

Diversity and Inclusion

We value and promote diversity and inclusion in every aspect of our business and at every level of our organization

Diversity and inclusion are distinct but equally important concepts. Diversity, of course, refers to the wide variety of characteristics each of us has. Inclusion has to do with the environment we create so everyone can bring their whole selves to work every day and contribute fully to the organization.

Diversity and inclusion are vital to building a winning culture where all employees can contribute their best work.

At Perseverance, we are firmly committed to diversity and inclusion. We aim to have a workforce that, at all levels, reflects the vast diversity of our client base, and we want every employee to feel they can be real and authentic. We know that both diversity and inclusion are business imperatives: Diversity helps us better understand what our increasingly diverse consumers want and love, and inclusion helps to bolster employee productivity.

Workforce diversity is a journey. Throughout our history, we have made significant strides toward the more equitable inclusion of women, people of color, LGBTQ community, people with disabilities, veterans and other demographic groups. Our goal is to reflect the diversity of our consumers throughout our company. We have done much to achieve this objective, and we are firmly committed to making continued progress.

A Competitive Advantage

Our focus on diversity enables us to build a culture where all employees are inspired to share their passion, talents, and ideas. They become part of a team that works to better serve the needs of our diverse consumers by delivering fresh thinking, product innovations, and quality brands.

In addition, thanks to technology, demographic shifts, and worldwide connectivity, we live in a world where change occurs at a rapid clip. For Perseverance to be part of, and ahead of, that change, we know we must continue our progress in diversity and inclusion - allowing us to bring our best to people all around the world every day.

We place value in our people and nurture their development while ensuring that all employees go through a consistent process and have equal opportunity for success.

We are committed to creating an environment where all employees are included, are treated with dignity and respect and are in a position to contribute to our future success. Fostering all employees' passion for our business will help us win in the marketplace.

Perseverance is making great progress in the area of diversity and inclusion, but we still have work to do and much to learn.



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