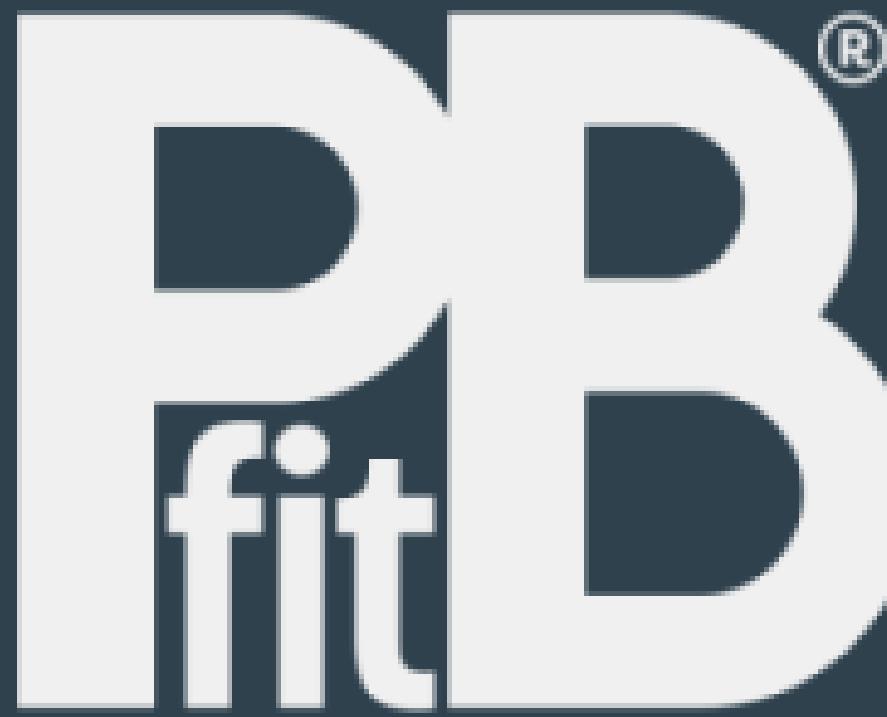


# DIVERSITY PROPOSAL & ANALYSIS



Group 2: Logan Bateman, Allison Boos, Ryann Chavez, Lejla Djulovic, Francesca Durham, McCauley Finnegan, Kodie Jones

# INTRODUCTION



PB FIT  
Fitness/Nutrition



TWILIGHT  
CONCERTSERIES  
Music/Entertainment

SALT LAKE  
CITY  
ARTS  
COUNCIL

SALT LAKE CITY ARTS  
COUNCIL  
Local Culture

# Executive Summary

## ■ COMPANY HISTORY

Who Firetoss is and the state of their organization

## ■ RESEARCH METHODS

- Companywide surveys
- Evaluations
- Personal Interviews

## ■ SWOT ANALYSIS

Challenges and opportunities of diversity management

## ■ PROPOSED PLAN FOR DIVERSITY

“We believe in simple, honest, and affordable solutions that connect you with more customers.”

# BACKGROUND & HISTORY

- Digital Marketing Company
- Founder: Tony Passey
- Founded: June 1, 2010
- Started at the bottom of the Wasatch Mountains in Salt Lake City, Utah

# Research Methods

# PRIMARY RESEARCH

- Sent out survey to all of Firetoss
  - Interviews with five executives at Firetoss

# SECONDARY RESEARCH

- Viewed website
  - Toured Firetoss offices

# SWOT ANALYSIS

## S

### Strengths

- Rapidly growing company
- Staff is diverse in context of skill sets and career related abilities
- Greatly value creativity in employees and company
- Have access to many diverse individuals through founders connection with the University

## W

### Weaknesses

- All employees in similar age groups
- No diversity plan in place
- Not taking full advantage of possible connections to nearby diverse communities
- Higher chance of groupthink taking place

## O

### Opportunities

- Reaching out to diverse individuals with incredible skill sets through the University
- Career fairs or presentations to High Schools on the west Side to promote opportunities to a more diverse set of students
- Access to potential employees of diverse backgrounds through SLCC
- Greater company growth and expansion

## T

### Threats

- Other companies in the same insudtry who have a diversity plan in place
- Missing out on diverse employees with great skill sets due to lack of reaching out and finding these individuals
- Competitors with diverse teams could have an edge over the company by having a variety of different perspectives

# CHALLENGES OF DIVERSITY MANAGEMENT

## IS UTAH DIVERSE?

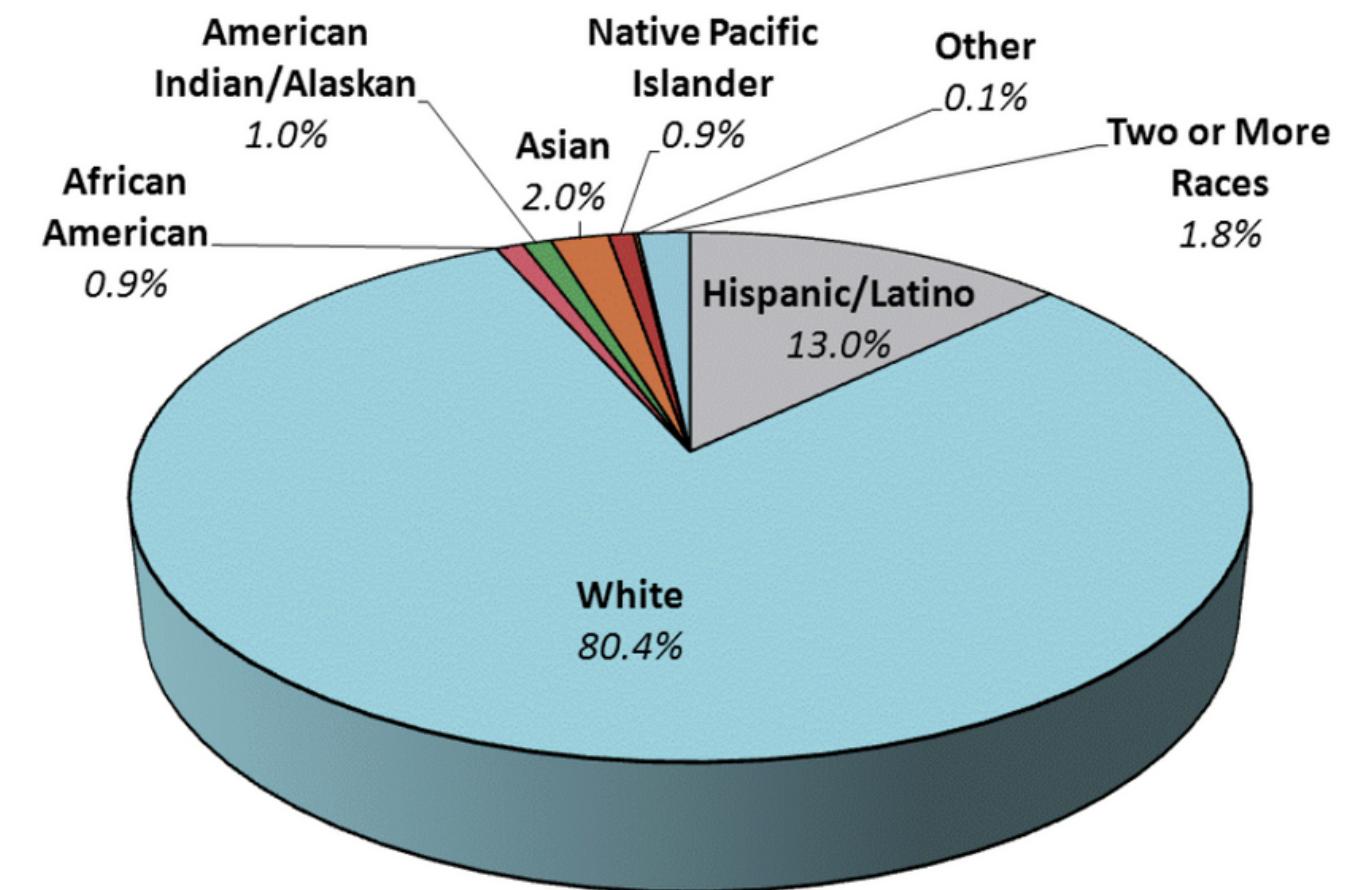
- Female 49.7%
- Male 50.3%

## EDUCATION OF DIVERSITY

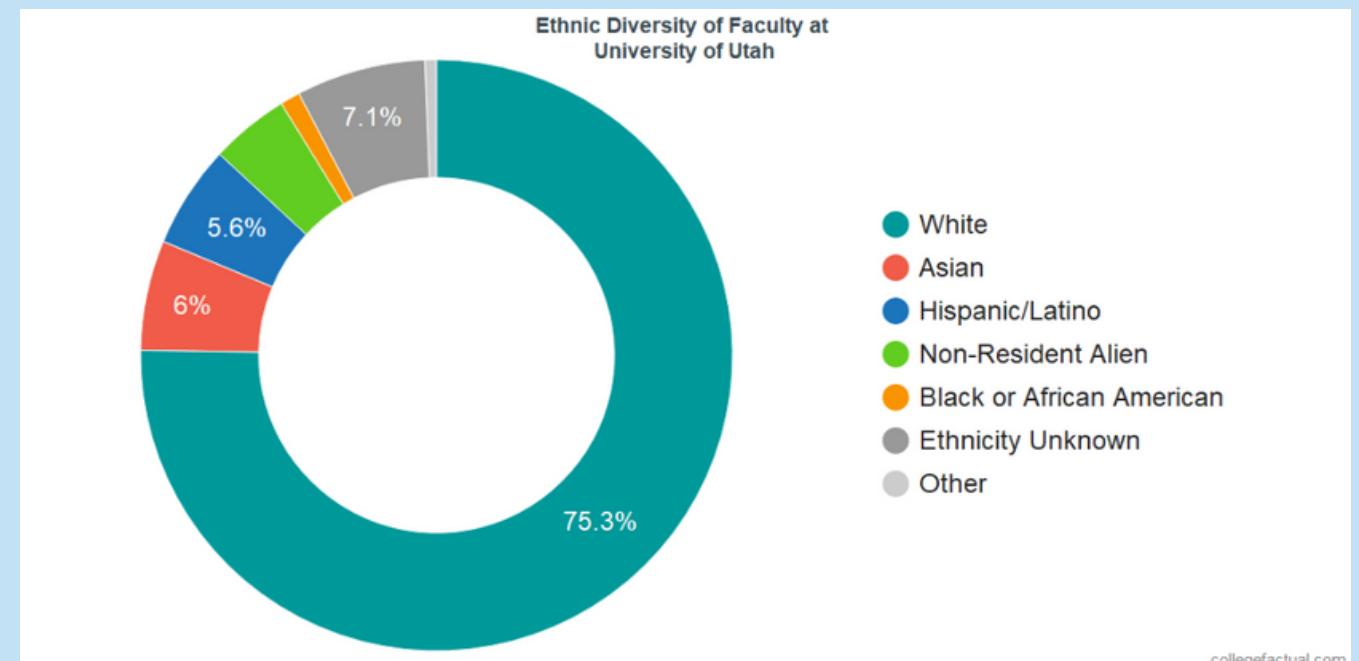
Informing employees and executives of the meaning and significance of diversity

## INTEGRATING NEW VALUES & MINDSETS

Utah 2010 Population by Race/Ethnicity



Source: U.S. Census Bureau; 2010 Census.

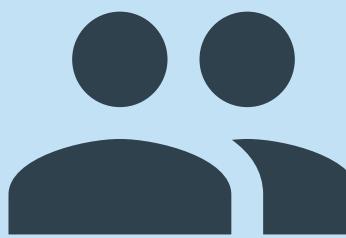


# OPPORTUNITIES FOR BETTER DIVERSITY MANAGEMENT



## RECRUITMENT

- Internships
- SLCC + High Schools
- Foreign exchange program



## INCLUSIVE HIRING

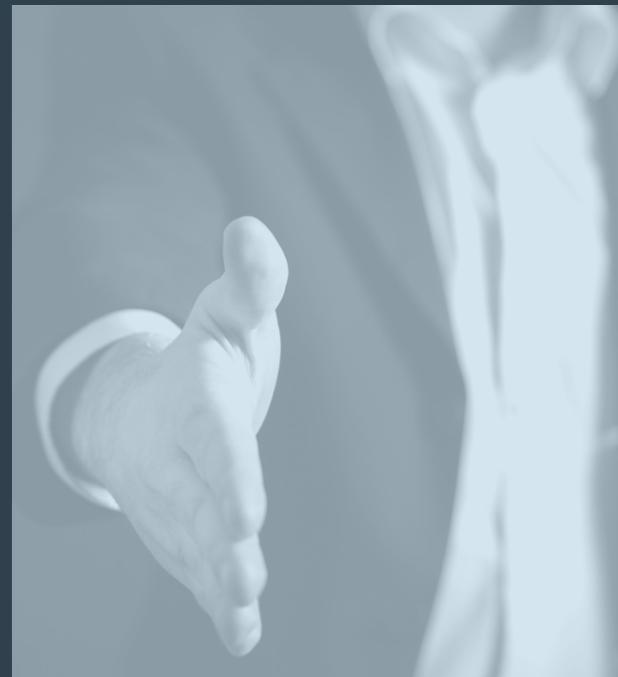
- New & different people with different backgrounds
- New ideas & perspectives



## ADA COMPLIANCE

- Makes the work environment accessible for all

# PHASES OF CHANGE



## PHASE I

- Website updates
- Basic diversity trainings

## PHASE II

- ADA Compliance

## PHASE III

- Diversify recruitment strategies
- Inclusive hiring practices

# FINAL RECOMMENDATIONS

## ■ OVERALL CREATIVELY DIVERSE COMPANY

Value ideas and giving everyone a seat at the table

## ■ OPPORTUNITY FOR GROWTH THROUGH:

- Expansion of knowledge on diversity
- Recruitment Practices
- Accessibility
- Company Website

## ■ FOCUS MORE ON WHERE THEY HIRE NOT HOW THEY HIRE

- Diversifying the locations they advertise positions in and the way they recruit new employees
- They value creative ideas and unique backgrounds, so inclusion should be quite natural

# THANK YOU

MAJA (SEO DIRECTOR)

**“Breaking Utah  
ignorance and  
familiarizing other  
cultures in a company  
makes it more well  
rounded and breaks  
down barriers”**

---

