

"Time to  
do things  
differently"

# DIVERSITY & INCLUSION

**Inclusion Crowd**

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# DIVERSITY & INCLUSION

## THE BRIEF

Diversity, Equity and Inclusion (DEI) has been on the agenda for many years but we don't seem to be achieving our potential.

It is taking far too long, for too many people across society and it is all down to our approach, the systems and infrastructure.

Change and transformation combined with performance management, is the key to long-term success.

- ✓ Leadership Capability & Engagement
- ✓ Internal / Culture Health Check, readiness for change
- ✓ Internal systems, controls & architecture (Attraction, Selection, Promotion, Retention, Data & Governance)





# OUR CEO'S STATEMENT

The Inclusion Crowd was born out of pure frustration, at the current rate-of-change when it comes to Diversity, Equity & Inclusion (DEI).

**"I refuse to believe that *this* is our collective best effort"**

Here at Inclusion Crowd we simply refuse to believe that when it comes to DEI performance, this is our collective best effort. The current DEI approach isn't good enough and although I am happy to see DEI as a sector becoming more popular, I would caution against any false sense of security. We must all fight to ensure that the DEI sector does not become an echo-chamber, prioritising rhetoric and intentions over results and output.

Growing up as a gay Catholic in Northern Ireland during the troubles, has given me a unique insight into what happens when we get inclusion wrong. It's for this reason I am passionate about the ethical, moral and authentic case for change coming first. As a biproduct commercial success will follow.

At Inclusion Crowd we are obsessed with helping our clients benefit commercially from better DEI. It is right our clients are rewarded, however we will never work with organisations that view DEI as a box-ticking exercise or a trendy marketing initiative.

Credibility and authenticity is at the heart of everything we do, we love collaborating with talented and interesting people from all over the world, irrespective of social status, background factors or protected characteristics.

**INEQUALITY IS BAD FOR BOTH BUSINESS AND SOCIETY.**

**ORGANIZATIONS LIMIT THEIR CAPACITY FOR INNOVATION AND CONTINUOUS IMPROVEMENT UNLESS ALL EMPLOYEES ARE FULL PARTICIPANTS IN THE ENTERPRISE: FULLY SEEN, HEARD, DEVELOPED, ENGAGED—AND REWARDED ACCORDINGLY.**

**MOREOVER, SUCH TREATMENT CAN UNLEASH ENORMOUS RESERVES OF LEADERSHIP POTENTIAL TOO LONG SUPPRESSED BY SYSTEMS THAT PERPETUATE INEQUALITY.**

Harvard Business Review, 2020



# OUR TEAM

## INTERSECTIONAL COLLABORATION

### GLOBAL TEAM

- INTERSECTIONAL
- SPEAKERS
- WRITERS
- ACADEMICS
- INDUSTRY LEADERS
- ACTIVISTS
- SPECIALISTS



### Living our Values

Not only is the Inclusion Crowd governed by the International Think-Tank but we are also a pretty eclectic bunch in our own right. Bringing together psychologists, authors, influencers, writers, academics, researchers, speakers, educators, activists and advocates - we embody our values:

- Inclusion & Equity
- Social Mobility
- Diversity-of-Thought
- International Collaboration

We make sure everything we do is credible and authentic, and lets face it, Inclusion begins at home! We love collaborating with talented and interesting people from all over the world, irrespective of social groups or protected characteristics.

We operate an environment of positive challenge, open source collaboration, operational excellence and continual improvement. We actively support our colleagues passions and projects outside of the Inclusion Crowd; because when one of us succeeds, we all succeed!

# THE FTSE 100

According to According to Ezra, a global provider of digital coaching, women still make up a low proportion of CEOs in 2021 (6%), despite some high-profile success stories.

6%

FEMALE CEOs  
2021

17%

There is a 90% difference between the top earning male CEO and the top earning female CEO!

## PAY INEQUITY

The average male CEO earns around £5.3m, compared to £4.42m for women, meaning male CEOs earn 17% more than their female counterparts.

## BROADER REPRESENTATION

0%

There are no Black chairmen, chief executive officers or chief financial officers in any of Britain's 100 largest companies

BLACK

2%

The number of 'OUT' LGBT+ CEOs, in any of Britain's 100 largest companies

LGBT+

60%

The number of boards with ZERO Black, Asian or ethnic minority representation in any of Britain's 100 largest companies

OTHER  
ETHNICITIES

TWICE AS  
LIKELY

An individual is twice as likely to be unemployed if they have a disability, compared with a person without a disability

DISABILITIES

# THE LICENCE TO RECRUIT

CERTIFICATION MARK



Intellectual  
Property  
Office

## The Official DEI Standard in Recruitment & Staffing

A certification mark is defined in Section 50(1) of the Act as:

“A certification mark is a mark indicating that the goods and services in connection with which it is used are certified by the proprietor of the mark in respect of origin, material, mode of manufacture of goods or performance of services, quality, accuracy or other characteristics.”

