

The Licence to Recruit Programme

Official Certification Mark

2022/23



Session Overview (Module 7001)

Leaders can articulate the vision of the Inclusion Crowd, the work they are undertaking, and how they personally contribute towards this

Leaders can access the Inclusion Academy and are confident about following their content library (e-learning modules)

Leaders can articulate the meaning of a Certification Mark, and the standards required to maintain the mark

As a group we have created a psychological safe space, to learn and explore the topic(s) within Diversity, Equity & Inclusion (DEI)

Leaders can articulate the meanings of key definitions, Diversity, Equity, Inclusion, Equality, Race, Ethnicity & Nationality

Leaders have an introduction to the Equality Act 2010 (UK) and (US), as well as title VIII of the Civil Rights Act 1964 & EU Charter of Fundamental Rights

Leaders can articulate the meaning of key academic models (*Self-Determination Theory, PERMA (Optimal Human Functioning), The Negativity Bias*) and the 6-stage DEI Strategy Approach

Leaders understand what self-directed learning is required in preparation for the next session (7002)

Capture expectations of Leaders & what they want to achieve from the session & programme

IT'S ALL
ABOUT YOU



Y, O, U,

A, R, E,

S, A, F, E,

H, E, R, E,

Today's session

Everyone in this session is at a different stage & has different experiences

You will get out from these sessions what you put in

This is a safe space to explore, question and learn - do not discuss details outside this group


Before the organisation can improve we need to establish a solid leadership capability baseline


Introductions



Think Tank
www.inclusion.earth

INCLUSION.EARTH



HOME VISION & MISSION CHALLENGES OVERSIGHT GET IN TOUCH SECURE MEMBER AREA MORE ▾ | 




Rate of Change

"It's time to do things... differently"

[GET IN TOUCH](#)



Please Subscribe

[Click here for more information and to request your complimentary subscription.](#)



The Inclusion Academy

The screenshot shows a web browser window with the URL `inclusion.training/index.php`. The browser's address bar and tabs are visible at the top. The main content area features a login form with the following elements:

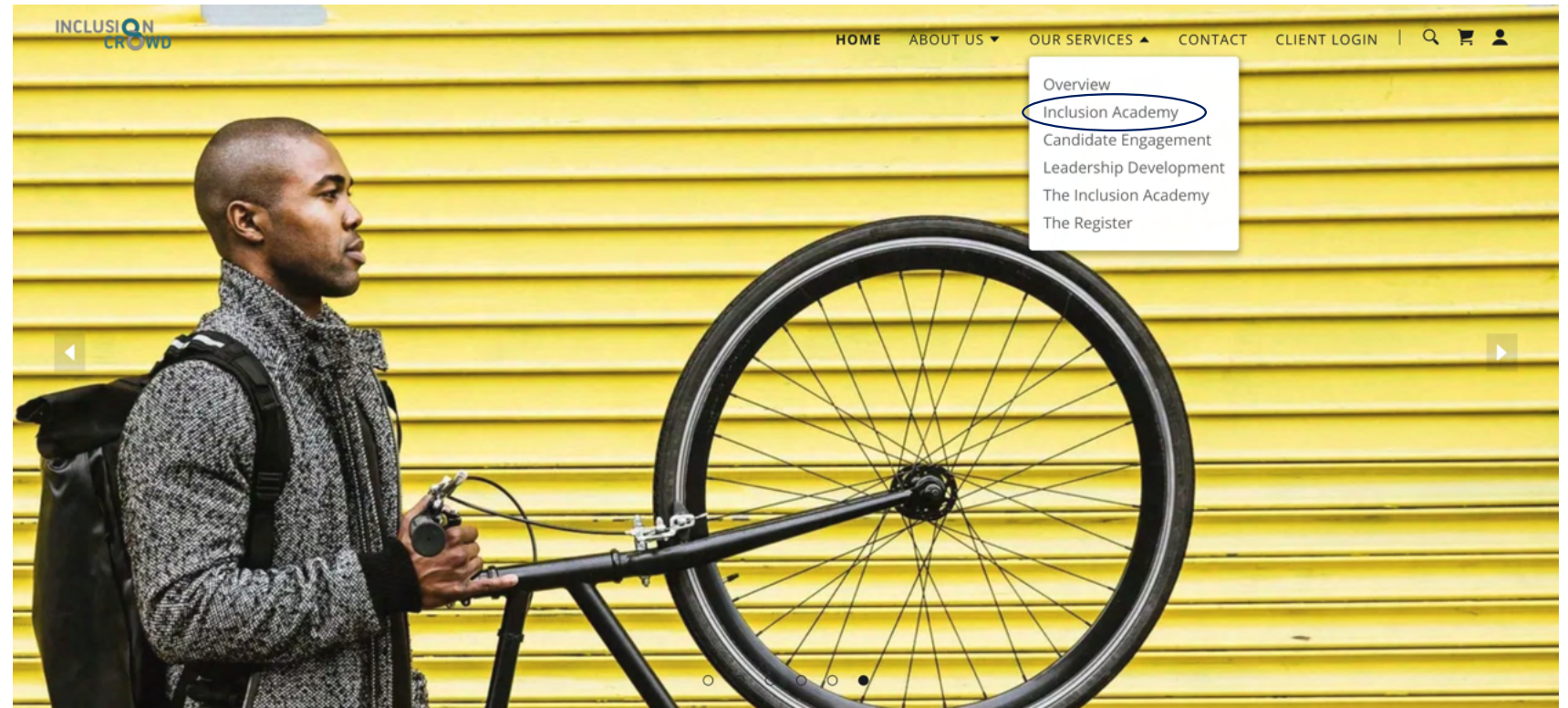
- A text input field labeled "User".
- A password input field with masked characters.
- A yellow "Log in" button.
- A link labeled "Retrieve Login" below the button.

