



Salesloft.

2022 Diversity, Equity & Inclusion Report

Table of Contents

Salesloft's DEI Mission	5
Salesloft DEI Journey	9
Salesloft's DEI Future	16
Salesloft Action Plan	17

A Letter from Leadership

Because Salesloft's culture is built on trust, vulnerability, and radical candor, we're poised to do things that aren't happening in other organizations. We're poised to have those sometimes uncomfortable conversations, to learn from one another. We're poised to do it in a mindful and authentic way, bringing people into the conversation rather than calling them out, to go beyond talking to walking the talk.

We are leaning into the progress we have made, but we are not done. This is an ongoing conversation. Together we will identify new and different ways to embed diversity in everything we do. We want inclusivity to be part of our DNA.

This report aims to transparently share our progress, our areas of opportunity, and our continued journey toward diversity and inclusion.



Salesloft.



Diversity

is the presence of differences that may include race, gender, religion, sexual orientation, ethnicity, nationality, socioeconomic status, language, (dis) ability, age, religious commitment, or political perspective.

Equity

is promoting justice, impartiality and fairness within the procedures, processes, and distribution of resources by institutions or systems.



Inclusion

refers to an environment that is truly welcoming of all people, respecting and valuing all of who they are- regardless of differences.

Salesloft's DEI Mission



Create strategic advantages by infusing diversity and inclusion into every facet of our business.

Being inclusive isn't just about representation. Yes, we are recruiting a diverse team, but we are also building a culture where people are free to be themselves, share their perspectives, and have the confidence that comes from truly belonging.

This requires a holistic approach. We are using a DEI lens to look at our supplier network and build our customer community. We are magnifying internal efforts by participating in collaborative community work. We're also standing with other community members who are committed to racial equity through the Metro Atlanta Chamber of Commerce's ATL for Racial Equity Initiative.

“When people are working in a diverse and inclusive environment, it allows them to commit, engage, and strive to achieve something bigger than themselves.”

Katie Cox, Vice President of People

Salesloft Strives To Be An Organization That:

- Manifests [our value](#) of “team over self” as a call to be inclusive.
- Believes in the inherent value of creating a culture and workplace where everyone can be their authentic selves, diversity is celebrated, and inclusion is expected.
- Acknowledges that the systemic inequities in our world may appear at work in unconscious ways so they can’t be ignored.
- Is known as a [best place to work](#) because we’re equitable, inclusive and address areas of improvement.
- Filters decisions through a DEI lens for potential issues or unintended consequences and stands by our commitment to DEI without deprioritizing for efficiency.
- Allows for deep dialogue that educates, creates understanding and builds relationships versus increasing division.
- Maintains commitment to [The Five Dysfunctions of a Team](#) and the organization’s core values while keeping in mind the ways DEI aligns with these commitments.
- Builds a strategic and cohesive team by being known as a great place to work for all kinds of people.



Salesloft Is Focused On Four Ways To Build a Culture of Inclusivity

1 Cement Leadership Commitment

Salesloft executive and senior leadership teams hold themselves accountable for the creation and maintenance of an inclusive culture. Leaders increase DEI ownership, awareness, and participation through self-reflection and education of equity concerns. They meet with ERG leaders and the Salesloft CARES team to understand where we may fall short of our intentions and need to make changes.

2 Extend our Networks

We intend to be a part of increasing diversity in the industry and collaborating with like-minded organizations to accelerate the growth of talent in tech. We can do this through partnerships and engagement within our community to educate ourselves, attract talent and customers and influence our industry. Community organizations like [Technologists of Color](#) are invaluable for creating more diversity in the tech space and for building our diverse candidate pipeline.



“We embrace diversity, equity, and inclusion as instrumental to the success of our business, the growth of our economy, and the future of our community.”

Kyle Porter
Founder,
Salesloft



Salesloft, headquartered in Atlanta, is partnering with the Metro Atlanta Chamber (MAC) for "ATL Action For Racial Equity." This multi-year effort brings together Atlanta-based businesses to address systemic racism, inequity, and immobility.