The main feature of a certification mark is that it is used not by the proprietor of the mark but instead by his authorised users for the purpose of guaranteeing to the relevant public that goods or services possess a particular characteristic. The proprietor's mark certifies the presence of the characteristic and will authorise the use of the mark to anyone who can demonstrate that the goods and services for which it will be used have that characteristic.



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# Inclusion & Diversity

## RISKS & OPPORTUNITIES

### ACTING NOW... IS ALREADY LATE

**There is a rapidly shrinking widow of opportunity.**

The next 3-5 years will see a nonnegotiable approach to DEI performance

#### INCLUSION & DIVERSITY SWOT

# S

current

- Attracting the best talent at all levels
- Confident & capable hiring managers
- Driven and credible leaders
- Preferred suppliers, incentivised to produce better results
- Strong Corporate Responsibility (CR) activity
- Strong social value & social justice proposition
- Stronger bids & new business proposals
- Improved bottom-line (EBITDA) performance

# O

current

- Bidding & winning profitable new business
- Renewal and retention of clients
- Increased profile & reputation
- Future-proofing the business (war on talent)
- Attract investment, funding
- Inclusion drives innovation, innovation is critical for organisational growth
- Diversity of thought, improves performance
- Better productivity rates amongst motivated teams

# W

current

- Significant commercial disadvantages:
  - Poor gender pay-gap
  - Poor ethnicity pay-gap
  - Competitors demonstrate better performance
  - Systems & infrastructure do not support the required transformational change
  - Clients demonstrate better performance
  - Repetitional damage
  - Homogeneous culture / ideas
- Increased costs: attrition, sicknesses / absence, periods of poor mental health / wellbeing

# T

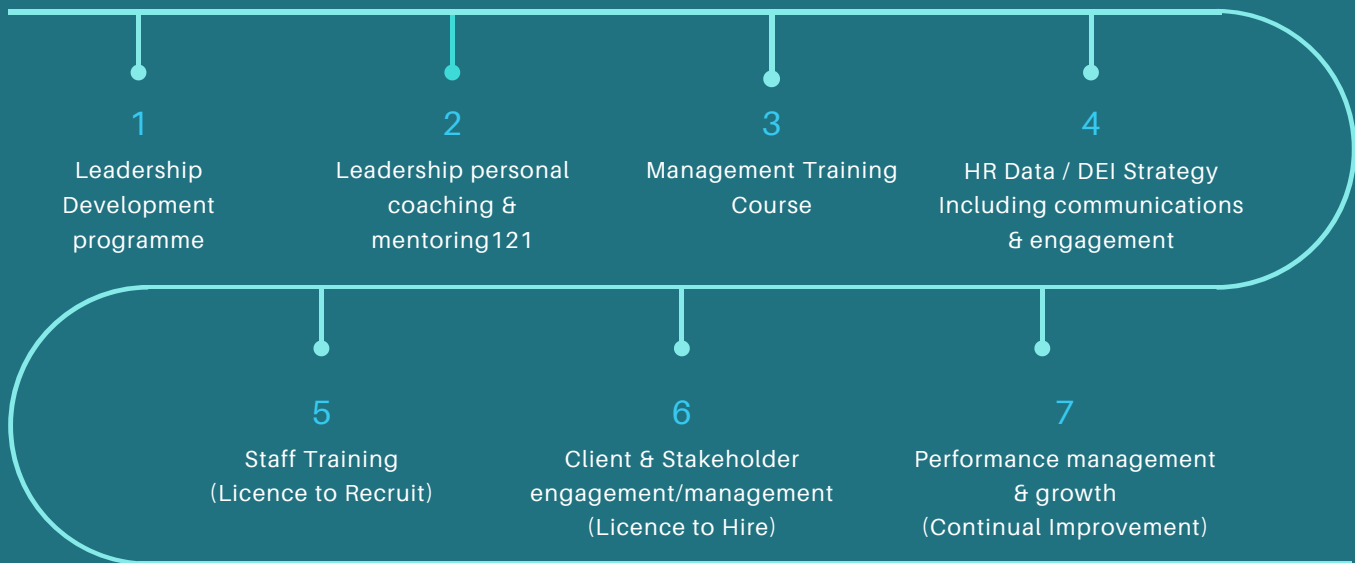
current

- The DEI performance of suppliers within key supply chains, is a top priority for many clients
- Talking about DEI interventions without demonstrating actual progress will erode confidence in (i) the organisation (ii) the leadership capability
- Many sectors have prioritised DEI over the next 5 years - risk to suppliers who underperform
- Potential barrier to bid for contracts (BD) within a range of sectors: public (government) / education / health / recruitment / technology
- Ethical consumerism is set to become even more prevalent in the next 3-5 years
- Underperforming organisations and leaders, risk being publicly identified (*gender pay-gap / ethnicity pay-gap, DEI disclosure rates / internal data quality*)

