## Common measures of progress



## **Stereotype**

How we think

High unconscious biases/assumptions

Problem

Objective

Role

**Measures** 

Increase Awareness of Ageism within the workplace

**Aware** 

Completion SBS Ageism Module

Signatures on Change. Org.

PR reach/impressions, events

Prejudice

How we feel

Lower recruitment and retention

Increase the feeling of inclusion by older workers in the workplace

Educate

Global Inclusion Index for Ageism (Kantar/Ad Council)

Participation rates in training

**Discrimination** 

How we act

Lower workforce participation rates

Increase the workforce age profile of industry professionals 40+ yrs.

Instate

MFA Age Census

Agencies with Ageism Action Plans

Client RFPs include age diversity/experience

**Ageism** 

Thoughts, feelings and actions directed toward people based on age.

2030

**Dismantlement** 

Dismantle the taskforce