



2022
Diversity & Inclusion Report

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Introduction

Welcome to Elevate's eighth Diversity and Inclusion Survey

We've been carrying out this research since 2013 to track and increase the transparency around our workforce composition while also identifying how and where we must improve.

As a People Agency, we want to listen, learn, and better understand what more we can do to champion the potential of everyone. We are committed to making our business a place where everyone can thrive, and a key element of fulfilling that promise is to increase diversity, equity, and inclusion in both our corporate offices and field staff teams.

Using inclusion training, social media, recruitment drives, and community partnerships, we are already engaging underrepresented minorities and encouraging them to pursue new opportunities with us. We actively seek individuals with diverse backgrounds, ideas, cultures, and perspectives.

Levelling the playing field within diversity, equity, and inclusion is our top priority. We recognise that having a diverse, equitable, and

inclusive environment allows us to support everyone's needs while also gaining a broader perspective and knowledge. We believe that the business community must commit to building truly inclusive organisations, and that we are at the forefront of leading the staffing industry in this area.

We are taking steps to proactively lift barriers, have equal representation, eliminate any bias and discrimination in our working practices, and market ourselves ethically and responsibly. We have a long way to go.

But we know we're better together.

Our Equality Targets

By June 2027, at least 20% of our permanent employee roles will be held by people from underrepresented backgrounds.

By June 2027, at least 5% of our employees and event staff will be made up of people with disabilities.

2. Research Methodology

Drawing on Industry Wide Comparison

Elevate's diversity census was completed by internal and external staff. We also included a further survey around inclusion and belonging sentiment, which was completed by internal staff only. Both pieces of research were carried out in November 2021.

We surveyed our full-time head office staff across five offices (UK, US, France, Germany, and Austria). We also ran research with our 'in-field' staffing teams.

Where it has been possible, we have benchmarked our 2021 scores against the metrics we achieved in the 2019 survey.

For this report, we have also endeavoured to compare our results to the overall industry.

We have used the 2021 UK All In Census which surveyed over 16,000 UK professionals to find out more about their experiences in advertising, led by the industry's Inclusion Working Group.

Formed by the AA, IPA and ISBA, and Kantar, the All In Census strives to create a more inclusive workplace by highlighting inequalities within the industry.

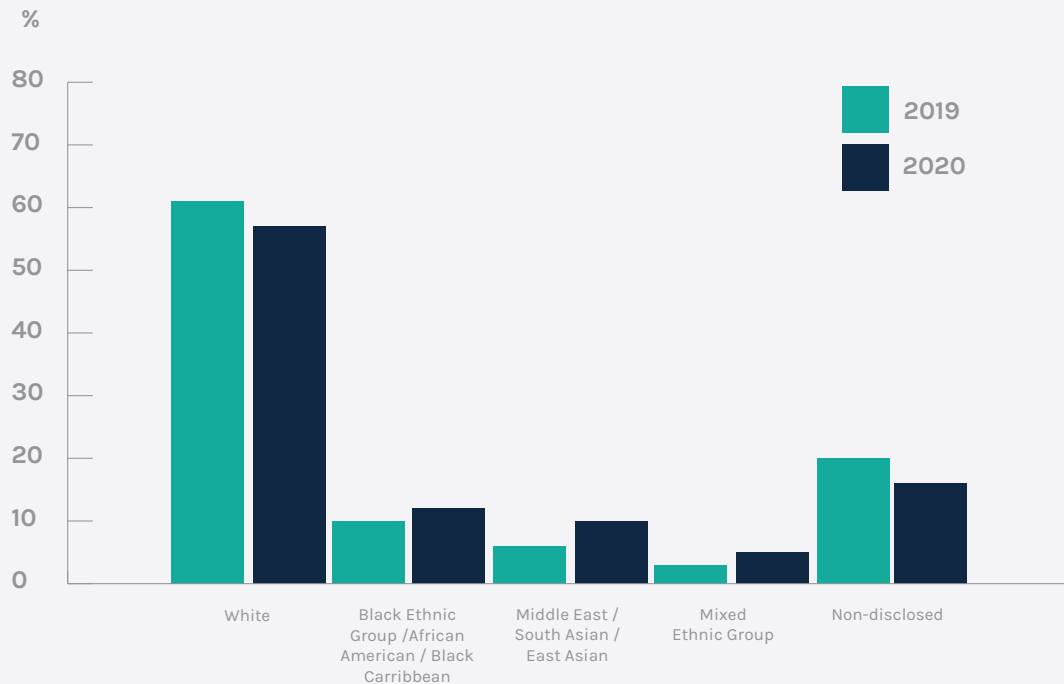
One caveat to consider with the UK All In Census is that it covers the advertising, marketing, and communication industry as a whole and doesn't make a direct 'staffing' agency comparison.





