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 different views, experiences, and backgrounds — fuel quality research and make us stronger and better as an organization.

Forrester believes that 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

<table>
<thead>
<tr>
<th>Better results</th>
<th>More talent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More customers</td>
<td>Better talent</td>
</tr>
<tr>
<td>Stronger brand</td>
<td>Lower attrition</td>
</tr>
</tbody>
</table>

### HOW FORRESTER APPROACHES D&I

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

1. **Genuine.** D&I is essential to our culture, client experience, and how we engage with each other. We strive to embrace D&I practices that feel authentic to our business and culture.

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 looks 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.

Our employer brand, “Bold, together,” is inclusive and collaborative at its core. It underscores the collaborative role that everyone plays in pushing our business forward. It guides our commitment to innovate, challenge, discover, and be customer-obsessed.
FORRESTER’S D&I JOURNEY

“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

TO CONTINUE TO ADVANCE D&I AT FORRESTER, WE HAVE TAKEN THE FOLLOWING ACTIONS:

Our D&I Council and employee-led and executive-sponsored Diversity and Inclusion Networks (DINs) across our offices provide strategic guidance and accelerate companywide 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 seven of the 12 members of the executive leadership team are women. Half of all employees at the company 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. We are building plans to increase the number of underrepresented ethnicities in our workforce, including Black/African American, Latinx, and Asian, Asian American, and Pacific Islander (AAPI) communities.

Our focus areas include:

1. **Increasing our collective D&I fluency.** All Forrester leaders and employees are encouraged to take part in inclusion training and D&I cultural programs.

2. **Improving our data.** To help us direct our D&I investments and get a better understanding of our employees’ experience, we conduct cultural assessments globally. These assessments include surveys, focus groups, and review of our policies and practices.

3. **Creating more inclusive recruitment practices.** We continually 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 are also members of organizations such as FourBlock and Work Without Limits that are helping level the recruitment field for veterans and candidates with disabilities.

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.