

ONE PERCENT PLUS HIGHLIGHTS

Together As One – We Can Be The Difference.

July 2, 2024

In this edition of **Highlights**, we are pleased to feature Hussain Manjee, Chief Success Officer of DHD Films, who moderated the **View From the Top Discussion with Minority Business Owners at the ACCESS 2024 Luncheon**. We asked Hussain to share more about his journey and insights on becoming a successful business owner.

What strategies have you found effective in leveraging supplier diversity to access new markets and customers?



I have an interesting perspective on this, as we ran a business for 20-plus years without a minority certification. We built a business solely driven by our commitment to excellence within our industry. However, we later recognized the substantial advantages of obtaining this certification, which enabled us to access new supplier diversity and procurement channels. Our strategic objective now is to engage with all stakeholders within the Fortune brands sphere. Our focus lies in intensifying and broadening our relationships with existing clients while aligning our efforts with their organizational objectives.

What recommendations do you have for organizations seeking to overcome internal or external challenges in advancing supplier inclusion initiatives?

In today's environment, it's no secret that some brands get a little jittery when it comes to talking about supplier diversity initiatives but they're starting to catch on to how vital it is in their supply chain. Speaking from my own two decades of experience, I've seen firsthand that when a company's suppliers are as diverse as its customers, magic happens. So, how do we tackle this nervousness head-on? We need to ramp up the storytelling game by sharing those success stories where diverse suppliers bring in cost savings and innovation.

What advice would you give other MBEs to increase their spend with fellow MBEs as part of the One Percent Plus initiative?

Picture your spending power as a vote—every dollar carries weight. At DHD, we're meticulous about where our funds flow, actively seeking diverse vendors, particularly local small businesses with varied backgrounds. Take our recent summit, for instance, where we opted for a minority-owned catering company. Beyond a meal, it sparked a dialogue on sustainable sourcing and community investment, right within our own backyard. Our guiding principle is that every dollar spent contributes to economic empowerment in our communities. Regardless of your monthly expenditure, whether it's \$1,000 or \$1,000,000, allocating funds for diverse suppliers can yield significant long-term impact.



Can you highlight successful collaborations or joint ventures that have been facilitated by the Council or the initiative?

Following our recognition as Supplier of the Year at the 2022 E-Awards, DHD strategically engaged in Northwestern University's AMEP and ASCEND programs. These initiatives facilitated valuable connections, notably Cheryl from Impact Consulting, with whom we collaborated on our inaugural federal RFP.

Another example is when the Council paired our leadership with the VP of Supply Chain of Vistra Energy for a formal mentor-mentee program. Phil serves as a trusted advisor as we navigate both direct and indirect procurement channels, further enhancing our business strategies and partnerships.

For more information about DHD Films our services including Brand Films, Event Production, StudioLite, Learning & Development, Video Brochures and Studio Rental – visit, <https://dhdfilms.com/>

To hear more from Hussain Manjee, follow him on Instagram: @DHDFilms

One Percent Plus substantiates the broader rationale of the need for thriving diverse communities and workplaces. Together as one – we can be the difference. Share your voice and experience to inspire others, drive change, and advocate for inclusion! To learn more about the One Percent Plus Initiative, go to <https://dfwmsdc.com/onepercentplus/>.