



CLYDE 2023 REPORT

Inclusivity
Diversity
Equity
Accountability

Welcome to CLYDE's 2023 Inclusivity, Diversity, Equity, Accountability (IDEA) Report.

Nine years ago, I founded CLYDE on the principle of being the best agency to work with and the best agency to work for. Here, we strive to impact our staff and clients in positive ways that leave a mark. Intrinsic to our firm's DNA is a deeply held commitment to inclusivity, diversity, and equity—a principle that we have focused on from the start.

For me, this principle is 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 we've made progress, building on the work of previous years, but commitments and progress mean nothing if not paired with rigorous accountability. For us, impact is clear, measurable, strategic change, and our work on IDEA is no different. We are constantly striving to be an agency where everyone is represented and everyone can succeed.

I want to thank our extraordinary team members at CLYDE—especially those in our IDEA Group. These people have brought tremendous energy to cultivating a culture of belonging and creating connections at our agency. They have also been courageous and candid in telling us where we need to focus our future efforts.

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



Alex Slater

Founder and CEO, CLYDE



CLYDE'S IDEA JOURNEY

At CLYDE, we believe that true change requires us to hold ourselves accountable for the promises we make. That's why we gauge the efficacy of our intentions by measuring our impact. Because when we focus on impact, we have a real opportunity to be inclusive to everyone and work toward our mission of creating and connecting to move the world forward.

This is the essence of our Inclusivity, Diversity, Equity, and Accountability (IDEA) Group, which is more than just our commitment to DE&I. It's a continuous investment to assume accountability for making a tangible impact — within our agency and in the work we do for our clients — along with a dedication to offering everyone a seat at the table.

Our journey to be leaders in DE&I started in 2017, and since then, we've held ourselves accountable for cultivating a workplace where everyone, from every background, can do their best work. 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 is succeeding around DE&I, and to identify where we can do more.

Our third annual IDEA Report continues to document the firm's progress, achievements, and investments, and compares year-over-year team member responses from our IDEA survey.

2023 saw the creation of the IDEA working groups — several subcommittees that were created to sharpen the focus of our DE&I efforts — with a strong prioritization of agency-wide mental health initiatives. 2023 also (based on 2022's survey results) met a need for addressing disability awareness with our internal team.

Similar to our previous reports, there is much progress to share, but there is also always room for improvement. In a way, that's our story. We're a constantly 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 special is that we recognize that "good enough" is never good enough, and our determination to keep going even when we make mistakes is embodied in this report.

The 2023 IDEA Report exists because of a willingness from everyone at our agency to be better. It is a product of our leadership remaining humble and championing inclusion so that our team members can take part in defining the culture at our company. IDEA is a promise, both for today and the future, that reaffirms our agency as an enduring place of vulnerability, trust, mutual learning, celebration, and constant improvement.

IDEA WORKING GROUPS

The IDEA Working Group was divided into six different subcommittees to enhance our impact and ensure we are addressing the various aspects of diversity and inclusion. Each group established its own unique goals, which were shared and tracked during our monthly IDEA group meetings with the full team. These meetings fostered collaboration, identified intersectional event opportunities, and facilitated mutual learning. We were also able to do some e-cycling and donate over 100 meals to HUNGRY!

BIPOC Subcommittee	The BIPOC Subcommittee is dedicated to celebrating and understanding others' lived experiences whether they are at CLYDE or not. This group included educational and service-related components to their events, ensuring that team members prioritized making an impact in these communities
Diversity of Thought (DOT) Subcommittee	The DOT subcommittee encourages and explores more expansive notions of diversity. It creates safe spaces for differing opinions and discussions while aligning and finding intersectionality with other IDEA subcommittees.
PRIDE Subcommittee	The PRIDE subcommittee is dedicated to working to enhance LGBTQIA+ resources, amplifying community voices, educating about ongoing struggles, and fostering support for the community.
Education & Affinity Group (EAG) Partnerships Subcommittee	The EAG Partnerships Subcommittee worked to strengthen and increase educational and affinity group partnerships to recruit diverse employees and improve access to careers in PR for young, diverse professionals.
Mental Health Awareness Subcommittee (MHAS)	The MHAS's goals were to raise awareness of mental health issues and self-care based on a set of foundational pillars — balance, calm, and openness. This group aimed to foster an environment of vulnerability at CLYDE and improve the holistic well-being of team members by addressing the various aspects of wellness.
Neurodivergence and Disability Subcommittee (NRRDs)	The NRRD's goals were to raise more awareness and create greater understanding in the office around the ways neurodivergence and disability impact individuals inside and outside the workplace. This group provided resources and tools for team members and supported managers to help team members with related conditions.

