Diversity and inclusion (D&I) are part of the fabric of Forrester’s culture. The company was founded more than 35 years ago with the fundamental business principle that challenging, contrasting, and diverse perspectives — comprising of different views, experiences, and backgrounds — fuel quality research and make us stronger and better as an organization.

Forrester believes having a diverse and inclusive culture strengthens our business in tangible ways and our research has observed this effect. By investing in D&I, we improve employee engagement and performance, reduce attrition, drive innovation, and improve decision-making. And through our actions we hope to improve our communities and society at large.

**Investing In D&I Generates Value**

- **Better results**
- **More talent**
- **More customers**
- **Better talent**
- **Stronger brand**
- **Lower attrition**

**HOW FORRESTER APPROACHES D&I**

Forrester works to foster an inclusive workplace filled with diverse perspectives. At Forrester, diversity and inclusion are:

1. **Genuine:** We strive to make it work in the context of our business and the markets we serve. We show that D&I are essential to our culture, client experience, and how we engage with one another.

2. **Trusting:** We feel safe to bring our whole selves to work.

3. **Vibrant:** We seek out and amplify valuable new ideas and perspectives.

Forrester seeks to hire and develop the best and the brightest. Our hiring initiatives focus on attracting talent from all backgrounds and perspectives — including racial, ethnic, gender, sexual orientation, age and ability representation.

Forrester’s brand, Bold at Work, guides our commitment to be proactive, transparent, and adopt a learning mindset toward our D&I work. To ensure that we remain consistent and authentic, we base each action, decision, policy change, and program on the long-held Forrester values of Client, Courage, Collaboration, Integrity, and Quality.
“We are on a voyage to be better stewards of inclusiveness, fairness, and equity in Forrester and in society. We are far from perfect on this front — but will persist in taking a forward step every day as we navigate this essential journey.”

— George F. Colony,
CEO and Chairman of the Board, Forrester

In 2020, we built a D&I Council and launched multiple Diversity and Inclusion Networks (DINs) across our three regions. These employee-led and executive-sponsored groups provide strategic guidance and accelerate company-wide initiatives that promote an inclusive culture and diverse workforce. Through these DINs, we are amplifying employee voices and thinking in new ways about race, ethnicity, age, gender, and the LGBTQ+ community in the context of our business.

We are proud of the gender diversity of the company. Three of the company’s eight board members are women, and four of the nine members of the executive leadership team are women. Half of our US employees are women. We will leverage this experience to expand diversity in other areas.

We aspire to build a more racially diverse workforce globally that reflects the markets we serve. Currently, only 16% of Forrester’s U.S. employee base is diverse. We are building plans to increase the number of under-represented ethnicities in our workforce, including Black/African American, Latinx, or Asian, Asian American, and Pacific Islander (AAPI) communities.

In 2021 we will accelerate our D&I progress by:

1. **Increasing our collective D&I fluency**: New in 2021, Forrester has partnered with an external D&I consultant to guide us as we advance our strategy and road map. Through this partnership, we plan to offer all employees inclusion programming focused on cultural awareness and education. Starting this year, all Forrester leaders and employees will share an annual performance goal focused on advancing our culture by embracing the learning opportunities created through these programs.

2. **Improving our data**: To help us direct our D&I investments, we will conduct a cultural assessment in partnership with our consulting partners. The assessment will include surveys, focus groups, and a review of our policies and practices. This work will provide us with more complete global demographic data and a better understanding of our employees’ experiences.

3. **Creating more inclusive recruitment practices**: We will evaluate and evolve our recruitment practices to hire more diverse talent. We are training managers, hiring teams, and recruiters to ensure that our job descriptions, hiring, and selection processes are inclusive. We are targeting new geographic locations to attract more diverse talent pools. We have also established several partnerships with external organizations that will help us push this effort forward.

4. **Communicating progress consistently and transparently**: While the roots of our D&I work have been in place since Forrester’s inception, this is an ongoing journey. We are continually learning about ourselves, our systems, our strengths, and our opportunities for improvement. Learning is best done through action, and we are committed to sharing our progress and lessons learned with our employees, clients, and the marketplace.

Our aspiration is that our workplace reflects the diversity of the communities we serve and that every employee has an equal opportunity to join, belong, and thrive in our company. Accelerating this journey is a strategic priority for our business.