

[YOUR COMPANY LOGO]

Dear [YOUR SUPPLY CHAIN PARTNERS],

To stay relevant in a multicultural world, businesses need to connect with customers in new and innovative ways and stay agile as the landscape continues to evolve. The cost of failing to adapt to a changing world can be steep. Companies with staying power aren't just growing, they're transforming—using a combination of great people, great ideas and great execution to get the job done.

At [YOUR COMPANY HERE, aka "Company"] we have the assets to change the world as a major [specific descriptor about Company, i.e. "Technology Company," "Media Company," etc.] Our [Company differentiator] is a source for delivering information in the world, and, our purpose-driven culture gives everyone at [Company] a seat at the table to ideate and work together to solve the world's biggest challenges.

In short, we're on a mission to be better at what we do every day and deliver the promise of diversity, equity and inclusion to everyone—and we're relying on diverse talent to get there. Diversity drives our culture and our bottom line. It's a tall order, but with the help of diverse voices and perspectives, we'll succeed.

We can't do this alone. That's why I'm reaching out to you today to ask that your company make an important commitment to drastically improve the percentage of women and people of color in leadership roles and continue to support our diverse supplier community by awarding more subcontracting work to diverse businesses.

We recognize that we cannot deliver the promise of diversity, equity and inclusion to everyone if our business leaders don't represent our diverse customer base. At [Company], we take great pride in having a workforce that's [XX%] diverse (people of color and women). Just as important to workforce diversity, [Company] is committed to supplier diversity to help deliver our promise.

Over the past [X] years, [Company] spent more than [\$X] dollars with diverse businesses. To measure [Company] efforts, we have a scorecard that tracks several levels of diversity and have made tremendous progress, but we know that there is always a higher gear. We make diversity an explicit business objective and hold ourselves accountable as with any performance goal.

[Company] thrives on innovation. Study after study confirms that innovation is improved and accelerated by broad perspectives and diversity of thought. Marketers are expected to have a deep understanding and insight about their markets, about decision makers and about customers.

We are more likely to create solutions that amaze our customers if our workforce and suppliers

represent the communities we serve. Having an inclusive culture makes us more innovative, more responsive and more in touch with our customers.

For your workforce diversity, my expectation is that in the next 30 days you will share your current state of workforce broken out by number of women (by ethnicity) and people of color in your different levels, including senior leadership. Moreover, please provide your action plans that describe how you are growing workforce and supplier diversity. I'm here to support your efforts and will make my team available to assist you in driving change.

We owe this to our customers, to each other and to future generations. By making the important and necessary changes today, together we can push for change and deliver the promise of the digital world.

[YOUR NAME, TITLE, SIGNATURE]