3 Counteract biases

We are committed to ensuring equity for employees during all phases of their employment. This also means a commitment to recruiting more women, people of color, and other underrepresented and marginalized groups reflective of our local communities across all levels of the organization. Attracting a diverse workforce is a good start, but retaining and growing the team is even better. We can lessen the effects of potential unconscious bias by seeking out experiences, learning from and having contact with others, and reflecting on our processes and policies.

LoftUp is a candidate referral program that promotes diversity by rewarding Salesloft employees who put more women and people of color into the hiring pipeline. Employees with referrals that fit the criteria get a \$500 USD bonus.





Countering unconscious bias is our goal. Salesloft is training Lofters on microaggressions and unconscious bias to encourage conversations.

4 Educate Ourselves

Inclusion is ultimately a manifestation of culture and relationships. Cultivating individual growth and responsibility via tough conversations and introspection about inclusion make each of us accountable. We strive to live out our value of “Team Over Self.” Growing our collective emotional intelligence is the best way to increase our empathy with and for others and reduce our own defensiveness so that we can accept and appreciate our differences.

Salesloft DEI Journey

The 2020 global protests for social justice and equality were a call for us to transform disparities and inequities in our world, to take responsibility as global citizens and as a nation.

These disparities and inequities have been socialized into society's collective culture, and have caused harm to women, people of color, LGBTQ+ and other marginalized people in our communities and industry.

We reflected on these issues as a company and started a dialogue with our Lofters.



Salesloft relies on Employee Resource Groups (ERGs) to share their cultures, invite people in and create a dialogue. The Ujima ERG executed a Black History Month campaign to highlight Black lofters, their source of inspiration and their experience of working at Salesloft.

We were challenged and compelled to look inward, deeply reflect, and create a dialogue that helps us understand and confront systemic issues that may exist.

As a company, our goal is to live and breathe our values, which include creating a culture and workplace where everyone can be their authentic selves, where diversity is celebrated, and where inclusion is expected.

Yet, like so many large organizations, we struggled to increase diversity at all levels of the company. So on [Juneteenth 2020](#), we recommitted to our entire community, and our country, to continue fighting for the liberation and equality of Black Americans AND to really create inclusivity for ALL—in all aspects of our business.



“One of the most powerful diversity, equity, and inclusion (DEI) actions a company can take is to support diverse business partners. We’ve adopted an inclusive approach to procurement, and have initiated the creation of a Supplier Diversity Program.”

Richard Jo
Vice President, Legal
Salesloft

Here's A Look At Our Journey

February 2019

Launched the first employee Employee Resource Group (ERG) to allow all voices to be heard, empower [allyship](#), and support Salesloft through education and engagement to foster a respectful workplace.

April 2019

Rewrote all job descriptions using the impact format to be more inclusive to all candidates.

July 2020

Lofters created two additional Employee Resource Groups (ERGs).

May 2021

Lofters established two more Employee Resource Groups (ERGs), for a total of five ERGs.

June 2018

Expanded healthcare coverage to include domestic partnerships and medication and surgery for trans Lofters.

March 2019

Salesloft's first DEI Training: "Power and Positivity of Inclusion." This training deepened the understanding of biases and how micro-aggressions can compromise work performance.

June 2020

Salesloft established Juneteenth as a company holiday.

April 2021

Enhanced the existing diversity and inclusion training to now include a special course to help employees uncover and course-correct unconscious biases and microaggressions, and to empower us to become better allies.

February 2022

We've initiated a Supplier Diversity Program and will continue to build our program.

May 2022

45% of our Executive Leadership Team identifies as female.

Salesloft is partnering with organizations committed to educating and guiding women and people of color to gain the skills needed to secure the jobs they want in tech. Our partners include Technologist of Color, FairyGodBoss, Refactr Tech, and more.



Salesloft CARES

Lofters stepped up as accountability partners and created Salesloft CARES, an umbrella group for all of our employees and our Employee Resource Groups (ERG) with the purpose of creating a diverse, equitable, and inclusive organization.

