MONSTER

Which box am 1?

Exploring the role and impact of research & insights on Equity, Diversity, Inclusion and







The Diversity Market = Critical to business growth

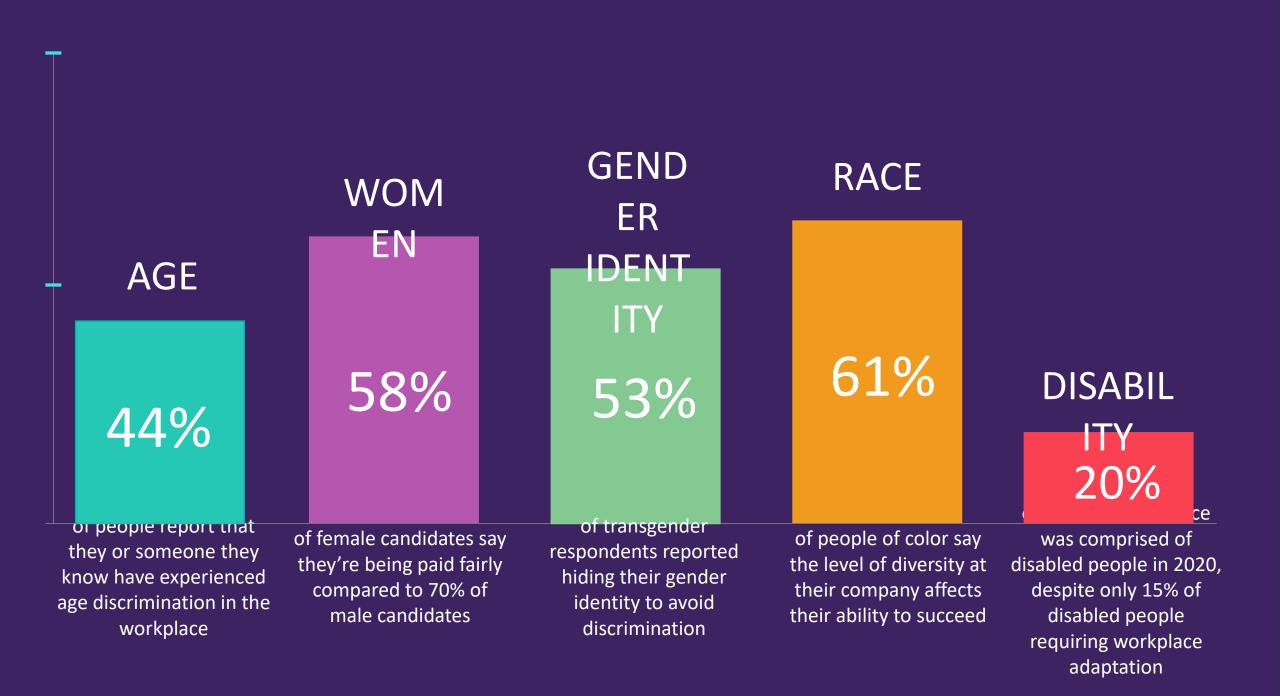
By 2045, the racial identity of the US population will be majority multicultural.

Currently, 51% of Americans under age 34 are multicultural / People of Color.

The spending power of all People of Color in the US would be 4th wealthiest country the world (after US whites, Japan and China).

52% of every business in America is Minority or Women-owned — only 6% of B2B transactions in America go to them.

LGBT identification increased to 5.6% in latest U.S. Estimate. 1 in 6 adult Gen Z identify + 1 in 4 Millennials