# CULTURE CHANGE STARTS AT THE TOP

Jumping straight to staff training without leadership sponsorship is a waste of time

## Organisational - Milestones



DE&I need to be a programme, isolated interventions or ad-hoc training - does not deliver culture change

# The Inclusion Academy

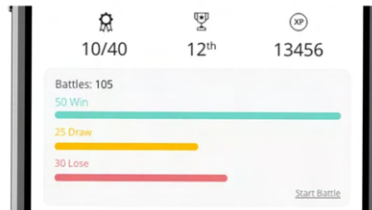
## TRANSFORMING LEARNING

### Learning Content



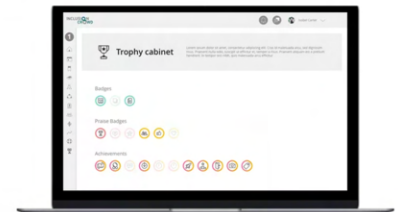
Share micro-units and learning games to fill knowledge gaps. Learners can even download content and access it offline.

### Gamification



Unleash the power of engagement and turbocharge your training campaign with XP, Badges and Leaderboards.

### Knowledge Battles



Build and share peer-to-peer quiz Battles that enable learners to demonstrate their mastery and reinforce their knowledge.

### Push Notifications



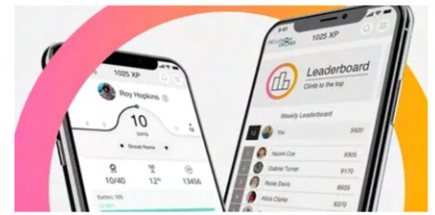
Spur your learners into action with push notifications – the ultimate communication and engagement tool.

### Social Clubs



Create discussion groups based on the topics that matter to you and your organisation and forge a learning community.

### Streaks & Scorecard



Drive behavioural change with Streaks that help your learners form new habits and Scorecards that track their progress.

## Content Management - For Key Accounts

### Variety of Content Types

The Inclusion mobile learning solution has custom made, mobile-first content. At Inclusion Crowd, we've developed new content types specifically designed to engage learners on their mobile devices.

### Categories

Content is organised in folders and subfolders, so it's easy for learners to find training material and content. If you need a specific piece of content, you can use the Library search bar to locate it.

### Micro-Units

Micro Units are bite size assets that your learners can complete in a matter of minutes. These can be created using the integrated Genie authoring tool and come with a range of gamification options.

### Content Visibility

In the Inclusion Arcade's Admin Panel, you can arrange all learners into flexible user groups. These determine which content is visible to any learner, depending on their team, location, position or role.

### Battles

You can build these peer-to-peer, quiz-based Battles from a select group of questions. The competition drives learner activity, as they fight to seal their place on the Battles leaderboard and demonstrate their mastery.

### Learner Generated Content & Curation

Any content you upload can be used to build and expand the Library of formal learning content. Admins can gauge the popularity of each unit using the social reports.

# Industry Leading DE&I Content

*TIME TO DO THINGS DIFFERENTLY*

## DOWNLOAD THE INCLUSION APP

Download the Inclusion App directly from the Apple and Google Play stores. Then, open it up and explore! The clean user-interface and familiar features will help you feel right at home from your very first session.



## BINGE ON CONTENT

Find engaging training on your to-do list or in the library. You can even download content to complete offline. It's never been easier to access your training whenever you want to, wherever you are and whatever your internet connection!



## SOCIAL LEARNING

This is the ultimate knowledge reinforcement tool. As you win Battles, earn Points and climb the Leaderboard, you'll find yourself addicted to learning!



## CHANGE YOUR BEHAVIOUR

As you reinforce your knowledge and help build knowledge-sharing communities, you'll have everything you need to change your behaviour. Push notifications can be a helpful reminder and encouragement to keep up the good work.





## International Think Tank

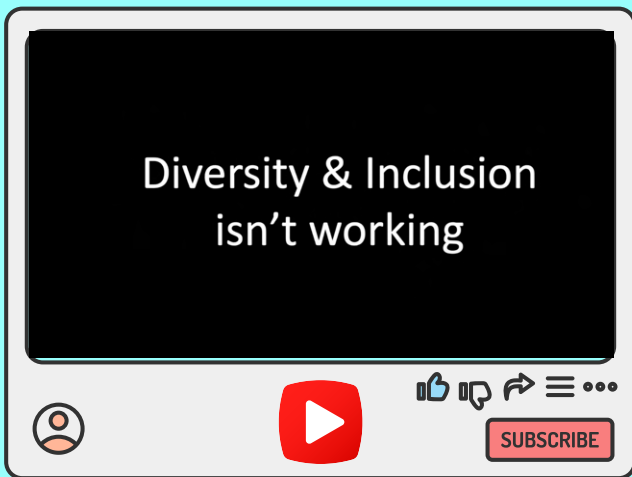
The Inclusion Think Tank is a global network of industry leaders, specialist practitioners, and subject matter experts. A body of passionate and committed members focused on ensuring fairness, opportunity and representation for everyone in society, irrespective of background or characteristic.