The background of the page is a collage of four grayscale images:

- Top-left: A close-up of a woman wearing large, decorative glasses.
- Top-right: A woman wearing a white hard hat and safety glasses, holding a clipboard.
- Bottom-left: A man with a prosthetic leg standing in a field near water.
- Bottom-right: A woman smiling and raising her fist in a gesture of triumph or solidarity.

Ways to access the Inclusion Academy

1). Via Inclusion Crowd Website – www.inclusioncrowd.com



2). Directly using – www.inclusion.training

Live Demo

- Change Needs Action 100% Complete
- My Profile
- Dashboard
- My Learning
- Content Library
- Calendar
- Clubs
- Experts
- Chat & FAQs
- View Reports
- Manage Learners
- Academy Admin



My Things to do

Change needs Action
100% Complete!

[View all](#)

Trophy Cabinet

- Completing your first e-learning
- Completion of Inclusion Academy

[View all](#)

Leaderboard

| | | |
|----|------------------|---------|
| 1 | Niamh Devlin | 1350 XP |
| 2 | Alex Clare-Young | 440 XP |
| 3 | Craig Taphorn | 300 XP |
| 4 | Ed Demo | 140 XP |
| 5 | Ed Jervis | 50 XP |
| 6 | Ben Pechey | 10 XP |
| 7 | Inclusion Expert | 0 XP |
| 8 | Steve Brown | 0 XP |
| 9 | Jenny M | 0 XP |
| 10 | Patrick R | 0 XP |

[View all](#)

What's Happening Wall

What's happening? Use @ to tag others. **Post**

- Niamh Devlin viewed this eLearning 1 hour ago
- Introduction to Autism 0 0 Comment

Like Comment



UK Government

What is a Certification Mark?

- **Certification marks**
- A certification mark is a specific type of trade mark. They provide a guarantee that the goods or services bearing the mark meet a certain defined standard or possess a particular characteristic.
- The owner of the mark will define those standards or characteristics.
- Such marks are usually registered in the name of trade associations, government departments, technical institutes or similar bodies.





Certification Mark



CMs: COMMON EXAMPLES



Woolmark (wool purity)



CE mark (EU safety standards)



Fairtrade (ethical practices)



Red Tractor (farming standards)



Licence to Recruit

Certification Mark

Certified Characteristics Statement:

The characteristics to be certified are that the user has met the requirements of the training programme in respect of the 6 course standards (below) and has achieved a minimum overall pass mark of 80%

- 1) Understand the importance of Inclusion and Diversity within the recruitment cycle
- 2) Understand how a lack of Inclusion and Diversity can negatively impact society, individuals and organisations
- 3) Understand unconscious and implicit bias, and the impact this has on recruitment decisions and practices
- 4) Understand a range of practical techniques and approaches to improve Inclusion and Diversity performance within the recruitment cycle
- 5) Understand how to work collaboratively with hiring-managers (client or internal) on joint Inclusion and Diversity initiatives
- 6) Understand how to manage client expectations or pressure, in order to further Inclusive and Diverse representation within the recruitment cycle

How to achieve the Licence to Recruit Certification Mark

- Completion of a training course comprising of 10 core-modules (classroom or virtual delivery)
- Production of a written essay, based on the practical application of theory (uploaded via an online portal)
- Successful achievement, online examination (50 randomised questions selected from the 10 core-modules)
- Annual refresher training to maintain current best practice standards



BELONGING

INCLUSION

DIVERSITY

EQUITY

WHAT?!





DI·VER·SI·TY

All the ways in which people differ.



EQ·UI·TY

Fair treatment, access, opportunity, and advancement for all people. One's identity cannot predict the outcome.

