

PRINCIPLES

- We do best for the company by doing what is best for one another
- We withhold judgment and always listen as if the speaker is wise
- We work on the “right stuff” using root cause analysis in our thought process
- We use diversity skills in decision making by recognizing diversity mixtures, determining if action is required and selecting the appropriate option
- We are business focused and question decisions predicated upon “conveniences, preferences and/or traditions” (R. Thomas reference)
- We value personal styles and differing cultural perspectives and consider them competitive assets
- We intentionally leverage one another’s differences in order to maximize unique contributions to the company
- We strive to understand other cultural perspectives and then seek mutual adaptation
- We hire and promote based on skills and abilities while seeking a balanced representation of women and minorities at all levels
- We are committed to the careers of all Brown-Forman employees, as well as to the enterprise

LONG-TERM GOALS AND OBJECTIVES

- We recognize the cost of being diversity challenged and accept personal responsibility for diversity management
- We are aware of the need to address diversity awareness issues with our colleagues and partners when necessary
- We have a diverse workforce, and consumer and supplier set that reflects the global market
- We have an environment where all employees can access opportunities for personal and professional development
- We have a culture where mutual respect is the standard and differing backgrounds are valued
- We are recognized as one of the best places to work—for everyone

SHORT-TERM GOALS

- Continue to implement a company-wide, blended diversity curriculum, started in 2009 with a mandatory web-based training course for all employees
- Improve attraction and retention of diversity applicants/employees, making sure that our employees are positioned to be competitive
- Enhance the relevancy of our consumer brands and the Brown-Forman corporate brand among a diverse consumer audience
- Broaden our sourcing with minority-owned and women-owned businesses, with a goal to increase our spending in this area
- Include community involvement as one of the strategic planks of our diversity efforts
- Create affinity/resource groups to focus internally on issues of importance to specific groups of employees and externally on ways to increase consumer reach within specific markets