C

We collaborate with our ERGs, Lofters, and local communities.

A

We actively participate, support, speak up, and advocate for the underrepresented.

R

We listen actively and lead with empathy and compassion between all members and Lofters of different backgrounds.

E

We proactively educate and learn from our Lofters with each ERG and track metrics in our core strategies.

S

We value safe spaces for all our members and Lofters regardless of differences.

Salesloft ERGs



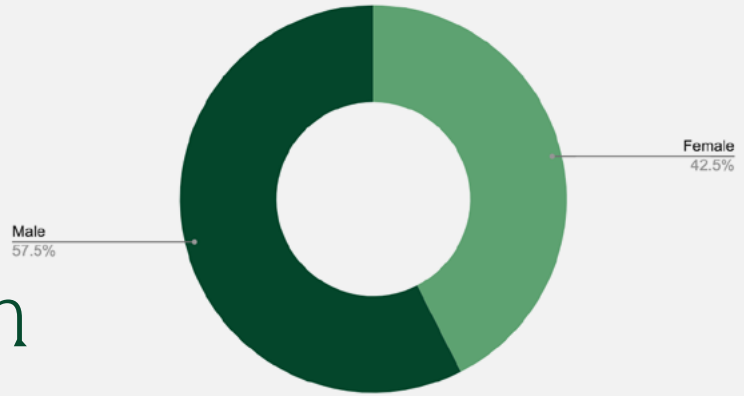
WOMEN'S INTEGRATED NETWORK

ERGs are open to all employees.

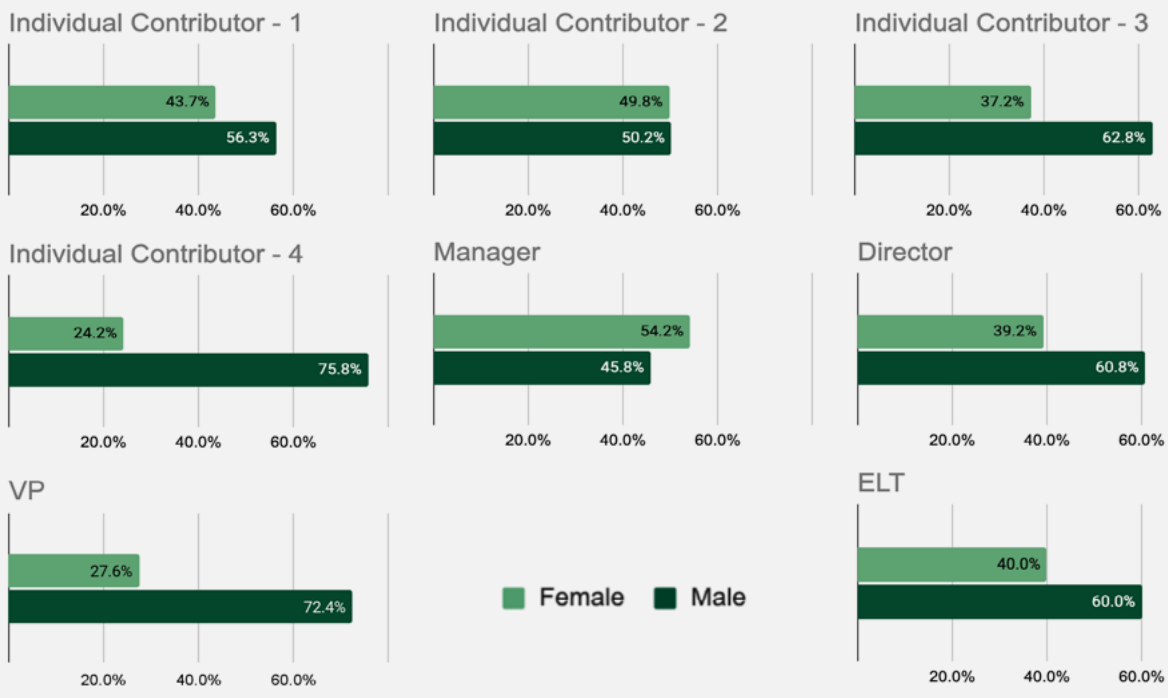
Salesloft Data

This data is collected at hiring and represents all U.S. Salesloft employees. These numbers are an indication of our progress, but how our employees feel is what matters most and we will continue to learn and grow.

