



Glossier.

Glossier Diversity Analysis

The Importance of Diversity and Inclusion
in the Workplace

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Glossier's Mission

- Mission Statement: “Our mission is to give voice through beauty, and our team is proud to work at Glossier to help democratize an industry that has forever been top-down.”
- 5 core values: inclusive, devoted to the customer, curious, courageous, discerning
- “At Glossier, we see everyone as humans — not merely coworkers. We welcome the conversation that comes from our myriad of histories, and we intentionally seek out new perspectives. Our countless experiences are our greatest strength. They are the building blocks of a discourse that begins with accessible beauty and reaches towards the larger goal of equity. To us, inclusivity is not only a value but an active verb: it is a choice that we make every day.”

Outta the Gloss

- Former Glossier employees came forward to expose racism, transphobia, ableism and more in the workplace
- Created an Instagram account called “outtathegloss” to share many toxic experiences in Glossier’s workspace and its lack of diversity and inclusion initiatives
- Employees alleged that “a customer grabbed a Black worker by the face to ‘show off’ her complexion to someone and also claimed the company repeatedly permitted a woman to enter the store and disparage Latin workers as ‘illegals.’”
 - (O'Brien, 2020)

Glossier's Plan of Action

- Glossier responded to allegations by former employees on its Instagram page, explaining its plans and goals to combat this issue
- Company-wide training
 - All full-time and part-time employees will be required to participate in recurrent anti-racism and inclusion training
- Work environment
 - Display a code of conduct for customers in all stores that sets clear expectations about behavior
- Human resources
 - HR leaders will have extensive training “managing large, diverse teams and be trained to uphold and amplify the company-wide training on anti-racism, equity and inclusion”

Recommendations for Diversity & Inclusion

- Appointment of a chief diversity officer in the executive management team
- Clear diversity and inclusion statements and initiatives on the Glossier website
- Extensive search for diverse employees and talent across the globe
- Measure diversity and inclusion progress to determine if goals are being met
- Stricter anti-discriminatory and zero-tolerance policies
- Appointment of a top executive who specifically oversees diversity training among employees and determines if goals are being reached

References

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