3. Workforce Ethnicity

The 2021 ethnicity split for Elevate employees, both full and part-time, is as follows:



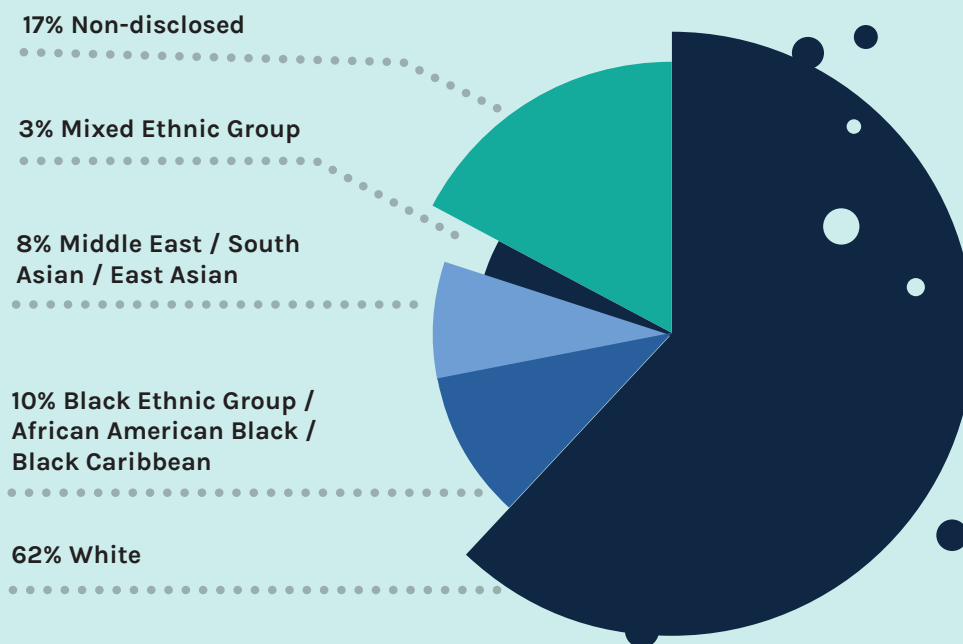
Compared to our 2019 survey, we have seen a significant increase in Middle East / South Asian / East Asian employees, growing by 4% in total. The people who would rather ‘non-disclose’ their ethnicity decreased slightly between 2019 (20%) and 2021 (16%).

Compared to the UK All In Census, Elevate has a much more diverse staff profile versus the marketing and communication industry average:

10% of UK industry employees identify as Black or Asian, as surveyed in the UK All In Census, vs. 22% at Elevate (12% Black Ethnic Group / African American Black / Black Caribbean, 10% Middle East / South Asian / East Asian).