Gender Representation

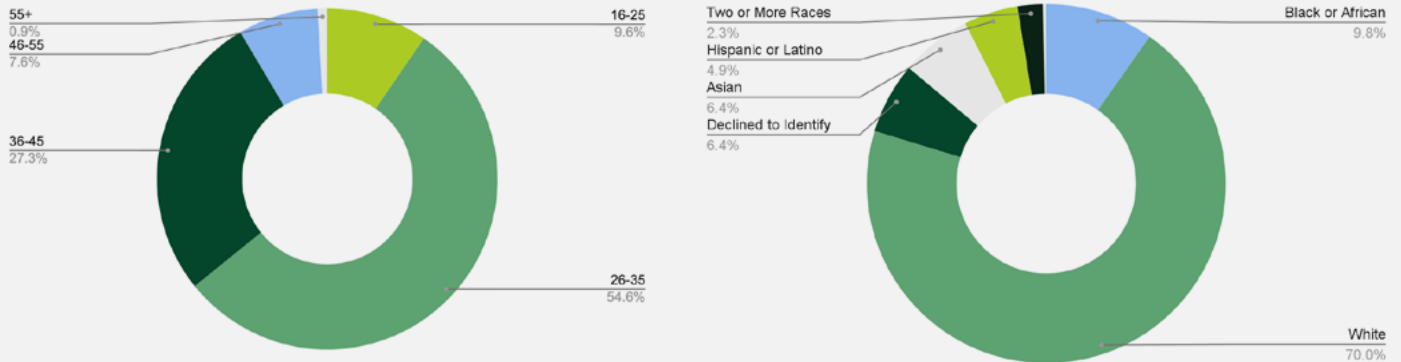


Gender Representation by Contributor Level



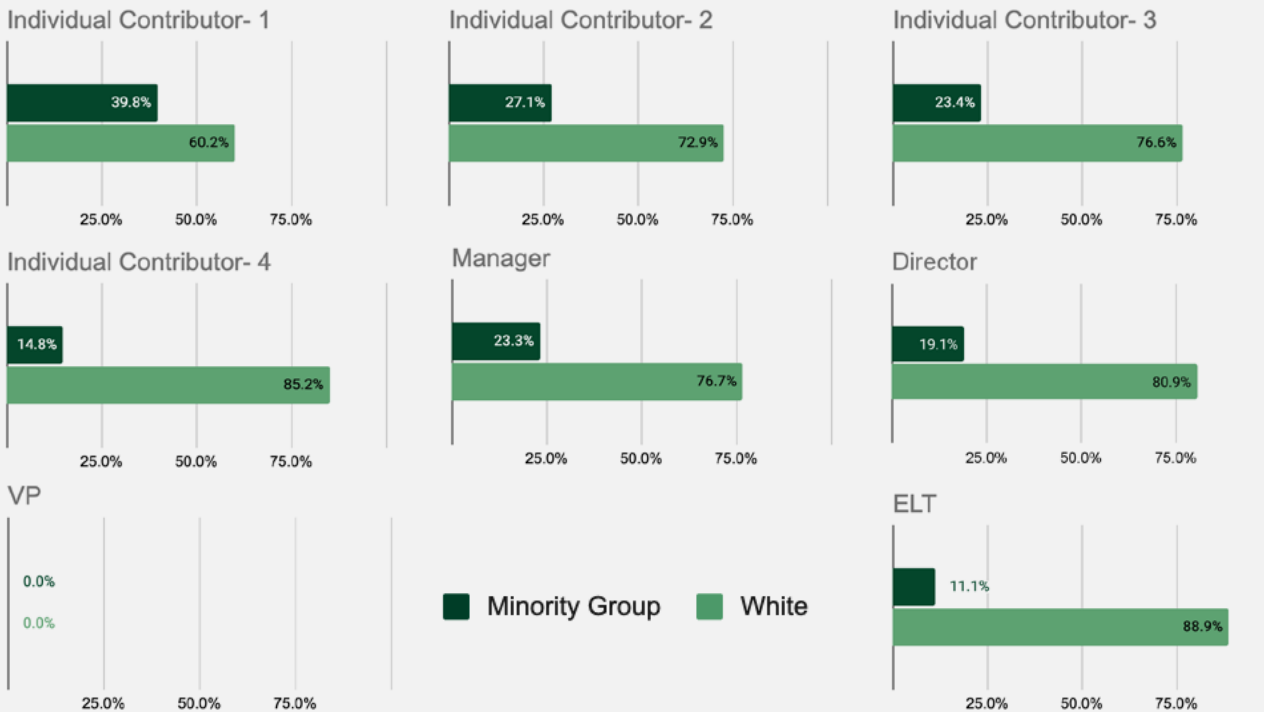
As of April 1, 2022

Salesloft Data



Age & Ethnic Representation

Minority Representation by Contributor Level



As of April 1, 2022

No report at VP level in order to protect anonymity

Salesloft's DEI Future

We will intentionally deepen our culture which is built upon trust, candor and vulnerability. We aim to live out our values and provide communication tools that empower and enable tough conversations.

We will use these strengths to address our most notable DEI needs using the four steps of the Liberatory Consciousness Framework: awareness, analysis, accountability and action (or allyship).

Top DEI Priorities

- Continue to create opportunities for the advancement of women and people of color (POC) into leadership roles
- Institutionalizing a DEI lens as a tool to evaluate business decisions and maintain our commitment to DEI
- Maximizing our Salesloft CARES team and ERGs to drive external partnerships and internal safe spaces
- Strengthening leadership capabilities so that leaders are continually deepening relationships and nurturing engagement
- Focusing on harmonizing emotional intelligence (EQ) and intelligence quotient (IQ) which accelerates trust, team cohesion, and results



We've reflected and have acknowledged a need to continually question and examine the following:

- **Uncomfortable conversations:** How can we provide safe spaces to discuss unconscious bias and gain insights and knowledge to enable more inclusive and equitable behaviors and the realization of our collective potential?
- **Understanding through education:** How to use our company culture to cultivate a sense of belonging and trust through a better understanding of these issues?