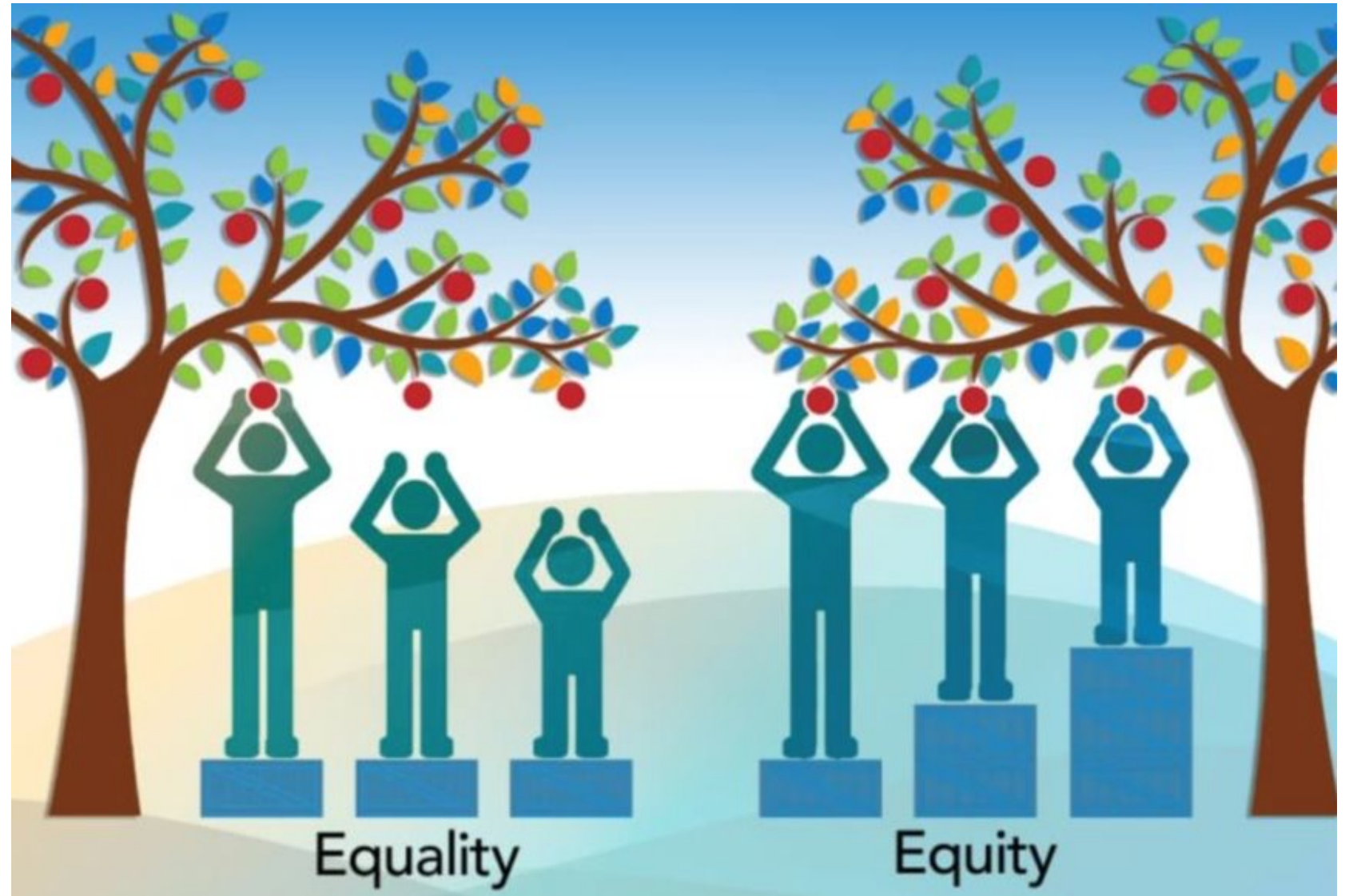


IN·CLU·SION

A variety of people have power, a voice, and decision-making authority.

Equality vs Equity

Why we focus on Equity!



Backgrounds & Characteristics

+ *Mental Health & Wellbeing*



AGE



DISABILITY



GENDER
REASSIGNMENT



MARRIAGE / CIVIL
PARTNERSHIP



PREGNANCY
MATERNITY



RACE



RELIGION /
BELIEFS



SEX



SEXUAL
ORIENTATION

| TERM | DEFINITION | EXAMPLES |
|-------------|---|---|
| Race | Physical characteristics that define a person as being a member of a specific group | Skin color, hair color and texture, eye color, facial features, physical build |
| Ethnicity | Cultural characteristics that define a person as being a member of a specific group | Language, accent, religion, styles of dress, hairstyles, social customs, food and dietary preferences or restrictions |
| Nationality | The legal sense of belonging to a specific political nation state | Citizenship (birthright or naturalized) |

