

PEOPLE & CULTURE

Openness, optimism and a commitment to extraordinary work.

How we are delivering on our strategy

ATTRACTING AND RETAINING THE BEST TALENT

We believe greater inclusion, diversity and gender balance leads to more rewarding and successful workplaces. Our core values of open, optimistic and extraordinary are being woven into the fabric of our organisation, enabling WPP to continue to attract and retain the best talent.

We are actively engaging with our people to break down barriers and nurture environments where everyone can connect, collaborate, learn and grow. In 2019, we implemented changes to make it easier for talent to progress across WPP and its agencies – so we are one true company not a collection of separate businesses.

Progress in 2019

- Programme to promote new values across the Company
- Reinvigorated creative recruiting and hiring experience
- Enhanced our employee experience with more defined and supported career paths
- Developed more inclusive policies and benefits for employees

Focus for 2020

- Prioritise employee wellbeing and safety during and beyond the coronavirus pandemic
- Increase productivity and delivery of services to clients
- Drive inclusivity and diversity through early career programmes
- Develop a talent pipeline of next generation leaders
- Enhance data-driven talent decisions based on transparent and consistent delivery of services



"WE ARE TAKING ACTION TO REALISE THE FULL POTENTIAL OF OUR PEOPLE BY CREATING OPEN AND INCLUSIVE WORKPLACES THAT CAN DRIVE BUSINESS SUCCESS."

Jacqui Canney
Chief People Officer

OUR VALUES

OPEN

We are inclusive and collaborative

We encourage the free exchange of ideas

We respect and celebrate diverse views

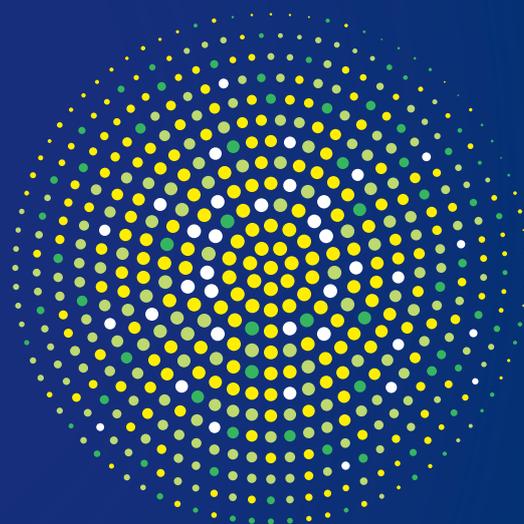
We are open-minded: to new ideas, new partnerships, new ways of working



OPTIMISTIC

We believe in the power of creativity, technology and talent to create better futures for our people, clients and communities

We approach all that we do with confidence: to try the new and to seek the unexpected

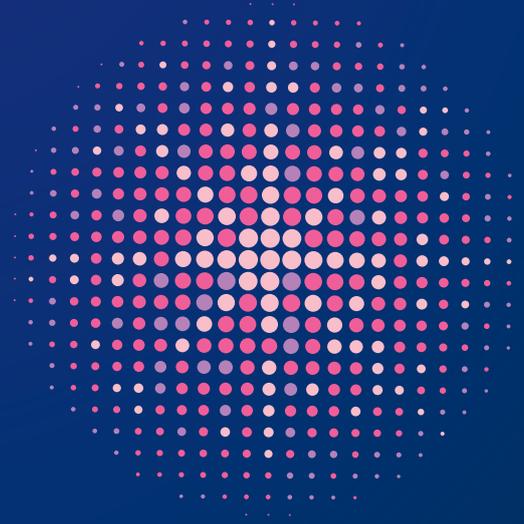


EXTRAORDINARY

We are stronger together: through collaboration we achieve the amazing

We are creative leaders and pioneers of our industry

We deliver extraordinary every day





UNPACK THE PROBLEM

WPP has committed to phasing out single-use plastics in its 3,000-plus agency offices and Campuses worldwide. While there is much we can do as a business, our people recognise the wider role we can play in helping our clients to transition to a world where plastic is reused and recycled. As a creative company, we also understand the power our work has to influence consumers to change their behaviour.

The Company held its first "Unpack the Problem" hackathon, an event that brought together people from across WPP's agencies to dedicate two days to exploring the role of creativity and technology in tackling plastic pollution. In partnership with A Plastic Planet and with data from Pinterest, our people used their collective brainpower to develop new solutions to pitch to a panel of judges.

The creative solutions were ambitious, scalable and had a measurable impact. Ideas included tools designed to help ecommerce sites make it easier for their consumers to make sustainable purchase decisions, and an agency with a mission to support clients with their plastic pollution commitments.

The winning team, who designed a new "green" ecommerce search filter, now has an opportunity to transform their idea into an actionable solution to help reduce the impact of plastic on our planet.

35

people from 17 agencies
producing five creative solutions