2023 ACTIVITIES

Throughout the year, each subcommittee organized, participated in, or sponsored a variety of events. In many instances, events were organized by more than one subcommittee, showcasing our dedication to recognizing and celebrating the intersectionality inherent in diversity, equity, and inclusion.



Nationally Recognized Education Moments



Holocaust Remembrance Day

Black History Month

Women's History Month

Purple Day

National Immigrant Heritage Month

National Minority Mental Health Awareness Month

National Got Checked Day

Jewish High Holidays

Hispanic Heritage Month

Indigenous Peoples' Day

National Disability Employment Awareness Month

Gratitude Month

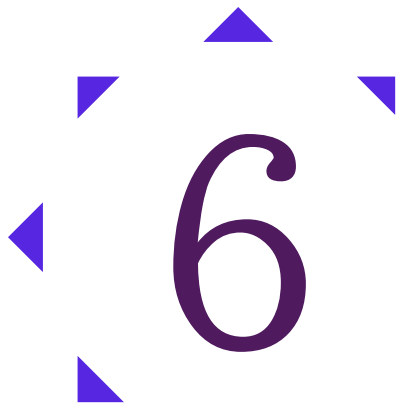
Mental Health Awareness Week

PRIDE Month

Asian Pacific American Heritage Month



The IDEA Subcommittees
hosted 32 different events
throughout the year.



Team Building Activities



Sip and Paint



Drag Bingo



Summer BBQ



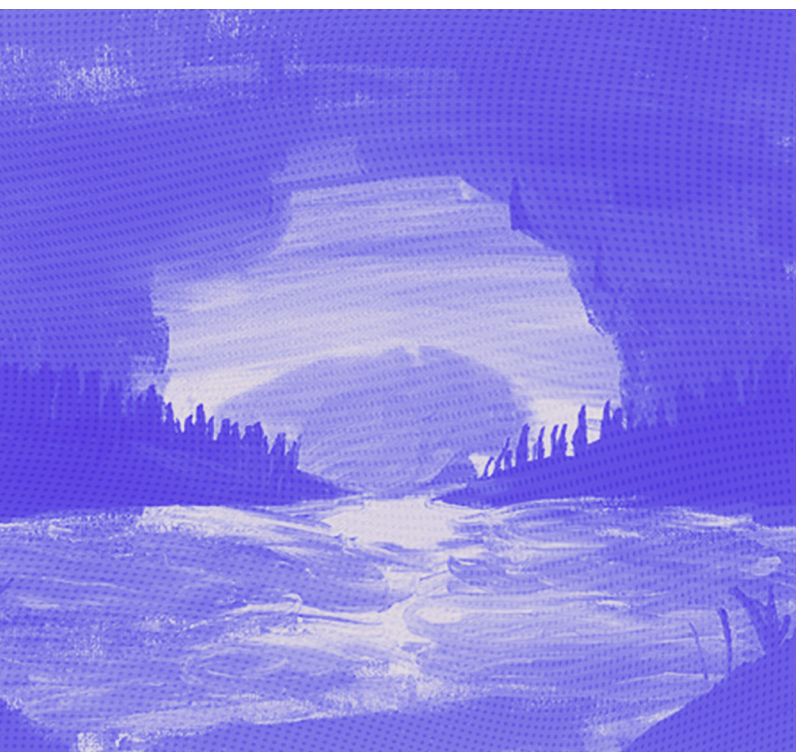
Kickboxing/Self Defense

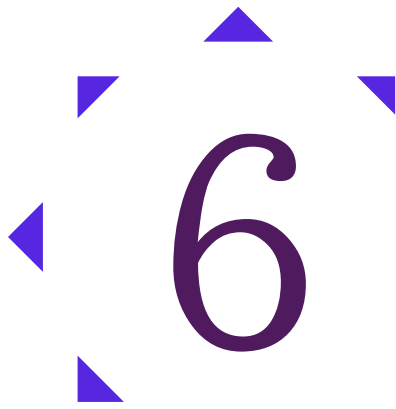


Yoga/Guided Group Meditations



Tea Party/Lunch/Breakfast





Speaker Lunch/ Learn Events

01

Q&A Discussion with Pulitzer Prize-winning journalist on environmental racism - Darryl Fears

