

Omnicom People Engagement Network (OPEN)

is Omnicom's umbrella group for all of the company's network employee engagement groups and activities. These groups work to foster an inclusive and engaging work environment as well increase networking and business opportunities.



OPEN 2.0 is an action plan for achieving systemic equity for all of our professionals across all of our agencies through **four tenets** and **eight action items**.

four tenets

Culture

A blueprint to achieving a culture of systemic equity – that our agencies embody the requisite values and understanding to achieve equity for all our professionals.

Collaboration

A framework for our executives, the OPEN Leadership Team, DE&I Champions and other professionals to collaborate in a manner to effectively and efficiently advance our DE&I initiatives.

Clients

Develop and retain a more diverse workforce to provide the most creative and effective campaigns in the industry, to further partner with our clients to address and support their DE&I goals and initiatives, and to work together to mutually inspire the most effective DE&I programs.

Community

Attract and retain an unfair share of the best talent by strengthening and expanding our strategic partnerships with key organizations in the DE&I community that share Omnicom's values.

1. Expand and Empower the OPEN Leadership Team

- The OPEN Leadership Team has doubled in 2020 to include 26 Diversity Champions dedicated full-time to DE&I efforts

2. Attracting and Recruiting Candidates

- Promote DE&I programs and initiatives and establish OMC's agencies as the best places to work
- Establishment of a system where the OPEN Leadership Team and HR/Recruiting can collaborate to source talent
- Establishment of programs for HR/Recruiting and DE&I directors to collaborate

3. Development

- Establish the Talent Advocacy Program to pair individuals with mentors, who will be in positions of influence within the individual's agency, and will be responsible for
 - Providing career advice and guidance
 - Ensuring equal access to professional development initiatives
 - Most importantly, advocating for their mentees to ensure equal opportunity for career advancement

4. Retention

- Establish the Talent Advancement Program, a networking system for our professionals' biographies, career goals, opportunities being sought, etc.
- Utilize the Omnicom Advocacy Program to monitor the professional's satisfaction level and career expectations, and to address concerns

5. Clients

- Establish Client DE&I Communications Program to regularly update clients on DE&I initiatives and accomplishments, and expand supplier diversity programs
- Creation of the Supplier Diversity Leadership Team with members from the Global Client Leaders group, the OPEN Leadership Team, legal, and others to establish Supplier Diversity protocols
- Expansion of a portal encompassing diverse businesses and vendors that qualify for the OPEN Supplier Diversity Program, and developing a framework for tracking the performance of such businesses and vendors

6. Community

- Identify additional organizations that OMC's agencies enthusiastically support, and offer our professional services on a pro-bono basis
- Identify and support industry organizations that have a proven track record in advancing DE&I and also contribute to our recruiting and talent pipeline

7. Mandatory Training and Internal Communications

- Continued support of the OPEN Leadership Team for the production of the OPEN Conversation Series
- Further expand training programs to create awareness and sensitivity to issues regarding DE&I, such as anti-racist initiatives, etc., and global, mandatory unconscious bias training

8. Accountability

- Measure progress against these Action Items, which are crucial to OMC's success and the success of OPEN 2.0, and hold our leaders accountable
- Develop a semi-annual review process regarding the status of the Action Items within each agency, with specified actions and deadlines for completion of the actions
- Senior executives of OMC and network and practice area CEOs will be held accountable for executing the Action Items being an important factor in executive compensation