Our field sales team, ethnicity split is similar to our head office staff. This is based on 'active' brand ambassadors who have worked for us in the last 24 months:



Elevate has a diverse head office workforce. At a leadership level, 23% of the team identify as non-white. This rises to 39% at manager level and 42% at the junior team level

As part of our Diversity and Inclusion survey, we also asked our corporate employees how they felt Elevate treated diversity in the workplace:

- 74% felt diversity 'was a priority for the leadership team'
- 15% of US and 25% of German employees felt this was the no.1 priority in the leadership team
- 67% of all employees felt that diversity was a 'top priority' for themselves
- 81% of employees either 'agree or strongly agree' with the strategy to hire people with diverse backgrounds

4. Gender Diversity

This year, we endeavoured to be inclusive of all sexualities in our survey and included the options of:

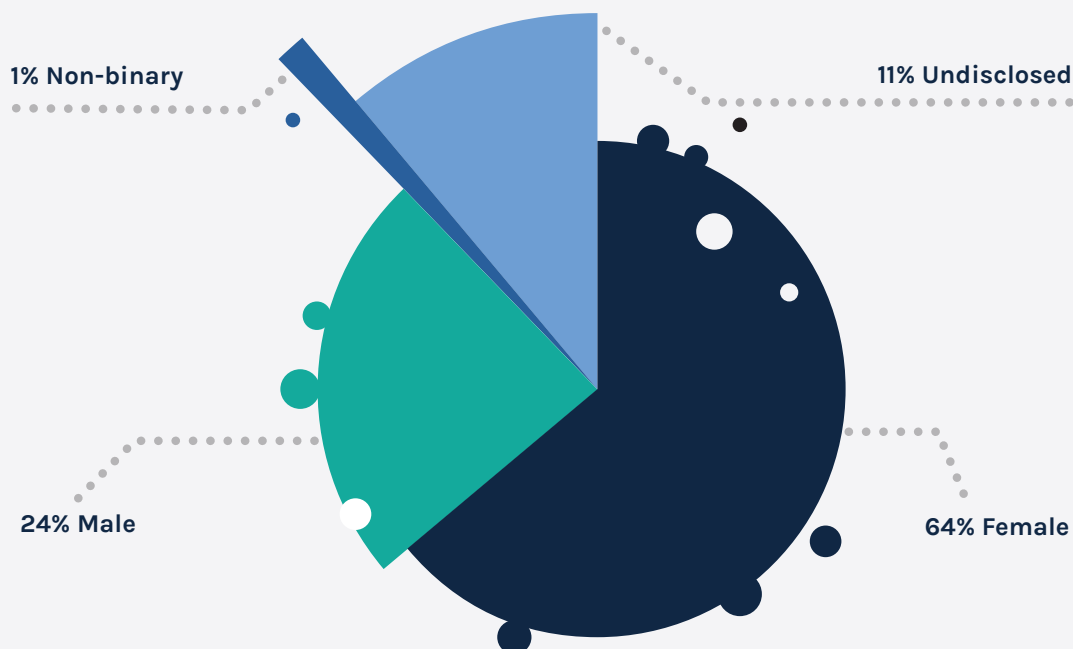
- Woman
- Man
- Genderqueer or non-binary
- Agender
- Transgender
- Intersex
- Other
- I prefer not to say

It has increased the gender makeup versus previous years, which makes direct comparison to the 2019 survey more challenging.

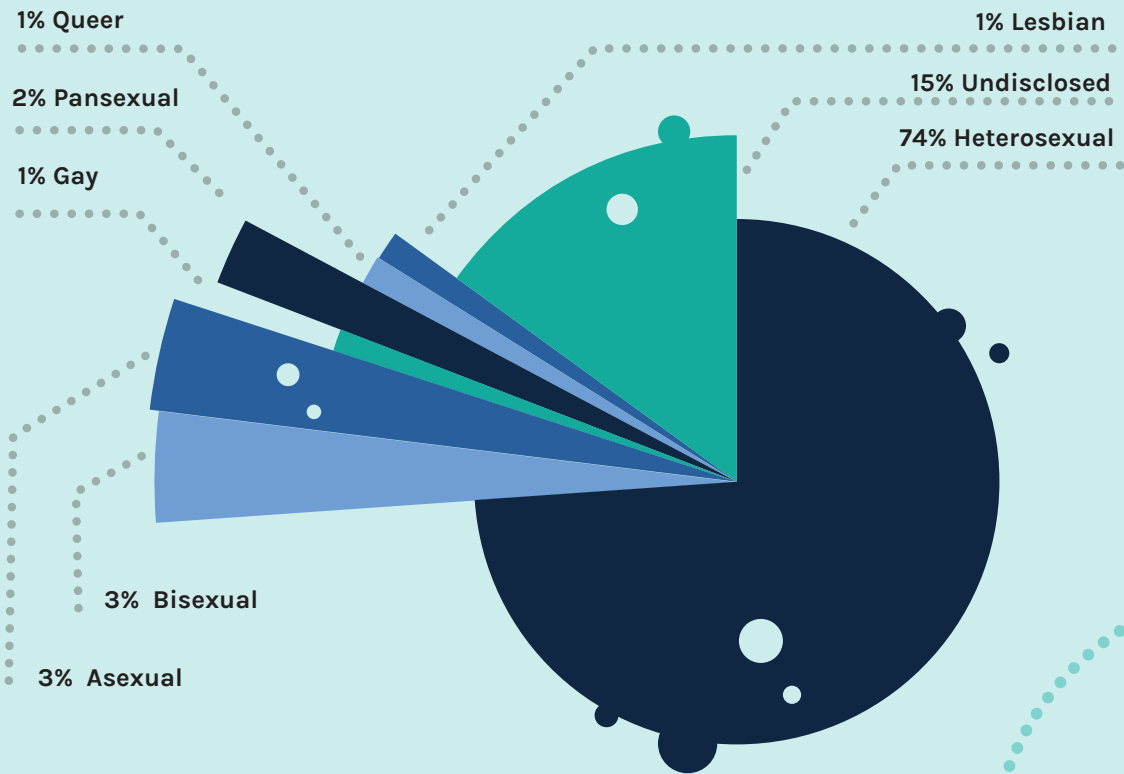
Compared to the 2019 survey there are 3% fewer female employees and 7% fewer male employees. However, this is explained by the number of people who chose not to disclose their gender.

1% of the workforce who were surveyed this year identified as non-binary

Elevate's Head Office 2021 Gender Diversity split is as follows:



Sexual Orientation



The Gender make-up of the Elevate C-Suite / Board Membership for 2021 is as follows: 64% Male, 36% Female

Elevate's senior team makeup is similar to the average marketing agency industry gender split (36% vs. 39% women) as identified in the UK All In Census.

Elevate's board has a higher proportion of female members versus Greenlight's internal analysis (36% vs. 25% women).

