



**IP INCLUSIVE**  
Senior Leaders' Pledge



**Jacqui Weston, Marketing Director**



<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 Business Development &amp; 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</li><li>• I will challenge poor behaviours</li><li>• I 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>• Setting an example by educating myself and others on equity and inclusion.</li><li>• Ensuring that my role in delivering D&amp;I activity across the firm is reported to the Management Board</li><li>• Being respectful of others in every interaction, by respecting their skills and recognising their contribution.</li><li>• Acting as a leader to the BD &amp; Marketing team and ensuring that we have a proactive approach to D&amp;I and engage in activities – setting an example to other colleagues</li><li>• 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</li></ul>
Embedding and valuing D&I throughout the organisational culture	<ul style="list-style-type: none"><li>• Using the most appropriate communication channels to ensure active promotion of D&amp;I initiatives to internal and external stakeholders</li></ul>

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

Your Name: Jacqui Weston

Title: Marketing Director

Date: 16.7.2021

*Jacqui Weston.*

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