



## our vision

- To maximize the global power of diversity and inclusion to drive superior business results and sustainable competitive advantage

## our mission

We will achieve our vision by:

- Fostering Credo-based inclusive cultures that embrace our differences and drive innovation to accelerate growth (**workplace**)
- Achieving a skilled, high performance workforce that is reflective of the diverse global marketplace (**workforce**)
- Working with business leaders to identify and establish targeted market opportunities for consumers across diverse demographic segments (**marketplace**)
- Cultivating external relationships with professional, patient and civic groups to support business priorities (**external stakeholders**)