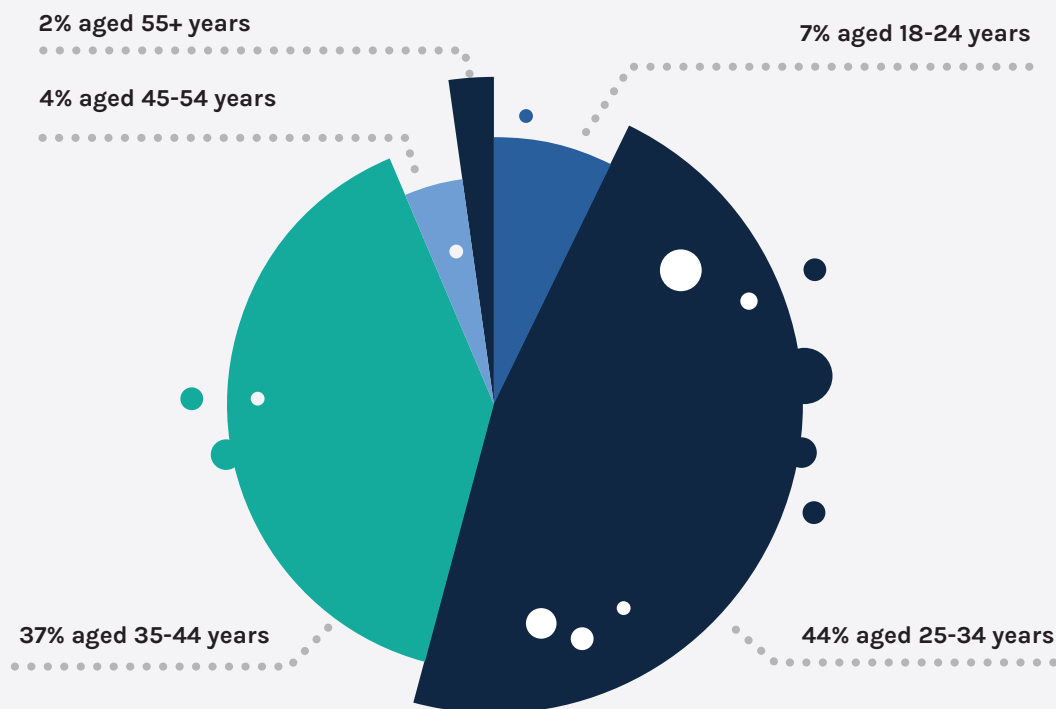
5. Age Diversity

Furthermore, the All In Census found that 7% of those employed by agencies are under the age of 25, which is the same percentage as at Elevate.

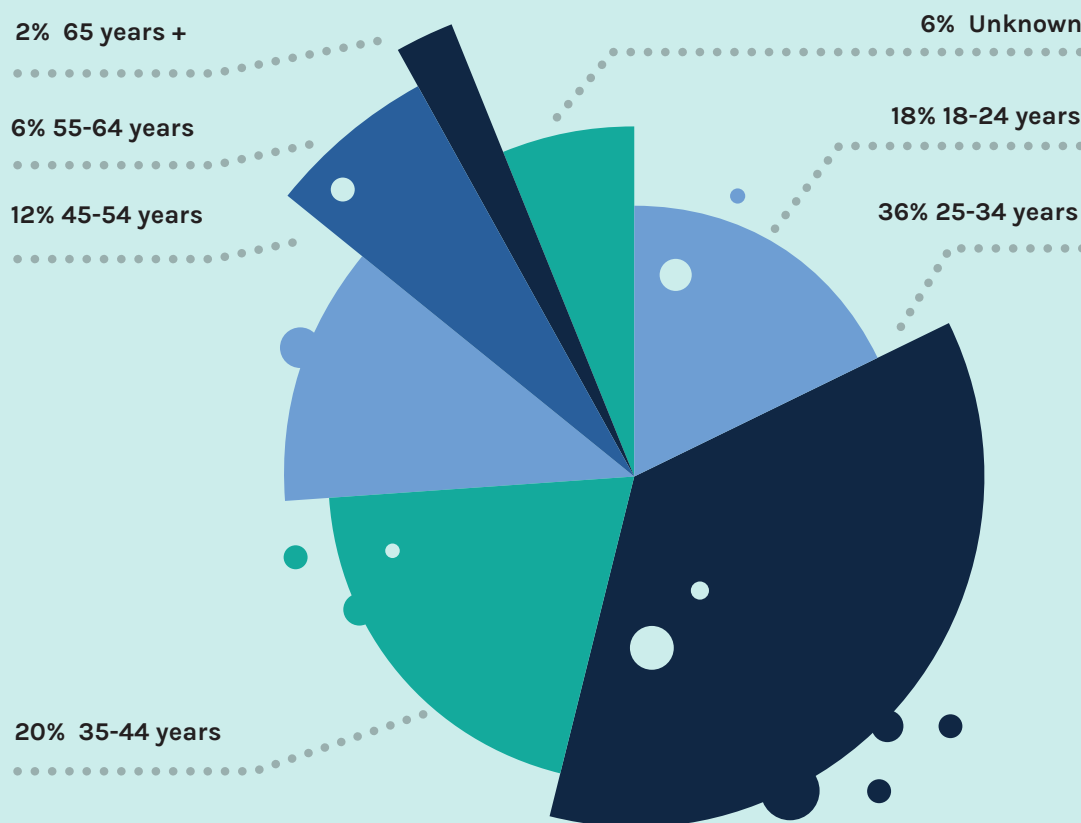
Elevate's age profile is very similar to the industry levels, and as part of our 'Elevating with Purpose' manifesto, we will actively be targeting both the under 25 and over 55 groups in the next 12 months.

