



**IP INCLUSIVE**  
Senior Leaders' Pledge



## David Louis, National Head of Trade Mark Formalities



<b>I commit to</b>	<b>I will demonstrate</b>
Providing visible and proactive leadership to improve D&I in my organisation	<ul style="list-style-type: none"><li>• As the National Head of Trade Mark Formalities, I pledge to use my role to promote diversity and inclusion within the support team at HGF</li><li>• Promote a safe, inclusive working environment</li><li>• Ensure recruitment is based on ability and progression on merit</li><li>• Challenge poor behaviours and promote the same within my team</li><li>• Use my role to promote diversity and inclusion activity and messaging to all stakeholders</li><li>• I will actively support all initiatives that are created across the firm and challenge any that I believe do not promote an inclusive environment or a safe space</li></ul>
Taking D&I seriously at the highest level	<ul style="list-style-type: none"><li>• Include promotion of diversity as part of the recruitment process and the team's annual appraisal reviews</li><li>• Request D&amp;I is added as a specific discussion point in appraisals to demonstrate to all staff that it is both essential and directly linked to their own progression</li></ul>
Embedding and valuing D&I throughout the organisational culture	<ul style="list-style-type: none"><li>• Ask that a D&amp;I check be included as a specific condition of the policy review process and board approval forms. To ask the basic question; is this policy/decision positive/negative or neutral in terms of D&amp;I. If negative, the policy should be amended, and if neutral the policy should be passed back for a second review to see if there are areas that can be amended to make it positive on D&amp;I</li></ul>

Building trust and safe spaces throughout the organisation	<ul style="list-style-type: none"> <li>Encourage open discussion on diversity and discrimination in staff 1-2-1 meetings</li> </ul>
Educating myself and my colleagues about D&I issues	<ul style="list-style-type: none"> <li>Actively seek honest feedback and opinions from the team and prospective team members on how the firm and myself are progressing on the path to equality</li> </ul>
Sharing my privileges	<ul style="list-style-type: none"> <li>Look at all management decisions I am involved in to see if they are moving us towards or away from our diversity and equality goals and challenge those that are either static or negative</li> </ul>
Insisting on equity	<ul style="list-style-type: none"> <li>Push back on any lack of diversity in the recruitment process and ensure Salary reviews, bonus reviews and appraisals in my team are as transparent and meritocratic as possible</li> </ul>
Working closely with HR and/or management colleagues to achieve this	<ul style="list-style-type: none"> <li>Include D&amp;I as a fixed agenda item in my HR weekly meetings</li> </ul>

Your Name: David Louis

Title: National Head of Trade Mark Formalities

Date 27.7.2021

Signature:

