

DIVERSITY IN FIRETOSS

COMPANY HISTORY // EVALUATIONS // ANALYZED
OPPORTUNITIES AND CHALLENGES //

Firetoss is a digital marketing agency located in Salt Lake City, Utah. They were founded in June 2010 by Tony Passey. Throughout their history they have strived to include women in their hiring practices and their workforce, and have had females in leadership roles for periods of time. They have some ethnic diversity now, but overall they have a heavily white workforce and a heavily middle-aged male leadership team. They prioritize good and unique ideas above all else, and could greatly benefit from having a more diverse organization. However, diversity is not a part of their core values or an organizational focus in general.

Those who were interviewed and surveyed at Firetoss expressed a strong value for good ideas and creativity in the workforce. Though they seemed open to diversity, they were lacking an understanding of what it meant to be inclusive. To them, diversity means gender equality and/or varying backgrounds and ideas.

Firetoss has many opportunities to improve the diversity of their workforce and the way in which diversity is managed (see recommended phases). However, Firetoss will be faced with challenges like integrating a better understanding of diversity and making it an initiative of their company. However, we are confident that they will embrace a diverse culture once they see the benefit it will bring their organization.

RECOMMENDED PHASES

Phase I

- Website + basic diversity trainings

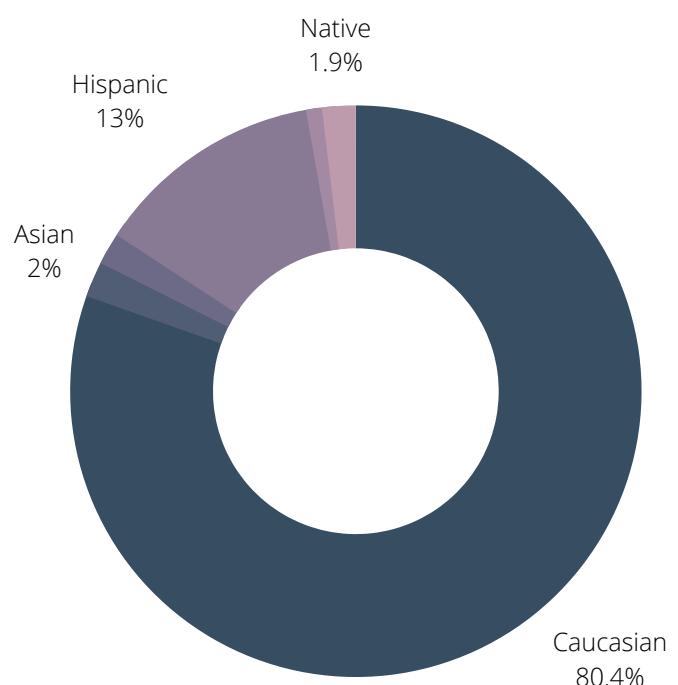
Phase II

- ADA Compliance

Phase III

- Diversify recruitment practices
- Inclusive hiring practices
- Shift in company culture + values

DIVERSITY IN UTAH



Diversity Management OVERVIEW

Firetoss has a variety of opportunities to improve their diversity management. This is a significant area of organizational management that is vital for company success and growth. Valuing the inclusion of diverse employees is a tremendous goal for this organization to have.