

Building a More Balanced World 2019

Wendy Choy

To me, striving for balance is bigger than gender, it is about encouraging and respecting different perspectives, including those that are very different from your own.

If anything, the ability to understand and celebrate diversity is perhaps one of the greatest qualities any progressive community or business organisation should possess. This is particularly relevant for the creative industry – by taking steps to introduce talent across different genders, cultures, age groups and professional backgrounds, we are cultivating a conducive workplace that gives credit to healthier discussions and stronger collaboration.

I am happy to be part of a creative network that values empathy and collective action – I believe these are essential to inspiring new ideas and constant improvement. This is also why clients trust us as problem solvers – they are confident that with our diversity we can help articulate their perspectives better and, in turn, help them engage with key audiences. #BalanceForBetter is not just good for the community, it's definitely good for business and creativity too.