

# MOMENTUM'S BE ONE ACTION PLAN

## 01

### IT'S NOT WHAT WE SAY, IT'S WHAT WE DO THAT REALLY MATTERS.

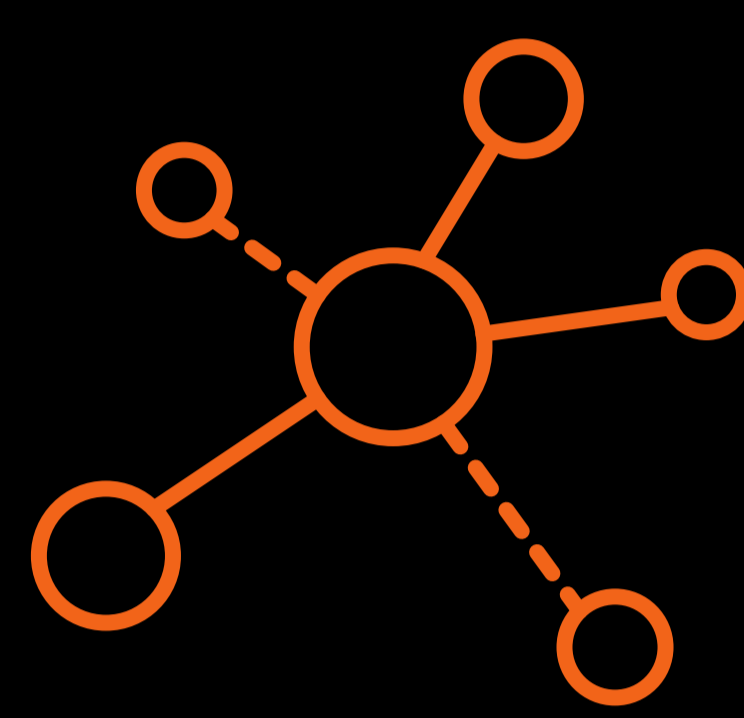
We are at our best when we welcome everyone, when we appreciate one another, when we treat each other with respect and dignity, and when we leverage our collective experiences to bring powerful ideas to life.

Our vision is to be the place that great, diverse talent wants to work, always underpinned by our core value to "Be One." We are working on a long-term commitment around Diversity, Equity and Inclusion (DE&I) through our Be One Action Plan.

We want to be open and transparent and acknowledge that we still have work to do. Let's start by sharing our commitment.

## 02

Our strategy is anchored in three core pillars: Connection, Commitment and Cultural Competency (3 Cs).



### CONNECTION

Promote meaningful relationships within Momentum by showcasing employee narratives and fostering a deeper understanding of one another

### COMMITMENT

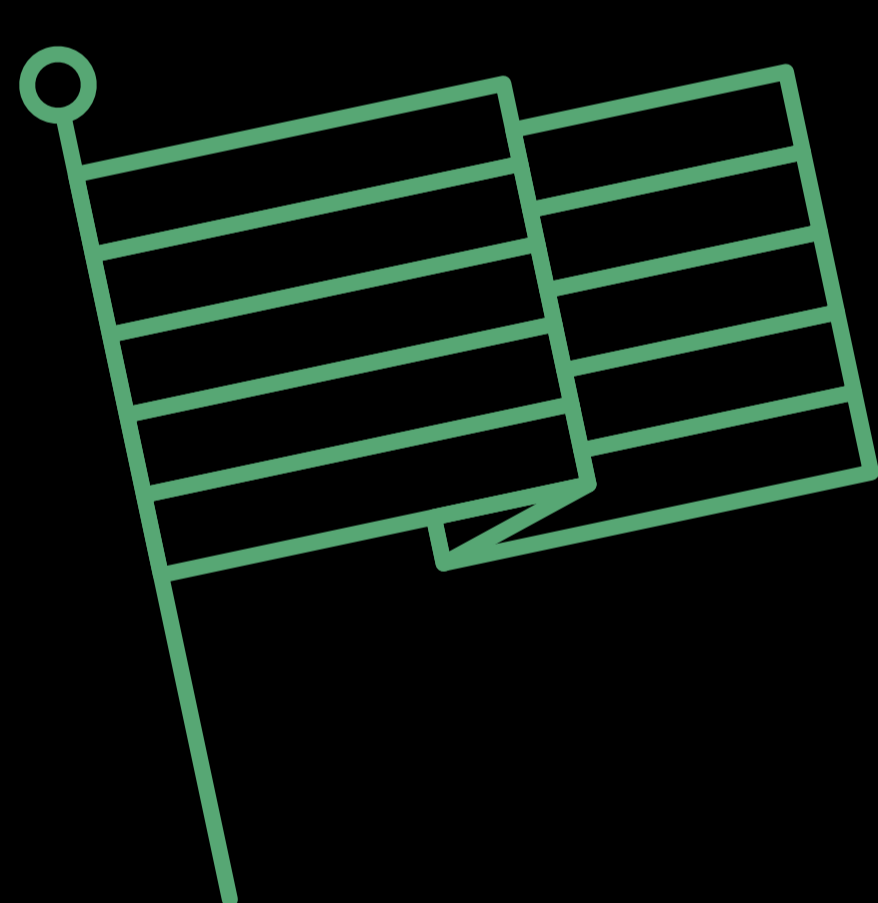
Ensure explicit and highly visible leadership support of initiatives that champion inclusion and representation at all levels of the organization

