



Press Kit

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New this year, we're enabling honorees to include a quote from your executive leadership (e.g. CEO, CHRO, CPO) directly on your AOI employer page. We want to amplify your company's voice in the Index by having you answer a simple question: Why does your firm invest in employee growth and development, and why is it meaningful to be named an AOI honoree? More details can be found [here](#).

We also welcome the opportunity to offer executives from your company to media outlets who will be covering this story over the next year. Please contact Ann Sommerlath at ann.sommerlath@scalestrategy.com.

1. Description of the American Opportunity Index

The American Opportunity Index is a groundbreaking ranking of how well companies maximize their internal talent to drive business performance and individual employee growth. Unlike most measures of employer performance, the Index is based on real-world outcomes, assessing the progress of millions of workers by tracking their individual careers. The Index measures hiring and promotion practices, pay, race-and-gender parity, and cultural components such as retention and whether companies hire their leaders internally. This ranking is rooted in the belief that when employers enable the full potential of their people—by providing good jobs and opportunities for advancement—their business does better. In recognizing the companies where workers and firms thrive symbiotically, and showing the areas where each company can continue to improve, we seek to spark a new focus on sustainable talent management across American businesses. The American Opportunity Index is a joint project of the Burning Glass Institute, the Managing the Future of Work Project at Harvard Business School, and the Schultz Family Foundation.

Explore the Index and see who's leading the way at: www.AmericanOpportunityIndex.org

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