Race, Ethnicity & Nationality



The Equality Act 2010

<https://www.legislation.gov.uk/ukpga/2010/15/contents>



The Civil Rights Act 1964 (Title VIII)

<https://www.archives.gov/milestone-documents/civil-rights-act>

The Equality Act (Pending Senate)



The Charter of Fundamental Rights of the EU

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:12012P/TXT>

The Law — *High-level Introductions*

Home Browse Legislation New Legislation Coronavirus Legislation Changes To Legislation Search Legislation

Title: Year: Number: Type: All UK Legislation (excluding originating from the EU) Search

Advanced Search >

Equality Act 2010

UK Public General Acts > 2010 c. 15 > Table of contents

Table of Contents Content Explanatory Notes More Resources

Plain View Print Options

What Version

- Latest available (Revised)
- Original (As enacted)

Opening Options

More Resources

Changes to legislation: Equality Act 2010 is up to date with all changes known to be in force on or before 21 August 2022. There are changes that may be brought into force at a future date.

Introductory Text

Part 1 Socio-economic inequalities

- Public sector duty regarding socio-economic inequalities
- Power to amend section 1
- Enforcement

Part 2 Equality: key concepts

Chapter 1 Protected characteristics

- The protected characteristics
- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Race
- Religion or belief
- Sex
- Sexual orientation

Chapter 2 Prohibited conduct

Discrimination

- Direct discrimination
- Combined discrimination: dual characteristics
- Discrimination arising from disability
- Gender reassignment discrimination: cases of absence from work
- Pregnancy and maternity discrimination: non-work cases
- Pregnancy and maternity discrimination: work cases
- Indirect discrimination

Adjustments for disabled persons

Access the Act Directly (It's interactive)

Equality & Human Rights Commission

Excellent resources & help to interpret the act the Act

Equality and Human Rights Commission

Search the website

Home Advice and guidance Our work Legal case search Our legal action Human Rights Equality Act About us

Equality Act

In this section you can find out more about the Equality Act 2010 and how it applies to you.

Home / Equality Act

Equality Act 2010

The Equality Act came into force from October 2010 providing a modern, single legal framework with clear, streamlined law to more effectively tackle disadvantage and discrimination. Find out more here.

Know your rights

Our user-focused guidance explains in simple terms what discrimination is, what your rights are, and who you can contact for help and advice.

Protected characteristics

Find out more about the characteristics that the Equality Act protects. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

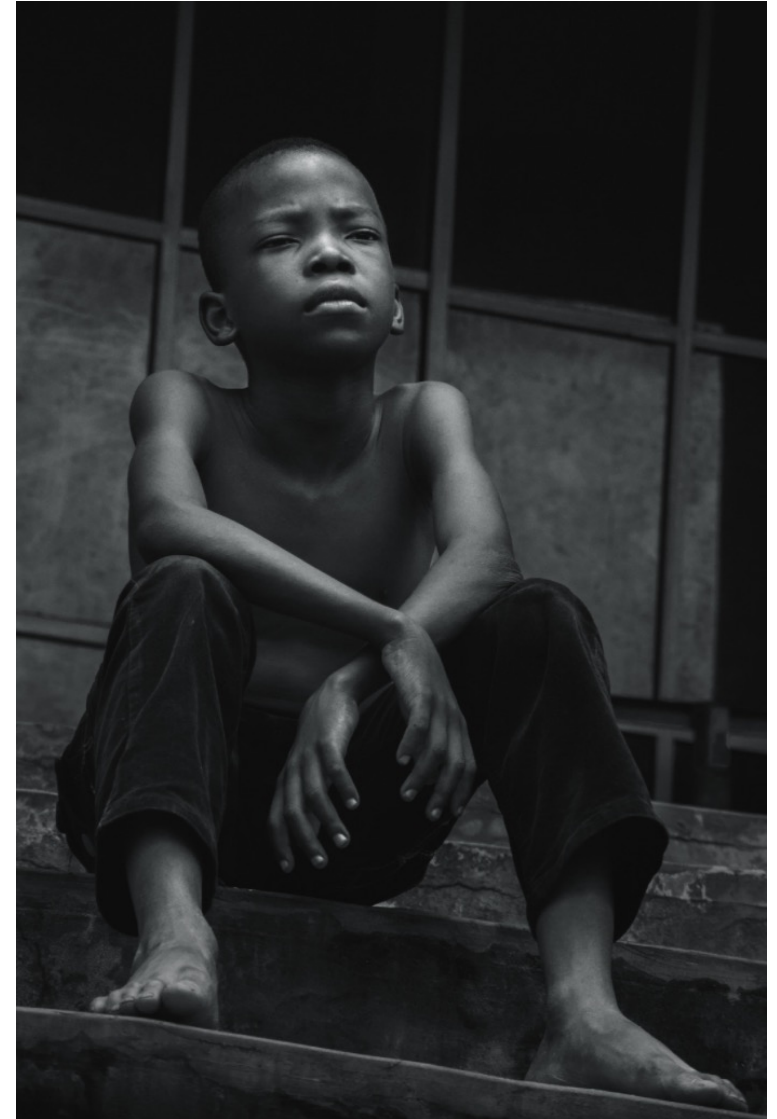
Equality Act FAQs

Find answers to frequently asked questions about the Equality Act.

