



# Boldly Forward.

Our North Star is to power commerce, *don't deny it.*



## Boldness

We take risks and boldly challenge the status quo to deliver a superior commerce experience.



## Excellence

We create processes to achieve expedience and effectiveness with a customer-first mindset.



## Ownership

Clear, concise roles and responsibilities empower our culture of ownership and accountability.



## Trust

Trust is the foundation of how we interact with our team, partners, and community.

SHIFT 4

SKYTAB



## Invisible Differences

**Socio-Economic**

**Religious**

**Culture**

**Sexual  
Orientation**

**Marital Identity**

**Origin Story**

**Other**

**Academic Journey**

**Siblings and Their  
Extended  
Families**

**Children (status –  
biological,  
adopted, etc)**

**Family  
Relationships &  
Culture**

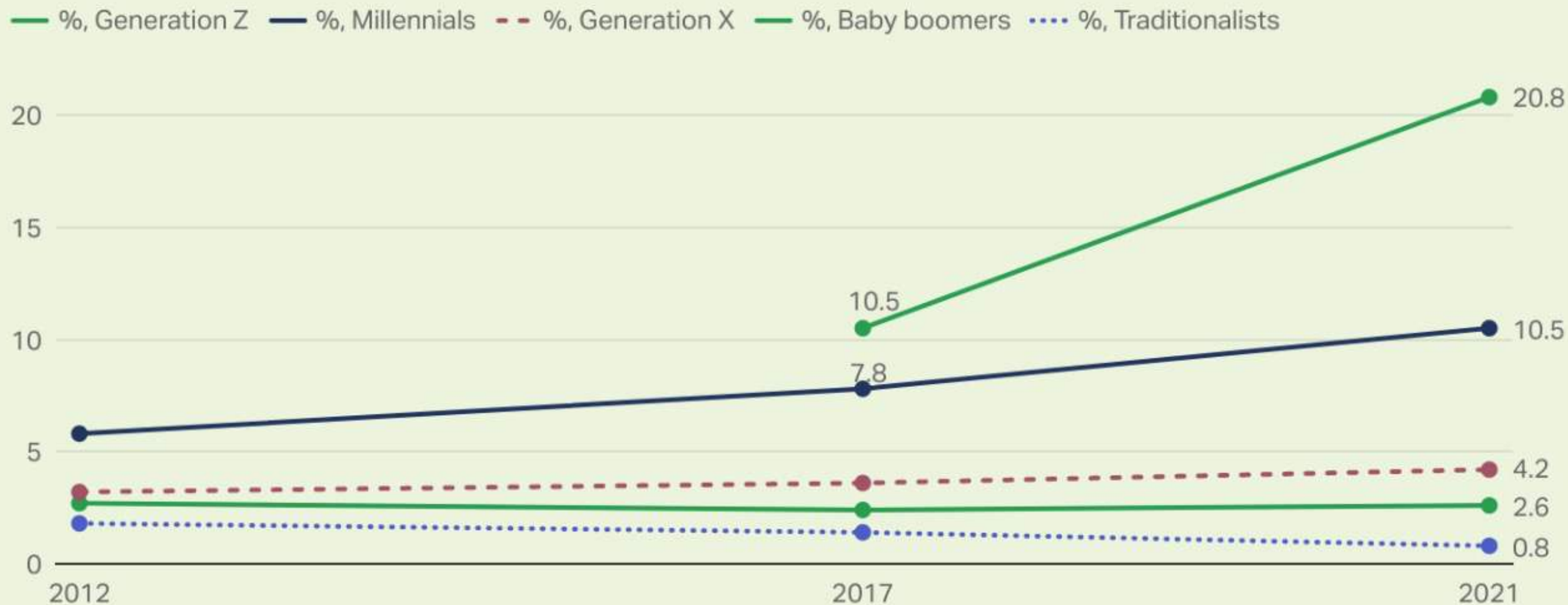
**Non-Apparent  
Disabilities**

**Medical Challenges – pregnancy, loss of child, diabetes, cancer, etc.**





## Trend in LGBT Identification by Generations of U.S. Adults, 2012, 2017 and 2021



--Generation Z are those born between 1997 and 2012. In 2017, only those born between 1997 and 1999 had reached adulthood. In 2021, only those born between 1997 and 2003 had reached adulthood.  
 --Millennials are those born between 1981 and 1996. In 2012, only those born between 1981 and 1994 had reached adulthood.  
 --Generation X are those born between 1965 and 1980.  
 --Baby Boomers are those born between 1946 and 1964.  
 --Traditionalists are those born before 1946.

GALLUP®

Access the  
**Disability Inclusion Toolkit**  
to make your workplace more  
inclusive for current and prospective  
employees with disabilities:



Contact [dei@dallaschamber.org](mailto:dei@dallaschamber.org)  
with comments and questions.