Sharing best practice, across disciplines, geographies and cultures, the Inclusion Think Tank embodies the true power of 'Diversity of Thought'

Providing governance and assurance for all Inclusion Crowd Ltd commercial services, Learning Packages, consultancy and Leadership Programmes, including the management of any certification or qualification standards

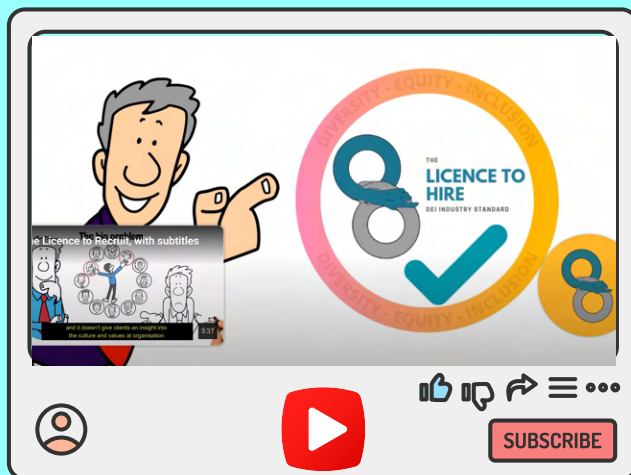
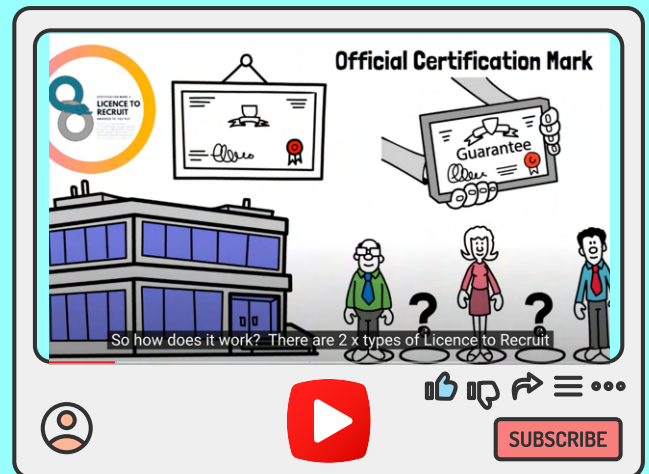
A global body for advice, comment and opinion. The Inclusion Think Tank provides research and advocacy across a diverse range of issues and sectors, with a focus on Recruitment (attraction) and Hiring (Selection)

[www.inclusion.earth](http://www.inclusion.earth)



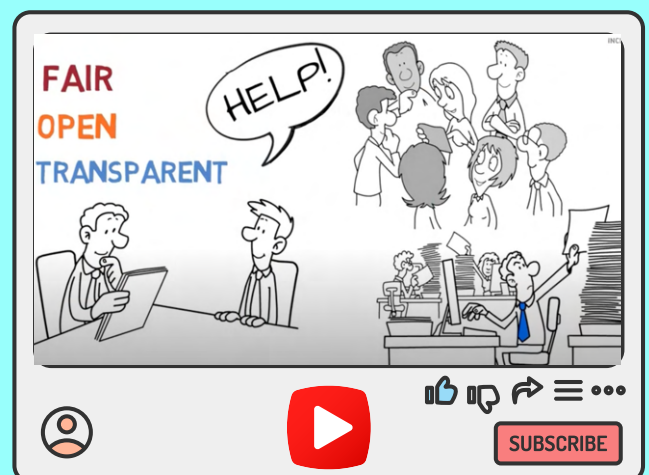
This video explores some key issues around Inclusion, Diversity & Social Justice. It has been designed to challenge thinking around the current-rate-of-change. It explores 6 key areas in three minutes.

Please watch this explainer video for the Official Licence to Recruit (Certification Mark). It explains what it is and how it differs for individuals or organisations.



The 'Licence to Hire' answers one of the big questions "are the people who are making the hiring decisions, confident and capable?" Hiring managers are the often forgotten missing link, when ensuring diversity and inclusion in the workplace.

This is an example of a candidate introduction video. We know that candidates are nervous when it comes to disclosing their background data, as they feel it might be used against them. Using Inclusion Crowd as an independent, trusted 3rd party, works!





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