What do we know about human beings?

They need to feel 3 things:
(Self-Determination Theory)

- (1). Autonomous
- (2). Connected
- (3). Competent



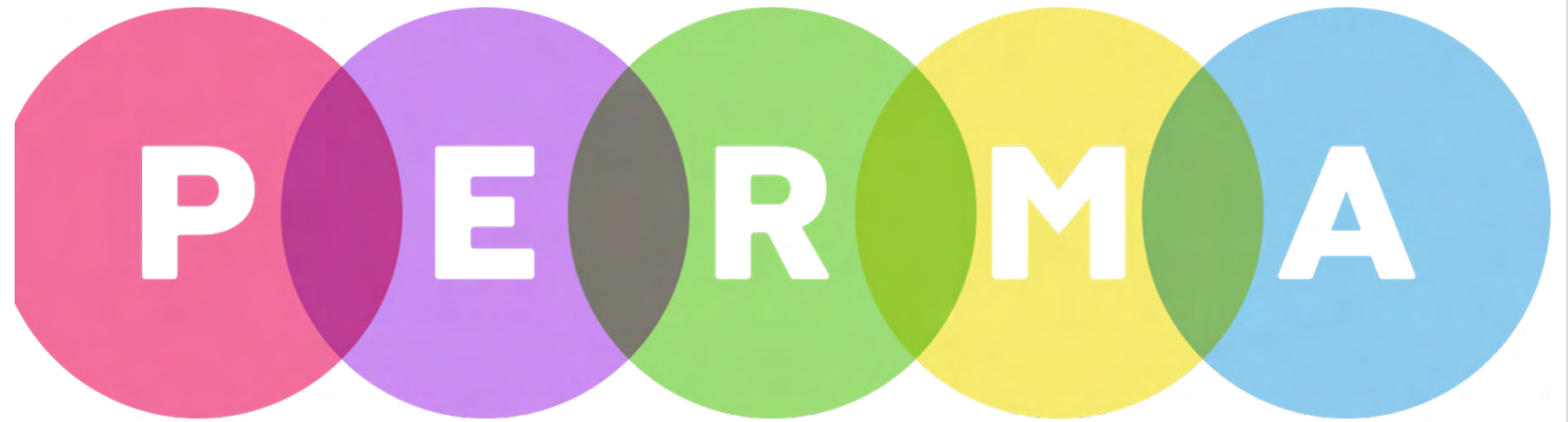
Why...

Positive Psychology?



What do you think we mean by wellbeing?

Optimal Human Functioning



Group Exercise

Split into groups - Group 1 focus on P,E & R
Group 2 focus on M & A

Using the exercise questions as a guide, relate PERMA to the business today and come up with activities you would like to see to strengthen PERMA

- Lets discuss how you think this relates to Inclusion & your opinion on how well we think your organisation facilitates each element

Types of biases

Explicit bias: bias that is expressed and can be seen

Implicit bias: attitudes or stereotypes that can influence our beliefs, actions and decisions, even though we're not consciously aware of them and don't express those beliefs verbally to ourselves or others

The negativity bias: Also known as the negativity effect, is the notion that, even when of equal intensity, things of a more negative nature have a greater effect on one's psychological state and processes than neutral or positive things

What are the impacts of the Negativity Bias?