### CULTURAL COMPETENCY

Equip employees with the necessary resources and skills to drive an inclusive work environment

## 03

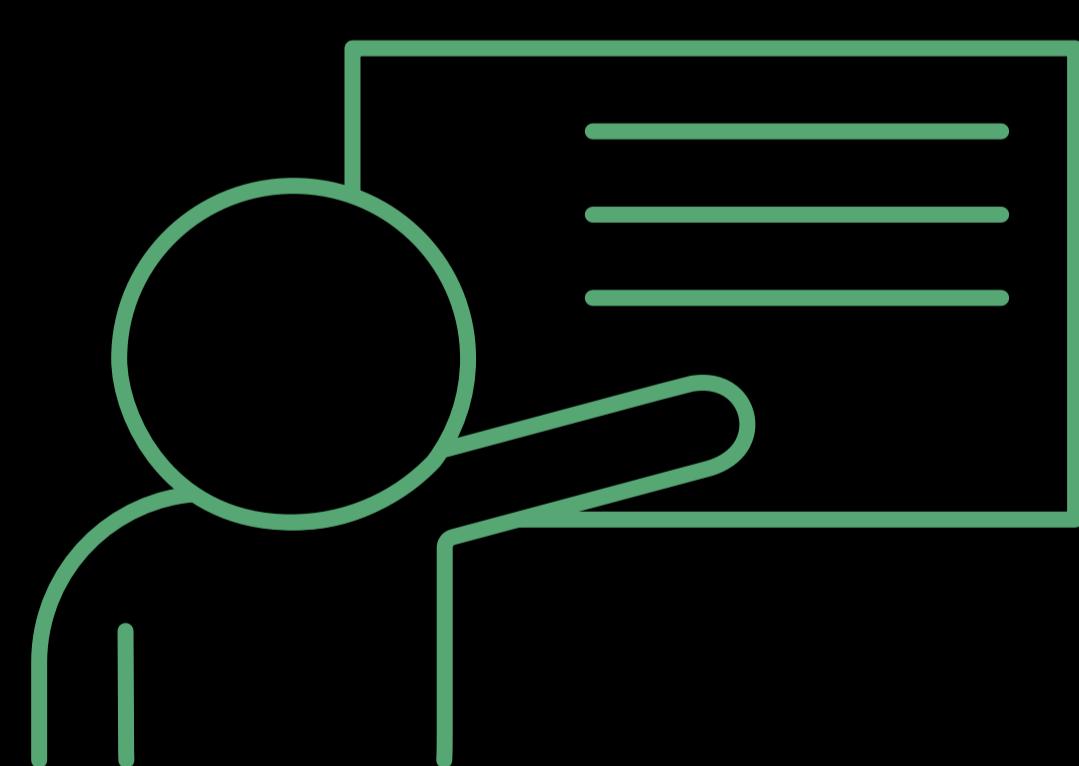
### THE ACTION WE ARE TAKING:



Prominently driving conversations across all levels and functions that elevate the narratives and experiences of historically excluded groups

Actively hiring, tracking and sponsoring diverse Director+ talent to senior leadership positions

Instituting zero-tolerance policies, processes and norms that address instances of discrimination or harassment and remove barriers to inclusion



Ensuring the lasting impact of anti-racism and unconscious bias training by creating safe spaces that encourage everyone's open, honest and fearless contributions

Ensuring leadership visibly demonstrates and communicates a personal commitment to DE&I and are held accountable by quarterly KPIs

## 04

### THE PARTNERS WE ARE WORKING WITH:

adfellows



40/FORTY

BRIXTON FINISHING SCHOOL

THE 3% movement  
DIVERSITY = CREATIVITY = PROFITABILITY

Stonewall  
Acceptance without exception