

dentsu

Diversity & Inclusion Manifest

We strive for a safe and empowering workplace with the goal of equal opportunities and treatment for all.

Where everyone feels safe to be who they are and empowered to speak out.

Where honesty is valued and mistakes are forgiven - but never ignored and everyone feels supported.

Self-critical

We know it takes hard and ongoing work both on a personal and professional level

We are critical of ourselves in the first place and inspire each other to do the same

Actively aware

We have to become fully aware of our position both in the world and in the workplace in order to be able to grow

We have to realize we come from different (cultural) backgrounds and what this means for our opportunities and those of others

Curious

We act from a place of kindness

Ask questions out of sincere curiosity but never forget to consider tone and context

Empathetic

We think before we speak

We don't tell others how to feel or act or try to convince others of our truth

We never doubt someone's personal experience

We joke with each other, but never at the expense of anyone's background, orientation, religion or other factors that sets us apart from the norm.

Supportive

We actively pay attention to discover when and how others need our help

We focus on the effort and understand that some mistakes are still being made as change doesn't happen overnight

Vulnerable

We are honest about not being sure what to say or how to act

Outspoken if borders are being crossed or when feelings are hurt, both our own or someone else's

At dentsu kindness is at the heart of all actions and interactions

Honesty and vulnerability brings us closer and help us to grow

Together

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