Generally, the marketing industry lacks adequate representation among the under 25 and over 55 groups, with less than 5% of the sector's age population being 55 and over

Elevate's 2021 Age Diversity split:



At field staff level, the age profile of our team is as follows (this data is based on staff who have worked for us at least once in the last 24 months):



For our staff leadership team, 90% of the managers fall between the 25-44 year age range, while 50% fall into the older 35-44 year age bracket

At Leadership Level

- Across our US team, 52% of employees are in the age group of 25 to 34 years. Also, in the US there is a higher proportion than the rest of our markets in the 55+ year age group, accounting for 10% of the team.
- When it comes to our staffing roster, 79% of the teams are under the age group of 45 years.

6. Living with Disability

One of Elevate's core targets is promoting the employment of people with a disability.

By June 2027, our aim is that at least 5% of our employees and event staff will be made up of people with disabilities.

The recent UK All In Census revealed that disabled talent is significantly underrepresented in the UK marketing and communication industry (just 9% vs. 20% of the working-age population), with only 6% at C-Suite level.

The 2021 survey has revealed a significant increase in people with a disability employed at Elevate, in fact we have reached our longer term target of 5% of total workforce. We will therefore be looking to significantly increase our 5 year, 'living with disability' target, over next 12 months. This revised figure will be published within our 2023 Inclusion and Diversity Survey.

At a role level, 3% of managers identified as 'living with a disability', which increased to 7% at the junior team member level.

This year, the number of Elevate employees who identify as 'living with a disability' is 5%. There were 8% surveyed who didn't respond to this question



7. Caring for Others

One of the additional questions asked in this year's Elevate Diversity and Inclusion survey was around the commitment to 'caring' for others at home.

The survey revealed differences by team role, with 88% of board members caring for children, compared with 36% of the leadership team and 22% of managers.

There was also a significant difference across the roles for those caring for adults, with 0% of the board identifying with this, compared to 11% at manager level and 7% at junior level.

Over one-third (34%) of all those surveyed have child caretaking responsibilities. In addition, 8% of employees have parent caretaking responsibilities



8. Values, Respect & Working at Elevate

As part of this year's survey, we asked employees several questions around their attitude to working at Elevate. We wanted to know how our people felt about their role within the organisation and to see how they related to our four core values.

These core values inform every decision we make, as a team and as a business. We're proud of how everyone has gone out of their way to embrace them, turning Elevate from a good business into a great business.

People People

A belief in the power of human contact. The positive connection that can happen when people engage meaningfully

Take Pride

Make a conscious effort to deliver excellence in everything we do and celebrate in success

Elevation

A commitment to supporting growth at every opportunity

Better Together

Working as a true partner with both our clients and colleagues, to achieve great things



84% of employees felt respected and valued by their managers

Feeling Valued

- 74% of employees Strongly Agree or Agree with the feeling their opinion is valued in the workplace
- 79% of employees felt respected and valued by their teammates
- 84% of employees felt respected and valued by their managers
- 53% of employees Strongly Agree or Agree that their colleagues understand who they really are

71% of employees agree that Elevate enables work and personal life balance

Positive Work-Life Balance

- 71% of employees Strongly Agree or Agree that Elevate enables work and personal life balance
- 67% of employees are confident that Elevate will support them in developing their career (at this company)

84% of employees agree that their talent and abilities can be greatly improved at Elevate

Being Supported

- 60% employees Strongly Agree or Agree that job performance is fairly evaluated
- 53% of employees Strongly Agree or Agree that their colleagues understand who they really are
- 58% of employees Strongly Agree or Agree that Elevate is an important part of their identity



Our Mission


As a People Agency, we want to listen, learn, and better understand what more we can do to champion the potential of everyone. We are committed to making our business a place where everyone can thrive, and a key element of fulfilling that promise is to increase diversity, equity, and inclusion in both our corporate offices and field staff teams.

Using inclusion training, social media, recruitment drives, and community partnerships, we are already engaging underrepresented minorities and encouraging them to pursue new opportunities with us. We actively seek individuals with diverse backgrounds, ideas, cultures, and perspectives.

www.weareelevate.global

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