



IP INCLUSIVE
Senior Leaders' Pledge



Jacqui Weston, Marketing Director



I commit to	I will demonstrate
Providing visible and proactive leadership to improve D&I in my organisation	<ul style="list-style-type: none">• As the Business Development & Marketing Director, I pledge to provide a safe working environment, to accept people for who they are and to recognise them for their contribution, creating a culture of inclusion• I will challenge poor behaviours• I use my role to promote diversity and inclusion activity and messaging to all stakeholders• 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
Taking D&I seriously at the highest level	<ul style="list-style-type: none">• Setting an example by educating myself and others on equity and inclusion.• Ensuring that my role in delivering D&I activity across the firm is reported to the Management Board• Being respectful of others in every interaction, by respecting their skills and recognising their contribution.• Acting as a leader to the BD & Marketing team and ensuring that we have a proactive approach to D&I and engage in activities – setting an example to other colleagues• I will ensure that the external reporting of statistics on gender pay gap other data are published by my team through our website in a timely fashion
Embedding and valuing D&I throughout the organisational culture	<ul style="list-style-type: none">• Using the most appropriate communication channels to ensure active promotion of D&I initiatives to internal and external stakeholders

	<ul style="list-style-type: none"> • Living the culture of inclusivity, equity and diversity with no option for non-compliance
Building trust and safe spaces throughout the organisation	<ul style="list-style-type: none"> • I commit to being an ally to my colleagues • To listen, learn and act where necessary • Being relatable through sharing vulnerabilities and experiences
Educating myself and my colleagues about D&I issues	<ul style="list-style-type: none"> • Participating in self-led and firm led education around diversity and inclusion • Encouraging and engaging in team discussions post learning and committing to appropriate change as a result • Taking time out for self-reflection and asking others for feedback
Sharing my privileges	<ul style="list-style-type: none"> • Creating openings annually for work experience • Creating an opportunity each summer for a marketing intern • To continue to connect with external organisations to support and develop the next generation
Insisting on equity	<ul style="list-style-type: none"> • Pushing back on non-diverse candidate lists for recruitment • Having a clear recruitment scoring system to ensure an equitable decision is reached within BD recruitment • Ensuring that I work with colleagues to provide the team with the tools and skills they require to thrive within the team and the firm
Working closely with HR and/or management colleagues to achieve this	<ul style="list-style-type: none"> • Creating open communication with HR colleagues to fulfil our projects • Listening and interacting with the firm's EDI Focus group and management teams to deliver marketing activity to internal and external stakeholders

Your Name: Jacqui Weston

Title: Marketing Director

Date: 16.7.2021

Jacqui Weston.