02

BHM Lunch and Learn with James Beard Award semifinalist and Hell's Kitchen Season 3 winner - Rock Harper

03

Fireside Chat with the Director of Government Relations, The Asian American Foundation (TAAF) - Howard Ou

04

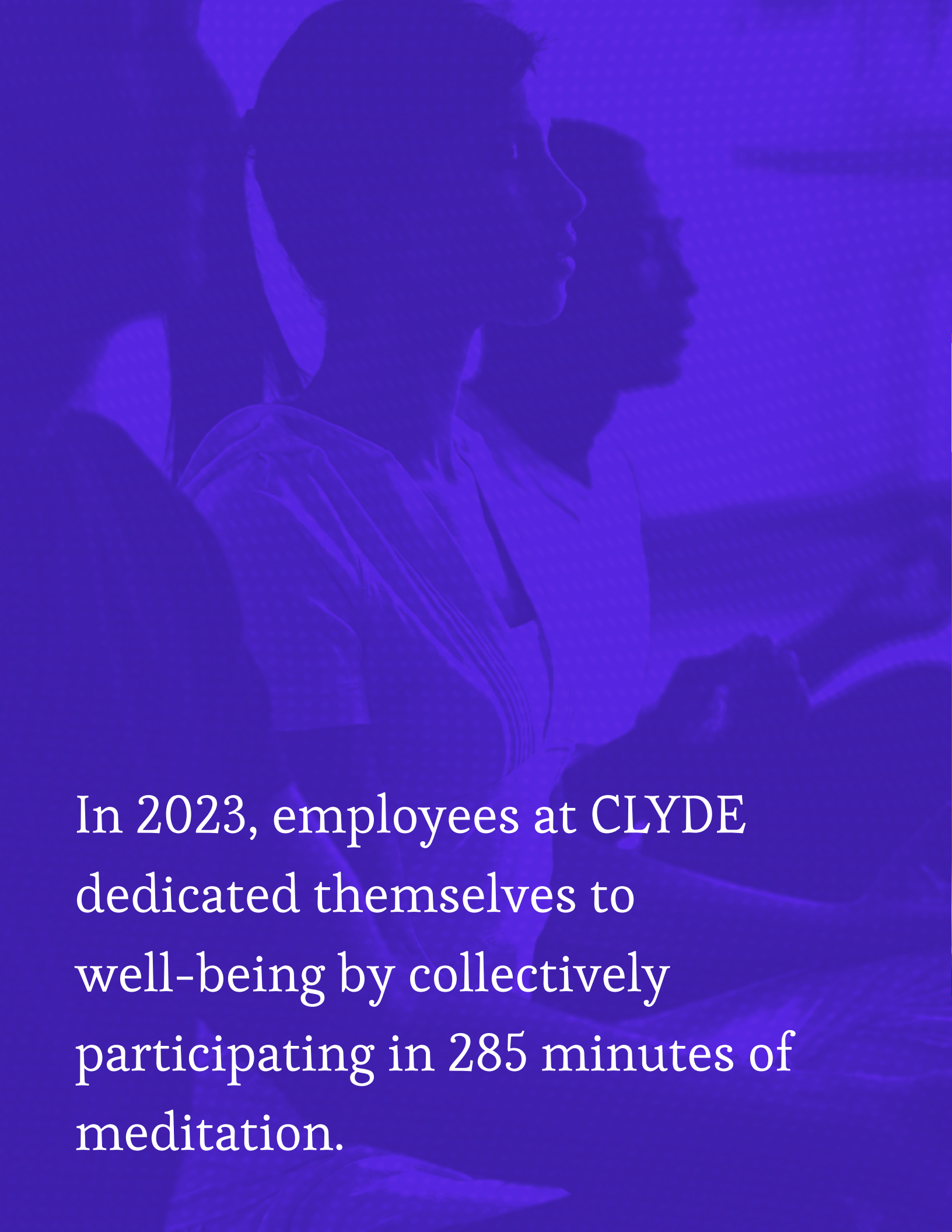
Queer Theatre Panel with Broadway's "A Strange Loop"

