



CORE VALUES CHECK

# DOES YOUR WORK LIVE UP TO GSD&M'S CORE VALUES?

## COMMUNITY

It takes all of us.

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- Are the right people in the room?
- Who's missing?
- Is my team empowered to speak up?
- Are we getting enough feedback from diverse sources?
- Are we truly taking that feedback into consideration?

## CURIOSITY

What don't I know?

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- Do I know enough about who we're trying to reach?
- Are we talking to them in a way that actually reaches them or simply the way we've always talked to them?
- Do I know enough about relevant cultural sensitivities to catch things that might be problematic?

## WINNING

Diversity is an advantage for us all.

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- Is there an opportunity for work that breaks barriers?
- Is this work "First & Only"? Does it set a new bar?
- Does this work help or hurt our diversity, equity and inclusion efforts?
- Are we talking to a diverse-enough audience?

## FREEDOM & RESPONSIBILITY

It's in your hands.

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- Have I set expectations around diversity with my team?
- Have I done everything I can to make sure this work is diverse and representative?
- Are we showing diverse, fully formed humans in these ads? Or are we relying on stereotypes?

## INTEGRITY

Our inside has to match our outside.

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- Am I being a good ambassador for GSD&M?
- How am I treating the people on my team?
- Am I open to getting feedback when I mess up?

## RESTLESSNESS

Keep looking for ways to get better.

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- How could we screw this up as we move into casting, production and editing?
- What needs to happen so we get it right?
- What cultural context do we need to pay attention to?
- What could I do better?
- What will I do better?