR RESULTS ARE LARGELY WITHIN MARGIN OF ERROR FROM PRIOR YEARS, WITH A HANDFUL OF MEASURES INCREASING OR DECREASING.

For example, we're improving how our supervisors empower diverse team members, how team members of different backgrounds interact with each other, and how we're presenting ourselves externally. Yet we're also paying close attention to areas that need more work, such as broader leadership involvement with the IDEA Group and increasing opportunities for employees of color.

These lessons, both positive and developmental, are vital and are already guiding the focus of our planning and strategy for Clyde Group's 2023+ growth plan.

2. However, this improved amongst women and LGBTQIA+ team members

LEADERSHIP / MANAGERS

QUESTION	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN	2020 MEAN
Clyde Group's CEO, Alex, encourages diversity, equity, and inclusivity.	5	4.66	5*	4.56*	4.24*
The senior advisory team at Clyde Group encourages diversity, equity, and inclusivity.	4	3.98	5*	4.29*	Did Not Ask
The lead of the talent & culture department at Clyde Group encourages diversity, equity, and inclusivity.	5	4.73	Did Not Ask	Did Not Ask	Did Not Ask
My direct supervisor at Clyde Group encourages diversity, equity, and inclusivity.	5	4.41	4*	4.21*	Did Not Ask

*question was previously asked slightly differently

LIVED EXPERIENCE / REPRESENTATION

QUESTION	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN	2020 MEAN
I personally feel that my lived experience is valued at Clyde Group.**	5	4.14	5	4.15	Did Not Ask
Clyde Group does a good job of accurately and authentically representing its current state of diversity with external audiences.	4	3.99	4	3.88	Did Not Ask

INTERACTION

QUESTION	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN	2020 MEAN
Employees who meet some or all of the criteria in the above definition of workplace diversity are treated fairly at Clyde Group.	5	4.35	5	4.44	4.34
Employees appreciate and celebrate others who meet some or all of the criteria in the above definition of workplace diversity.	5	4.5	5	4.44	4.18
Employees with diverse characteristics as outlined above (different races, ethnicities, sexual orientations, gender identities, political backgrounds, etc.) interact well.	5	4.31	5	4.4	4.34*

*question was previously asked slightly differently

**one participant didn't answer

EQUITY

QUESTION	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN	2020 MEAN
Employees of different ages are respected and valued and receive equitable opportunities to succeed.	4	3.95	5	4.27	3.96*
Women employees are respected and valued and receive equitable opportunities to succeed.	5	4.48	5	4.58	4.64*
Employees of color are respected and valued and receive equitable opportunities to succeed.**	4	4.3	5	4.44	4.38*
LGBTQIA+ employees are respected and valued and receive equitable opportunities to succeed.**	5	4.74	5	4.69	4.83*
Employees who are differently-abled are respected and valued and receive equitable opportunities to succeed.***	3	3.93	5	4	4*

*question was previously asked slightly differently

**two participants didn't answer

***three participants didn't answer

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