05

Queer Literature Panel with Novelists' Kevin Santos Donaldson, Zak Salih, Mike Albo

06

Disability Movement Panel with Shira Strongin and Misty Severi

A photograph of a group of people sitting in a room with large windows, meditating. The image is overlaid with a semi-transparent blue filter. The people are seen in profile, facing right, with their eyes closed and hands resting on their knees. The room has a modern, minimalist feel with light-colored walls and a large window in the background.

In 2023, employees at CLYDE
dedicated themselves to
well-being by collectively
participating in 285 minutes of
meditation.



Giving Opportunities

SMYAL Brunch

Sponsored Scholarship Award for HBCU Student

Catered and Donated Meals via HUNGRY Food

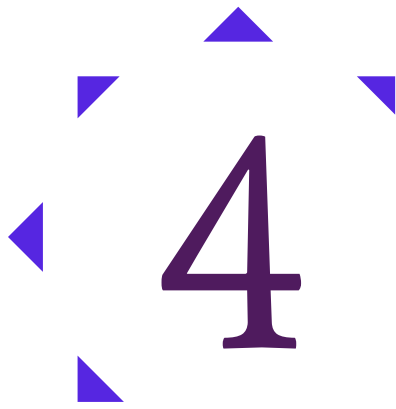
Mental Health Moments (Group Mediations)

HBCU Career Fairs

Sponsored a Family for the Holidays

Donation Drive for SOME (So Others Might Eat)





Discussion Groups

Through discussions on race, inequality, mental health, and disability, our staff broke down biases, fostering inclusivity and empathy. This initiative not only enhanced understanding of pressing issues, but also nurtured a culture where everyone can share their perspectives, aligning with our commitment to diversity and inclusion.

EAP and Mental Health

Everything Everywhere All At Once Movie
Discussion in observance of AAPI Month

Crip Camp Movie Discussion in observance of
National Disability Employment Awareness Month

Discussion on Inspirational Women who have
inspired us in observance with Women's
History Month

2023 YEAR IN REVIEW - Partnerships

CLYDE is an impact agency. We know that real change can't be achieved in a vacuum, we need community. Our partnerships are intentional, and are fueled by our shared goal of wanting to do more. Be better. Drive change. In 2023, we continued to build on the DE&I foundation we've laid over the last nine years, bringing about transformation within our organization and the industry overall.

In 2023, we represented CLYDE at the National Gay and Lesbian Chamber of Commerce (NGLCC) national conference, sharing the firm's approaches, practices, and offerings with some of the largest brands in the world.



In 2023, we also joined forces with the Health Action Alliance on HIV awareness. CLYDE committed to helping shape HAA's 2024 programming, starting with a focus group call.

