

# DRIVING SOCIAL IMPACT FOR CHANGE



**SPEAK UP  
STAND UP  
SHOW UP  
FOR JUSTICE**

# GM, Others Unite to Oppose Voting Limits

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From left, Kenneth Frazier, the chief executive of Merck; Kenneth Chenault, a former chief of American Express; Mary T. Barra, who runs General Motors; and Kevin Johnson, who runs Starbucks. Jason Redmond/Agence France-Presse — Getty Images

Source: NY Times - Aug 14, 2021

LET'S STOP ASKING "WHY" AND START ASKING "WHAT." WHAT  
ARE WE GOING TO DO? IN THIS MOMENT, WE EACH MUST  
DECIDE WHAT WE CAN DO – INDIVIDUALLY AND COLLECTIVELY –  
TO DRIVE CHANGE...

MEANINGFUL, DELIBERATE CHANGE.

AS ONE OF THE LARGEST GLOBAL COMPANIES,  
THERE IS MUCH WE CAN DO....

MARY BARRA'S LETTER TO GM, JUNE 2020

*OUR ASPIRATION...*

TO BE THE  
MOST INCLUSIVE COMPANY  
IN THE WORLD

# Guiding principles

## OUR WORDS

- We believe that everyone has the responsibility to speak up in the presence of bias and injustice in our world. We will listen and engage in conversations that elevate our collective understanding and inform our actions to address inequality.
- We will not be silent. We will leverage the voice of GM and our brands to contribute to the dialogue condemning injustice and driving inclusion.

## OUR DEEDS

- Our words will be supported by actions. We will build on current alliances and establish new ones to advocate for and achieve equality in social justice, education, health care, and economic opportunities for blacks and other marginalized groups.
- We believe our partners should reflect our values. Therefore, those who represent us, do business with us, or choose to align with us, must take action to demonstrate the same level of commitment.

## OUR CULTURE

- We will hold ourselves accountable to set the example for diversity and inclusion in the workplace. We will create a safe environment where difference and diversity is respected, valued, and reflected in how we recruit, hire, develop and promote.
- We will ensure a more transparent workplace environment that is safe, respectful, free from fear and promotes and delivers real and measurable outcomes.

# We See You, We Hear You, We Will Speak Up

## AAPI Violence

### A Message From Mary

March 19, 2021

Tags: Be Inclusive, Leadership, Diversity

*Reacting to violence against the Asian American and Pacific Islander community*  
...

The Asian American and Pacific Islander community has continued to face increased acts of violence including the unthinkable tragedy in Atlanta this week, a place where many of our colleagues live and work. We are thinking of our global employees who may have friends or family members impacted. I am deeply saddened by this growing hate and that many of these targeted attacks have been aimed at women and the elderly. These racist acts will not be tolerated, and I want you to know that General Motors is a place where everyone is welcome and valued. We stand with you, and we are here for you.

With the goal of becoming the most inclusive company in the world, we have to acknowledge where we are today and what still needs to be done. We must continue to do better to unify our communities through listening, understanding, and dialogue. Our Be Inclusive behavior and commitment to change guides us.

I encourage us all to support our colleagues during this difficult time.

## Voting Rights

### GM Statement Regarding Voting Laws

April 6, 2021

Tags: Be Inclusive, Diversity, Top News



[Read more ...](#)

## The Chauvin Verdict

### A Statement from Mary Barra

April 21, 2021

Tags: Be Inclusive, Diversity, Mary Barra

*Updates from Minnesota ...*

While the guilty verdicts in the trial seeking justice for George Floyd are a step in the fight against bias and injustice, we must remain determined to drive meaningful, deliberate change on a broad scale. The past several weeks have been a painful and poignant reminder of the need to support reform and condemn injustice. Our thoughts are with the Floyd family as these verdicts will not replace their loss.

**WE ARE GENERAL MOTORS**



This story reflects the behavior **Be Inclusive**.  
I create moments every day that value backgrounds,  
opinions and ideas that may be different than my own.

# Justice & Inclusion Philanthropic Focus Areas

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Committed allies in these areas will support our work in making **GENERATIONAL IMPACT**