The reality is that to remain competitive, we need to be aware that our future employees and our customers will demand evidence of our diversity commitment.

This will require us to strive to reconcile inequities or disparities that may exist so that we attract talent with a promise of inclusion and belonging.

We've reflected on who we want to be, knowing that will morph and change as we learn and grow.

Salesloft 2023 Action Plan



Educate ourselves:

- Enhance Salesloft CARES and ERG programming
- Provide inclusive leadership training to all people leaders
- Provide unconscious bias training for all Lofters



Extend our networks:

- Establish partnerships to attract diverse talent
- Leverage ERG participants and leaders to build a talent pipeline in the industry
- Ensure diversity in Salesloft's suppliers
- Continue participation in the MAC Atlanta Racial Equity Initiative



Counteract biases:

- Conduct audits with the intent of maintaining equitable pay
- Infuse diversity into Life Cycle of Lofters Touch Points (policies, practices, new skills)
- Continue to build the LoftUp employee referral program
- Grow inclusive mentorship and internship opportunities



Cement leadership commitment:

- Continue leadership training
- Sponsor and participate in ERGs
- Engage in leadership roles in our communities

As We Look Ahead...

I want Salesloft to be a place where every employee finds fulfillment and feels empowered to bring their whole self to work every day. At Salesloft, we look through the lens of inclusion in every decision that we make. Inclusion creates the space for authenticity, which leads to more perspectives, ideas, and innovation.

With #saleslove,



Katie Cox
Vice President of
People

Salesloft.