1. What is bias?



2. What is the Negativity Bias?



3. How does this relate to Diversity, Equity, Inclusion?

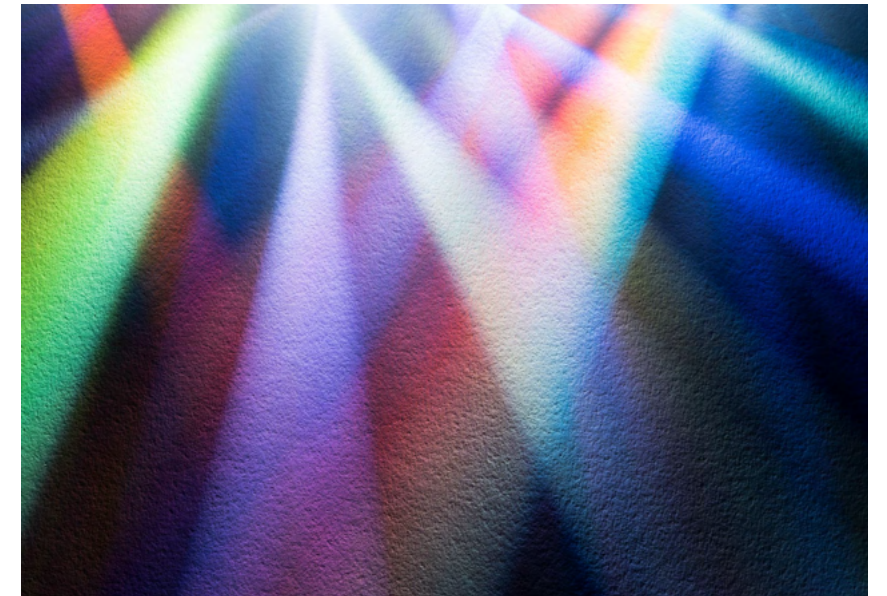
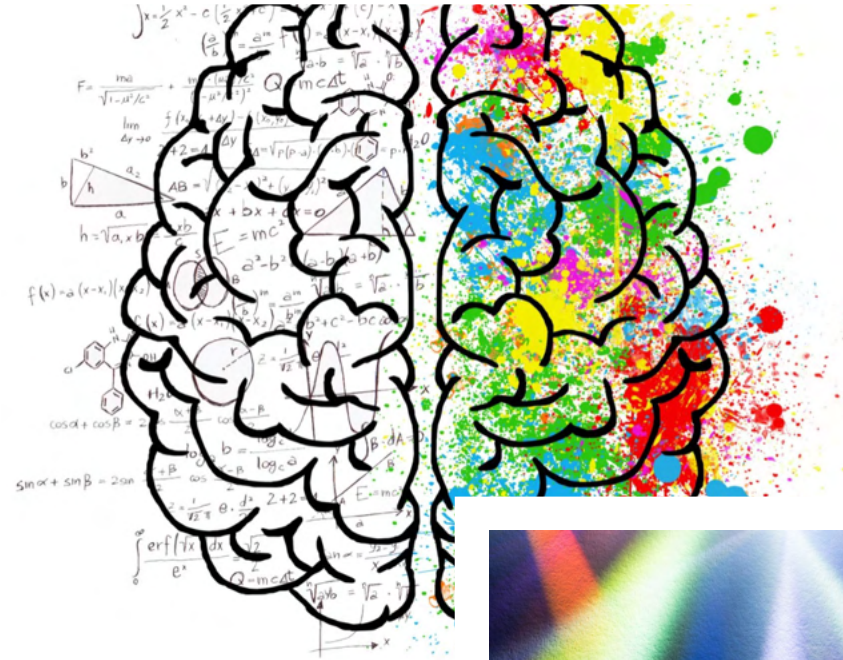


4. How does this relate to your work / your organisation?

Where do we shine a light?