IDEA SURVEY RESULTS

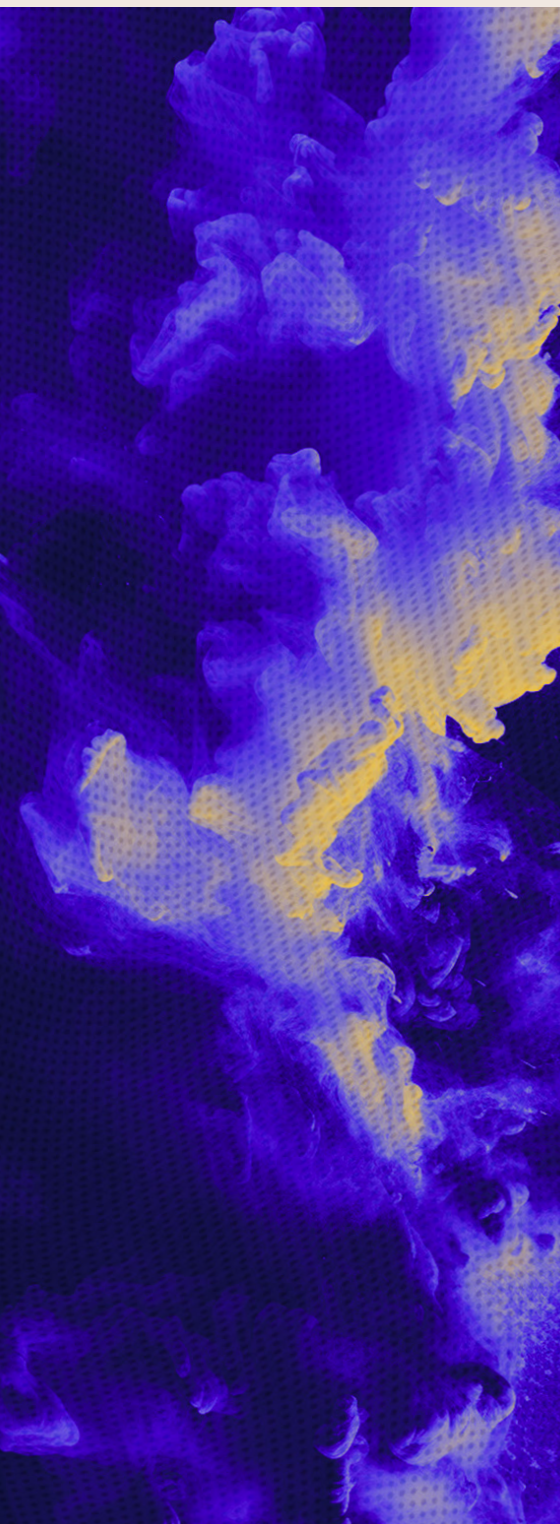
This year, we made procedural adjustments to ensure the survey was more confidential for our employees. We also integrated additional, diverse response options, further empowering respondents to more readily speak and share their truth in a safe environment.

Methodology: The survey was available from November 21 through December 5, 2023. Company participation came in at 90% compliance.. The mean can be extremely sensitive in a company of our size (currently 44 people), so we are careful not to draw sweeping conclusions from small improvements or decreases. The mode is more instructive.

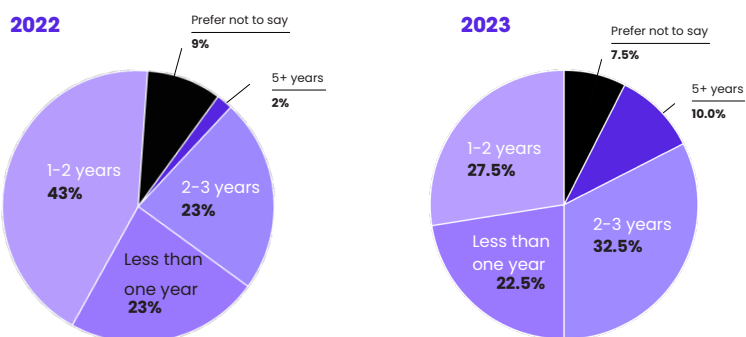
CLYDE Team Demographics

The survey deduced that more non-binary or other identifying people work at CLYDE, which is an increase in representation from the last two years.

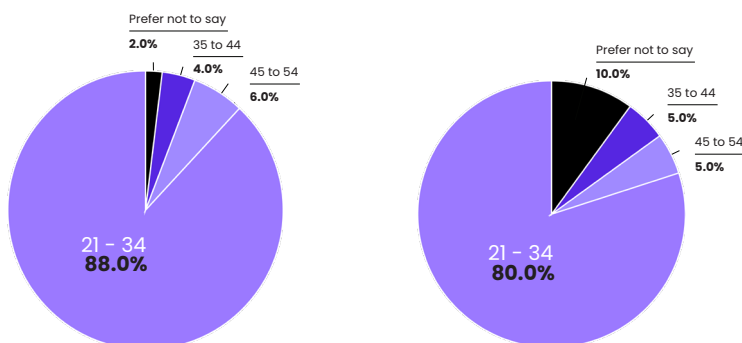
- We offered the option to self- identify and recognize we have more Hispanic and Middle Eastern colleagues.
- For orientation - bisexual, and pansexual identification increased slightly but there were also a lot fewer "prefer not to say" responses.
- The average tenure of our team members continued to increase; whereas age largely stayed the same from CLYDE's previous IDEA Report.



