

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.

COLIN BAKER
PARTNER
PATENT ATTORNEY



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

1 2 3 4 5 6 7

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Being personally involved in, and contributing to, D&I projects and events
- Putting my name to a public statement of the organisation's commitment to D&I and of its D&I objectives, strategy and policies
- Acting as an ally to, and champion for, colleagues from under-represented groups



Taking D&I seriously at the highest level

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging my senior colleagues to do as I do to provide visible and proactive leadership on D&I issues

1 **2** 3 4 5 6 7



Embedding and valuing D&I throughout the organisational culture

1 2 **3** 4 5 6 7

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging all staff, through those systems and targets, to:
 - Seek out and value diversity in their teams
 - Champion under-represented groups, in particular when allocating work within teams

Building trust and safe spaces throughout the organisation

1 2 3 **4** 5 6 7

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging all staff, at all levels, to bring their whole selves to work and speak openly about their identities

Sharing my privileges

1 2 3 4 **5** 6 7

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging staff in all roles and at all levels to get involved, and leading by example with my own involvement

Insisting on equity

1 2 3 4 5 **6** 7

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Commensurate with the organisation's size and resources, requiring the use of:
 - objective selection criteria
 - diverse decision-making panels
 - at least partially-blinded (eg name-blind) early-stage selection processes
 - unconscious bias training for decision makers
 - contextual recruitment
- Where feasible, adopting the initiatives suggested in IP Inclusive's "Practical steps to improve BAME representation" publication



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

I WILL DEMONSTRATE THIS COMMITMENT BY:

- Encouraging involvement of board/
partnership level colleagues in HR
communications, conversations and projects

1 2 3 4 5 6 **7**