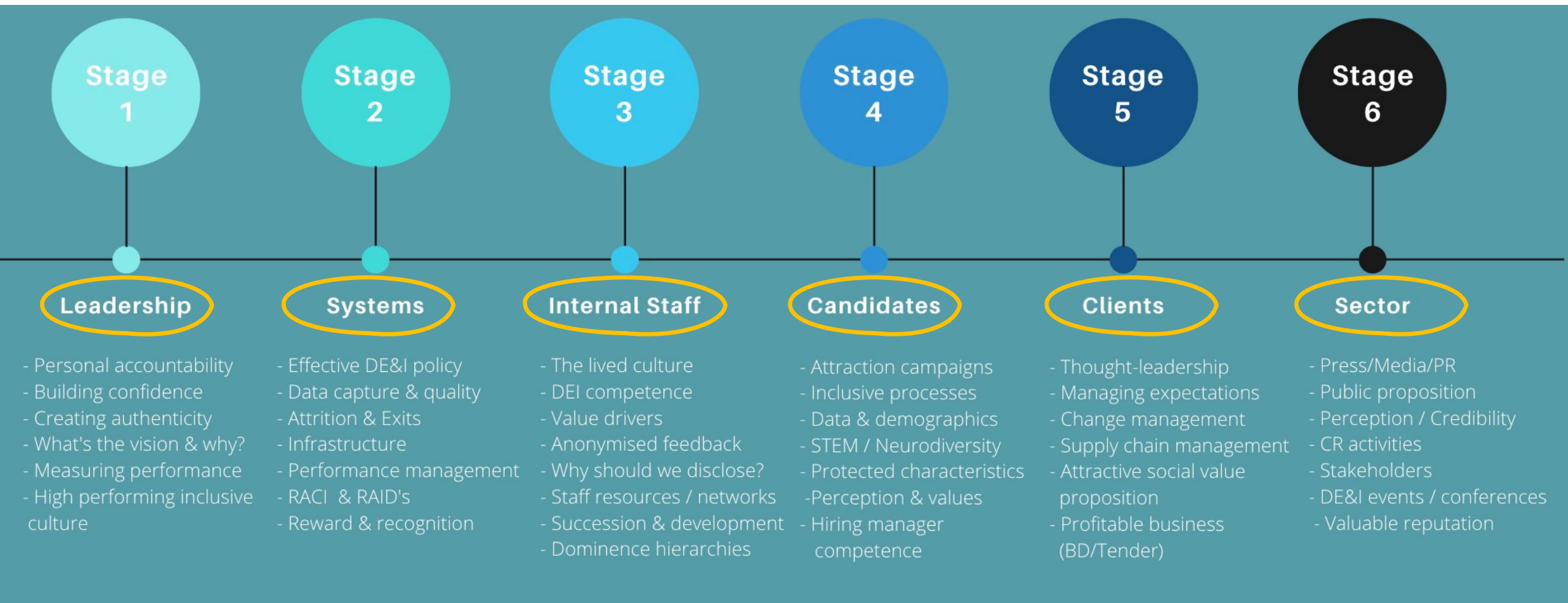
The Negativity Bias

means we naturally focus first on 'weakness'



How do you show up at work?

- Who and how are you and those around you, impacted by the choices you make?
- How does this shape the culture at work?
- Emotional Contagion
- Toxic Positivity
 - Talk about how this currently manifests at work



← Engaging Communications →

Next Steps

- Complete the 7001 – Essay Questions [5 questions, 1000 words]
- Complete first 3 sections in your on-line content library
- Complete the 7001 – Feedback Survey

7001 Essay Questions

- What are your personal motivations regarding Diversity, Equity & Inclusion? Why does this topic matter to you, the organisation you work for, and the society you live in?
- In your own words describe the Licence to Recruit Certification Mark?
- Based on you personally, describe your race, ethnicity and nationality. Then go on to explain the differences between each characteristic
- Explain the 6-Stage DEI Strategy and the rationale behind the order of each stage.
- Explain how you and those around you are impacted by the choices we make and environment we create?

See separate guidance word document, with references and supporting materials

Complete the first 3 sections in your content library

The image shows a user interface for a 'Content Library'. On the left is a vertical sidebar with navigation items: 'Who Do We Think... 100% Complete', 'My Profile', 'Dashboard', 'My Learning', 'Content Library' (highlighted with a green oval and a green arrow pointing to it), 'Calendar', 'Clubs', 'Experts', 'Chat & FAQs', 'View Reports', 'Manage Learners', and 'Academy Admin'. The main area is titled 'Content Library' and has three tabs: 'Library', 'Your Links', and 'Glossary'. The 'Library' tab is active. A search bar is located in the top right of the main area. Below the tabs is a grid of eight content items, each with an icon and a title. The first three items in the first row have green arrows pointing down to them, indicating they are the focus of the instruction. The items are: 'INTRODUCTION TO THE INCLUSION ACADEMY', 'BEFORE YOU START', 'INCLUSION AND YOU', 'EMBRACE DIFFERENCE', 'PUSHING THE BINARY', 'WHO DO WE THINK WE ARE?', 'CHANGE NEEDS ACTION', and 'Misc'.

| Library | Your Links | Glossary | |
|--|--------------------------------|----------------------------|-------------------------------------|
| | | | <input type="text" value="Search"/> |
| INTRODUCTION TO THE INCLUSION ACADEMY | BEFORE YOU START | INCLUSION AND YOU | EMBRACE DIFFERENCE |
| | | | |
| PUSHING THE BINARY | WHO DO WE THINK WE ARE? | CHANGE NEEDS ACTION | Misc |

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12

9

16

029/336

Additional Teaching Materials







Question 1:
Who are we at
our best?





Why awareness is key?

How could the negativity bias be impacting...

- Current staff's appetite for change / trust / authenticity
- How might we have to compensate / adjustments / support, to create a powerful DEI Strategy?

How do we
make
ourselves
aware?

Interrupting habits and challenging our daily norms, takes awareness, effort and & practice

How do we do this when we are busy / stressed / under pressure?

“Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”

- Viktor Frankl

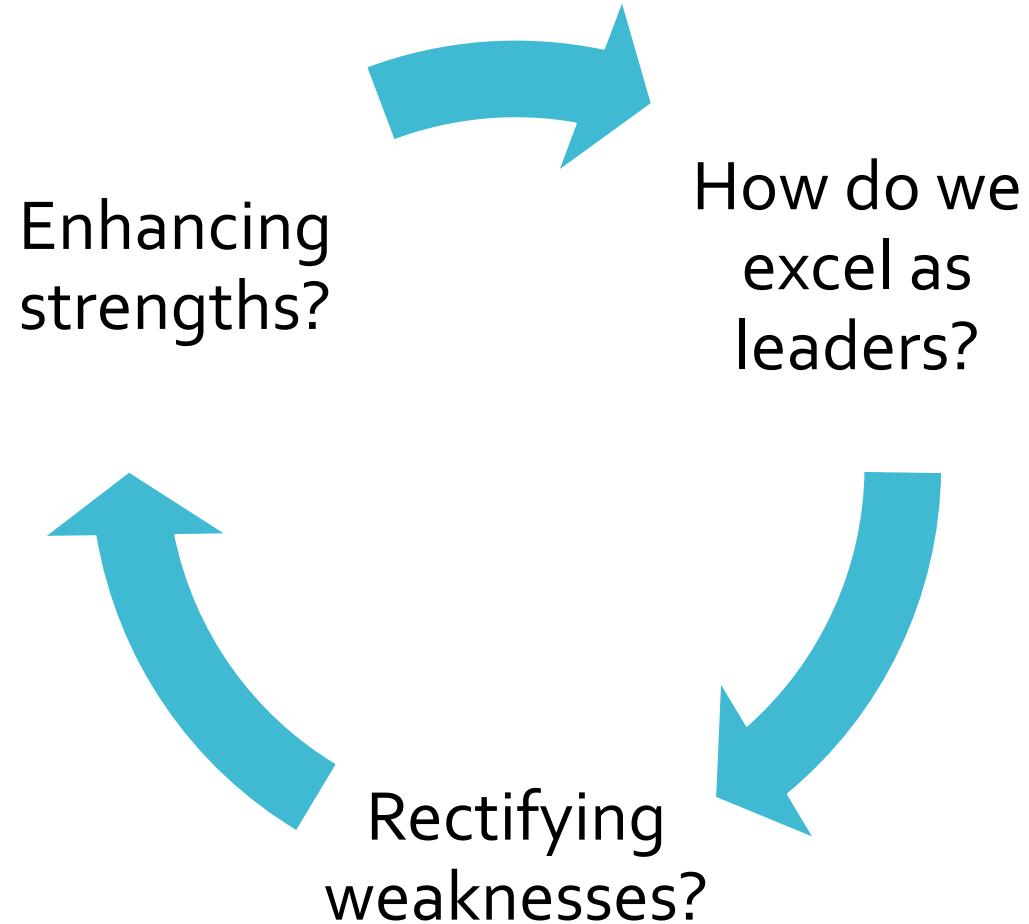


Which produces
the better return?

Rectifying
weaknesses

(or)

Enhancing
strengths?






By knowing our
strengths, we can create
powerfully positive habits

'Neurons that fire together, wire together'

What happens when we harness our strengths?

- People who use strengths daily [6 x more likely to be engaged at work]
- Improved relationships
- Stronger identity and self- esteem
- More autonomy & greater progress towards goals
- Enhanced wellbeing
- Boosted resilience
- Greater ability to tackle/ overcome perceived weaknesses (which strength is missing here?)

A vintage-style globe of the Earth is shown, tilted to focus on the African continent. The map is color-coded by country, with various shades of green, yellow, and brown. The globe is mounted on a dark metal stand. The background is a dark, out-of-focus bokeh of light spots. Overlaid on the left side of the globe is white text.

What are the
24 Universal Character
Strengths?



wisdom

- //creativity
- //curiosity
- //judgement
- //love of learning
- //perspective



courage

- //bravery
- //persistence
- //honesty
- //zest



humanity

- //love
- //kindness
- //social intelligence



transcendence

- //appreciation of beauty
- //gratitude
- //hope
- //humour
- //spirituality



justice

- //teamwork
- //fairness
- //leadership



moderation

- //forgiveness
- //modesty
- //prudence
- //self-control

Strengths shower



- Which strength does your partner have?
- What difference does this strength make to the team?
- How will this strength help create and implement a successful DEI strategy?



Over to You!

- How does it feel to have your strengths acknowledged by others?
- Do you find it easy / difficult to recognise your own strengths vs weaknesses?
- How can you consciously recognise and celebrate the strengths of colleagues? What could we do more of in SRI?
- Which of your strengths support a positive emotional climate? (Emotional Contagion)

Why using strengths is like baking a cake?

Strengths can be 'overcooked' and lead to 'weakness' / frustration

Strengths can be 'undercooked' - underperformance





What 'Ah-Ha' moments have you had today?
What will you think, feel or do differently as a result of today?



GLOBAL

LOCAL

How will I embed DEI in my leaders & managers objectives?



Shall we introduce quotas, targets & objectives? What are these?



What are we going to measure, over how long?



How do we leverage best practice, learn from those who are already active and make space for those who are learning?



How do we set up leaders & Kao up for success?

Quickly – let's do stuff now!

What will your legacy be?

- Environment
- Social Justice
- Mental Health

