

# The IP Inclusive Leaders' Pledge



To make diversity and inclusivity a reality,  
it has to be a priority.

I'm proud to sign up to the Leaders' Pledge, to  
underline our Firm's commitment to implementing  
a genuine and effective D&I agenda.

**SARA HOLLAND**  
SENIOR ASSOCIATE  
PATENT ATTORNEY





## Providing visible and proactive leadership to improve D&I in my organisation

1 2 3 4 5 6 7 8

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Making myself visible internally and externally as a relatively senior working mum who entered the profession relatively late
- Having the courage to speak out about difficult D&I issues and share my own experiences
- Being personally involved in, and contributing to, D&I projects and events

## Taking D&I seriously at the highest level

1 **2** 3 4 5 6 7 8

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging my senior and junior colleagues to do as I do to provide visible and proactive leadership on D&I issues
- Lobbying for change at a higher level where needed
- Challenging potential instances of “diversity-washing”



## **Embedding and valuing D&I throughout the organisational culture**

1 2 **3** 4 5 6 7 8

### **I WILL DEMONSTRATE THIS COMMITMENT BY:**

- Encouraging and allowing time for staff to work on D&I-related projects and training (including outreach and wellbeing initiatives)
- Building a culture in which the whole of my organisation is involved in the quest for D&I

## **Building trust and safe spaces throughout the organisation**

1 2 3 **4** 5 6 7 8

### **I WILL DEMONSTRATE THIS COMMITMENT BY:**

- Presenting myself as open and honest and encouraging discussion of any EDI-related issues with my colleagues
- Encouraging all staff, at all levels, to bring their whole selves to work and speak openly about their identities
- Leading by example in sharing my own identity and experiences

## Educating myself and my colleagues about D&I issues

1 2 3 4 **5** 6 7 8

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Be aware of my own unconscious biases before beginning any recruitment process
- Providing allyship, privilege awareness and/or unconscious bias training for staff at all levels, including board/partnership level
- Attending D&I related webinars and using other educational tools – encouraging team members and colleagues to do the same
- Learning from colleagues and not being afraid to speak to them about EDI matters

## Sharing my privileges

1 2 3 4 5 **6** 7 8

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Career mentoring university students
- Raising awareness of careers in IP during careers talks to undergraduates and emphasising EDI

## Insisting on equity

1 2 3 4 5 6 **7** 8

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- At least partially-blinded (eg name-blind and education blinded) early-stage selection processes
- Ensure the people I am recruiting with have had unconscious bias training for decision makers and are aware of their unconscious biases





**Working closely with  
HR and management  
colleagues to achieve this**

**I WILL DEMONSTRATE THIS COMMITMENT BY:**

- Participating where possible in advancing EDI policy and adherence

1 2 3 4 5 6 7 **8**