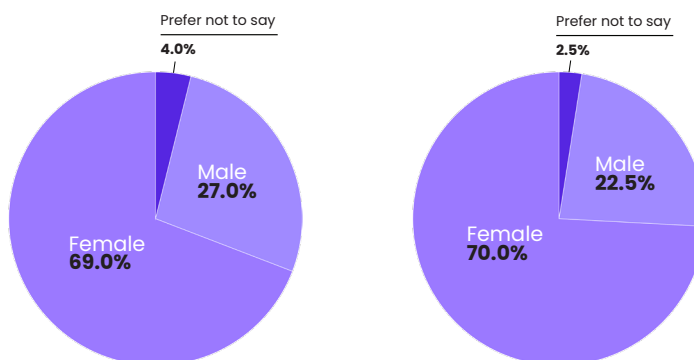
WORKED FOR CLYDE



AGE

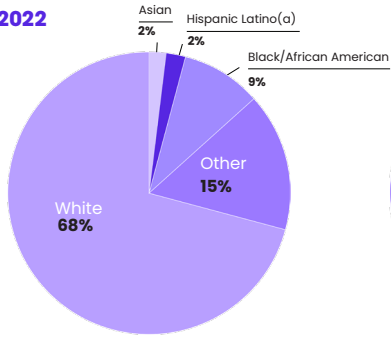


GENDER

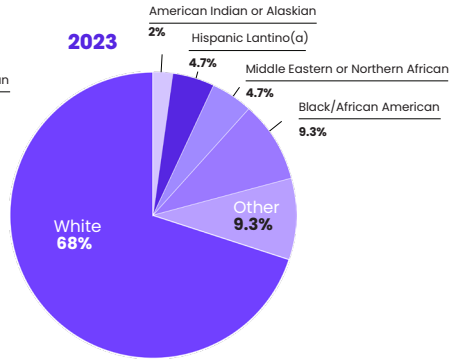


RACE/ETHNICITY

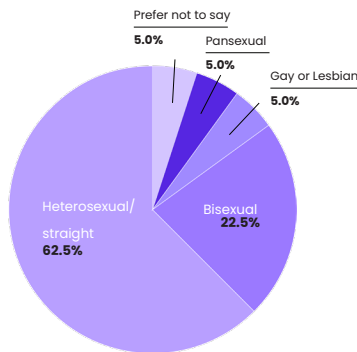
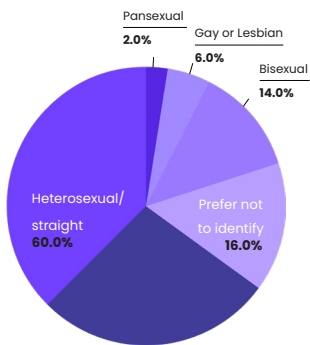
2022



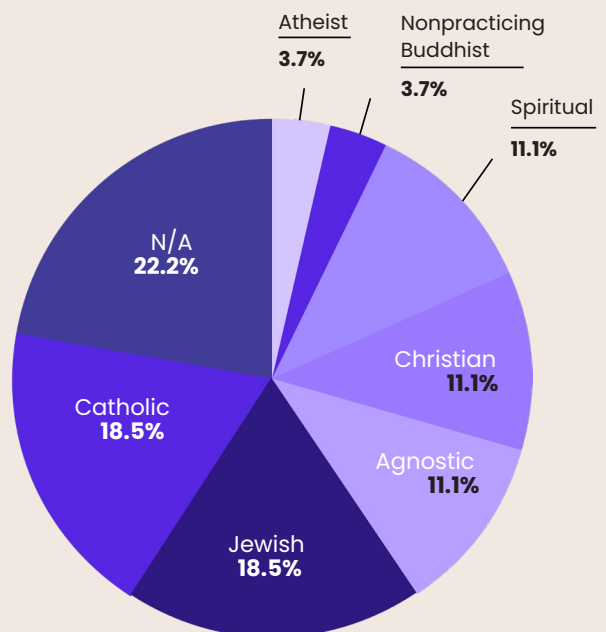
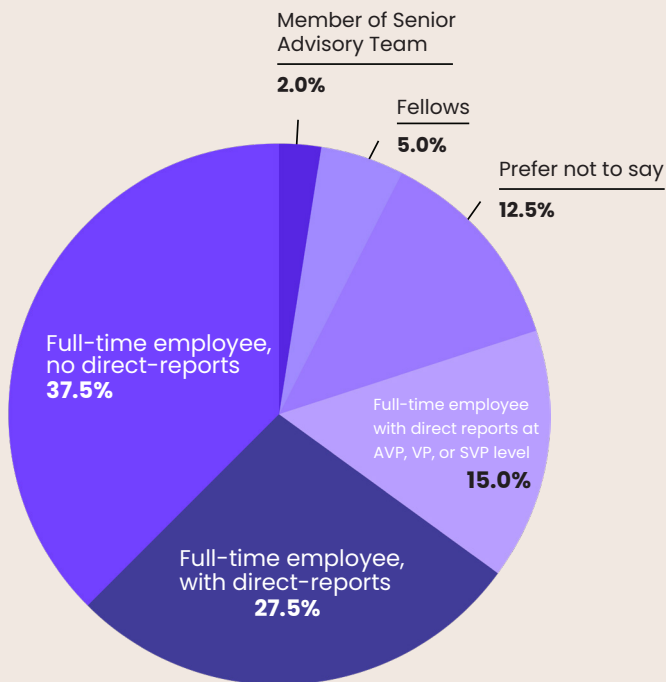
2023



