

# 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.

**MARTIN STIVEN**

DIRECTOR OF MARKETING  
& BUSINESS DEVELOPOMENT



## **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:**

- Being personally involved in, and contributing to, D&I projects and events
- Putting my name to a public statement of our Firm's commitment to D&I and of its D&I objectives, strategy and policies
- Publicising this pledge, along with our plans for fulfilling it

## Taking D&I seriously at the highest level

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Supporting D&I initiatives that come to the board and the Senior Management Team
- Actively challenging our approach to D&I to help continuous improvement



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

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

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

- Building a culture in which the whole of our Firm is involved in the quest for D&I
- Encouraging and allowing time for staff to work on D&I-related projects and training (including outreach and wellbeing initiatives)
- Ensuring that internal communications regularly include D&I-related content

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

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

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

- Introducing a zero-tolerance policy on discrimination and harassment
- 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**

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

- Attending relevant sessions that seek to educate on D&I issues
- Ensuring Marketing initiatives reflect the calendar of relevant D&I dates throughout the year

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

## Sharing my privileges

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

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Supporting initiatives such as outreach schemes to improve access to the IP professions (eg a work experience, internship, sponsored placement or similar scheme), working where appropriate with outreach charities and community interest groups
- Encouraging staff in all roles and at all levels to get involved, and leading by example with my own involvement
- Widening the channels through which we advertise vacancies in the organisation, including through external recruitment consultants

## Insisting on equity

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

### I WILL DEMONSTRATE THIS COMMITMENT BY:

- Establishing fair, diversity-enhancing recruitment and promotion procedures throughout my organisation
- 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
- Regularly reviewing the procedures with HR colleagues to evaluate their impact on D&I levels in the organisation and if necessary improve them
- 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:**

- Involving HR personnel in board/partnership level decision-making on D&I-impacting issues
- Allowing them access to D&I-related training and professional development and valuing the expertise they acquire from it

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