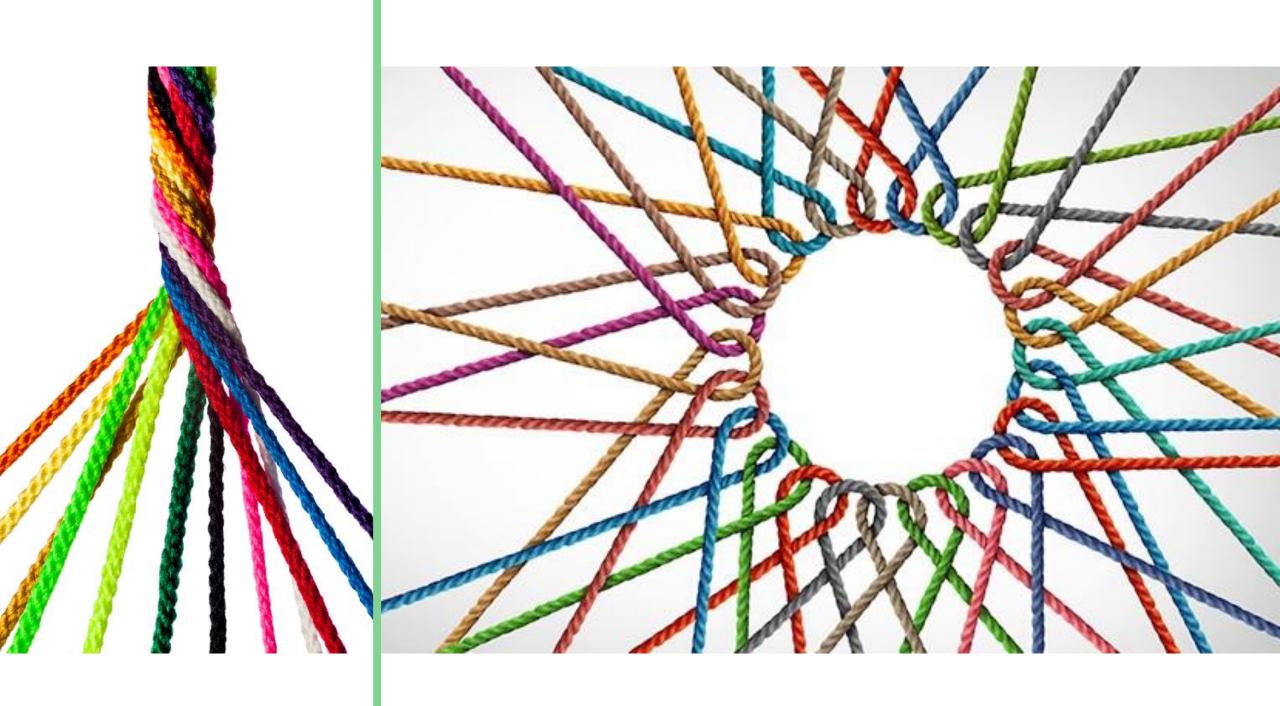
VICLESS Deveny MAKE IT Exchange HAPPENI MONEY 9+ IM METIN PASSION 胜 meeting To do list ... Coffee B4 LUNCAT . BOOM ! Thanks for 3PM NEVER gam - Have a necting hart HAPPY helping me! Break! TIME m FAILS! FLOOR with team "WORK" 3 8.30 However focus on MORE 161-81-5211 HARD HORK concepts! 11:00 TOMOR 20W NEW Joal. TALK. WORRY Operation BEATS hillaxing LESS PRO JECT LESS BE HAPPY TALENTI BE Hit Fight. BOLD Target MEETIK WORK HAY 111 NEW To : Amy MORK DON'T Why fit In ?? SMART!! PLAY ACTUS Manly for DON'T FORGE forget to update When You Were Born Do your shappedion HARDER IMAGINE hedde 10 PAY TAX system with your DON'T XXX to STAND OUT ? NE Coffee?? design tram Best! CANI FORGET VECT GAY IN TOUC TOBE Table POSITIVE le ku PRIDE YOURSELF LUCK WI Edw mem - kids THINKING LOVE NEXT WHAT OLLOW LANG TRIP 14! @ 9 AM roperb 13388 YOU TAKE BILL WHAT DO 2 MRW PAYMENT JP NEW CALL BREAK. To do list DAILY PAME 6AM IDEA What's BOAL ?? BUSINESS - Make report REPORTI NEXT? - Mest with Don MAKE MEETING Before to AM II Kevenue meeting WITH DONVT Double check! YOUR life is shout INTERN JOHN MOVE Schedole P122A UP 1 PM PASSWORD DONY CHOOSE STUDENTS D take with the 10+15 LOADI HAPPINESS WORK-Clien AGET 2 DON'T BE 1234 MAIL D huch en flight CALL Balance VDO #DINNER WITH BABE " LATE! BETTER SCHEDUL SAE TONIGHT CONFERENCE 70% THINA.

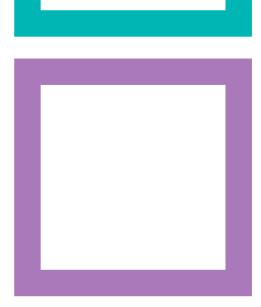


Research + Insights

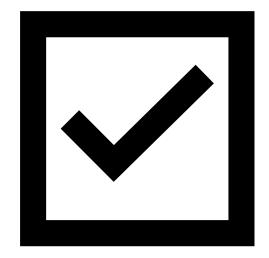
Role and Responsibility





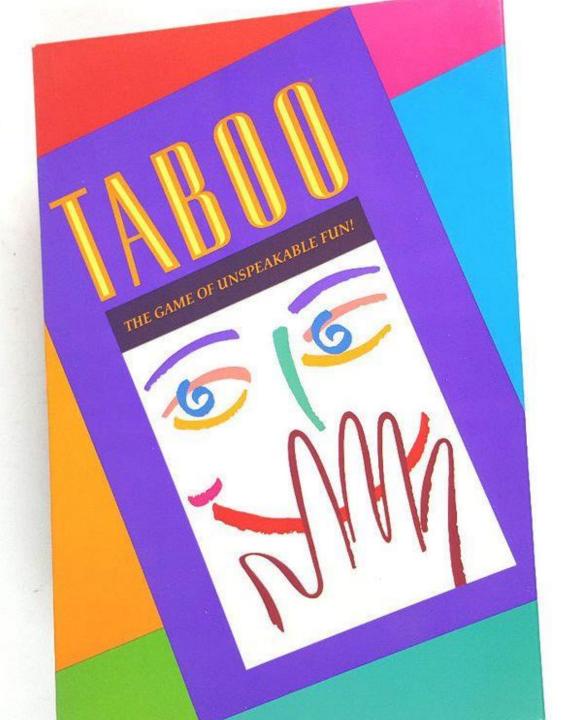


Have you ever...









Let's Share.





Poke the research process





questions

THANK YHANK