SEXUAL ORIENTATION



NEW QUESTIONS FOR 2023



ROLES AT CLYDE

RELIGIOUS AFFILIATION

2023 CLYDE Culture Survey

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 (1 = strongly disagree, 3 = neither agree nor disagree, and 5 = strongly agree). More team members felt that senior leadership promoted diversity, equity, and inclusion and more team members felt that their lived experience is valued at CLYDE.

These lessons, both positive and developmental, are vital and are already guiding the focus of our planning and strategy for CLYDE's 2024+ growth plan.

LEADERSHIP / MANAGERS

QUESTION	2023 MODE	2023 MEAN	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN
CLYDE's CEO, Alex, encourages diversity, equity, and inclusivity.	5	4.58	5	4.66	5	4.56
The Senior Advisory Team at CLYDE (Anthony, Matt, Michael, Lisa) encourages diversity, equity, and inclusivity.	4	4.10	4	3.98	5	4.29
The lead of the talent & culture department at CLYDE (Cash) encourages diversity, equity, and inclusivity.	5	4.63	5	4.73	x	x
The SVP team (Geoff, Jenny, Lauren, Lilia, Marianne) encourages diversity, equity, and inclusivity.	5	4.18	x	x	x	x
My direct manager at CLYDE encourages diversity, equity, and inclusivity.	5	4.50	5	4.41	4	4.21
I personally feel that my lived experience is valued at CLYDE.	5	4.35	5	4.14	5	4.15

QUESTION	2023 MODE	2023 MEAN	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN
CLYDE does a good job of accurately and authentically representing its current state of diversity with external audiences.	5	3.93	4	3.89	4	3.88
Diverse Team Members are treated fairly at CLYDE.	4	4.23	5	4.25	5	4.44
Team Members appreciate and celebrate others who meet some or all of the criteria in the above definition of workplace diversity.	5	4.43	5	4.50	5	4.44
Team Members with diverse characteristics (different races, ethnicities, sexual orientations, gender identities, political backgrounds, etc.) interact well.	5	4.49	4	4.34	5	4.40
Team Members of different ages are respected and valued and receive equitable opportunities to succeed.	5	4.20	4	3.95	5	4.27
Female Team Members are respected and valued and receive equitable opportunities to succeed.	5	4.40	5	4.48	5	4.58
Team Members of color are respected and valued and receive equitable opportunities to succeed.	5	4.32	4	4.24	5	4.44

QUESTION	2023 MODE	2023 MEAN	2022 MODE	2022 MEAN	2021 MODE	2021 MEAN
LGBTQIA+ Team Members are respected and valued and receive equitable opportunities to succeed.	5	3.93	4	3.89	4	3.88
Team Members who are differently-abled are respected and valued and receive equitable opportunities to succeed.	4	4.23	5	4.25	5	4.44
I am respected and valued no matter my political beliefs.	5	4.15	5	4.21	5	4.33
CLYDE respects and values all religions and beliefs.	5	4.43	5	4.50	5	4.44