



Leadership

BAME EMPLOYEE
LIFE CYCLE

RECRUITMENT &
RETENTION

WIDER ORGANISATION
& CULTURE

LEADERSHIP & BOARD

MONITORING & POLICY

BRAND & EXTERNAL
ENGAGEMENT

Leadership Champion Invitation

It is with great pleasure we invite you to join our CEO and board initiative that supports the BAME agenda.

To move the needle and start the conversation, both within organisations and beyond, it's imperative there is support from board level / executive committee leaders (CEO minus one).

We believe this will:

- **Help promote the commitment of this agenda right from the top to your organisation**
- **Externally show that your organisation as an Investor of Ethnicity & Race**
- **Give the opportunity to network with other senior stakeholders**
- **Give the opportunity to be further educated and put input into this agenda**

Please do let us know if you are able to pledge your support to this campaign. The requirements and further information can be found within this letter or at www.investinginethnicity.com.

Kind regards,

Sarah Garrett
CEO

Leadership Champion Invitation

REQUIREMENTS

We require a board / executive committee member

- Must be passionate about the improving the ethnicity and race agenda
- Must be board / Executive committee leader / CEO minus 1

BASIC COMMITMENT (ESSENTIAL)

Become an investor in Ethnicity & Race Champion by:

- Provide a high-resolution image of the champion for use on www.investinginethnicity.com
- Provide a quote on why you are passionate about this agenda (100 words) or Film a short film clip to include online (we can arrange for this to be done if necessary)

ADDITIONAL OPTIONS

- Opportunity to speak at the Investor in Ethnicity conference
- Invitation to attend a leadership networking breakfast on starting conversations

WIDER INITIATIVE OVERVIEW

INTRODUCTION

Over the past year we have held a number of round table discussions and Action Groups around the BAME agenda and how best to implement change.

We have engaged with over 80 organisations from different industries who are all very keen to the conversation around the BAME agenda.

So far we have found that some organisations have already started that journey but still have a long way to go whilst others are keen to get started.

OBJECTIVES

Our overall aims are to help start conversations and move the needle around the BAME agenda in the workplace. We will build robust solutions that organisations can put in place to improve or kick start an area that has been lacking within diversity and inclusion.

From the roundtable discussions we identified 6 core areas and we created action groups to discuss each area: BAME live cycle, Recruitment, Board & Senior Leadership, Wider Organisation, Policy, data & Monitoring & Brand & External Engagement.

From the round table and action group sessions we have collated key information from all organisations, the information collated will go towards producing a resource guide, The Maturity Matrix, a checklist tool for organisations.

Key objectives outlined and conclusions from Action Groups

- Devise a standard of best practice and recommendations: Identify core strategy and advanced recommendations under each section that are most relevant to organisations
- Organisations to give feedback on successes and barriers. Focusing on how to progress the BAME agenda in the workplace
- Measuring Success: Produce a free online checklist and resource for organisations
- Produce a detailed members' guide
- Report back key learnings at the conference
- Help support recommendations where needed, i.e. publicise role models and case studies, training, external brand promotion, etc.



OTHER OPPORTUNITIES

- Provide 'success story' case studies from your organisation to share and publicise publicly
- Investing in Ethnicity & Race Action Group contributors: Send in your 100 word biography and high-resolution image to include online
- Demonstrate your organisations commitment to the agenda by joining as a member. The conference will be held on in the Autumn. Follow up sessions and monitoring progress will be throughout the rest of the year.
- The Telegraph will provide a supplement showcasing those investing in ethnicity and race in November.

To find out more information, please contact margaret@spmgroup.co.uk

USEFUL RESOURCES

- Investing in Ethnicity & Race information pack: includes details of the initiative
- Minutes of previous round tables
- www.investinginethnicity.com

CONTACT INFORMATION

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ABOUT SPM?

SPM GROUP: Leaders in Diversity & Inclusion

We have a proven track record of working with over 80 larger organisations from various industries in the field of diversity and inclusion for over 15 years. We have a number of expert consultants to make sure we provide the best results. SPM Group also runs a number of related initiatives, giving first hand insight into the successes and strides that organisations are making within this area.

Our CEO, Sarah Garrett MBE, was awarded the Queen's honour in 2016 for her services to diversity & inclusion.

PR & SOCIAL MEDIA

We have a dedicated PR team who specialise within diversity and inclusion. We have a strong relationship with print newspaper and media, online and broadcast outlets, which regularly showcase our initiatives and client projects. Our social media team work on improving engagement, especially to youth audiences, through Twitter, Facebook, Instagram, LinkedIn and YouTube.

MARKETING

We produce marketing campaigns from scratch from idea concept to design creation. We can provide any promotional or marketing collateral for your campaign and have a dedicated postal service and distribution outlet database.

EVENTS

SPM Group run a number of in house events, including awards, conferences and exhibitions, as well as smaller training and career focused sessions.

OUR IN-HOUSE INITIATIVES

- Investing in ethnicity & race
- British LGBT Awards
- Opportunities 4 Women
- Apprenticeships
- Diversity Careers Show
- Future Leaders Conference



**INVESTING IN
ETHNICITY
& RACE 2017**

