Inclusion & Diversity.

BIMA

Nancy Rowe, Chair of the BIMA Inclusion and Diversity Council and Publicis Sapient Inclusion & Diversity Lead, EMEA

The BIMA Tech and Inclusion Report (2019) found out that mental health, stress and anxiety are challenges within the industry and for marginalised groups, such as the neurodiverse, the figures are deeply upsetting with incidences of anxiety and depression appearing much higher at 84%. The report also revealed that 40% of Afro-Caribbean and those of mixed heritage, 31% of Asian and South East Asian and 35% of women have reported experiencing discrimination. Whilst we make efforts to bring people from diverse backgrounds into the industry, we are also driving them away.

These insights compel us to action and for the first time provide a clear sign-post on what to do next.

Introducing the BIMA Inclusion & Diversity toolkit – a playbook made up of a number of guides to get you started. Each guide, focuses on a different aspect of Inclusion & Diversity and is backed up with compelling research, outlining why you should tackle this topic within your organisation. The guides provides essential ‘What you need to know’ information and ‘How to get started’. They give practical assistance to get you going on your I&D journey, the rest is down to you!

Due to the intersectional nature of a person’s identity (how the combination of their gender, race, class, sexuality, religion, disability etc impacts their experience of discrimination and/or privilege in the workplace) we would recommend that you take a broad view of diversity by reviewing a number of the guides in this toolkit (rather than viewing each guide as a siloed topic).

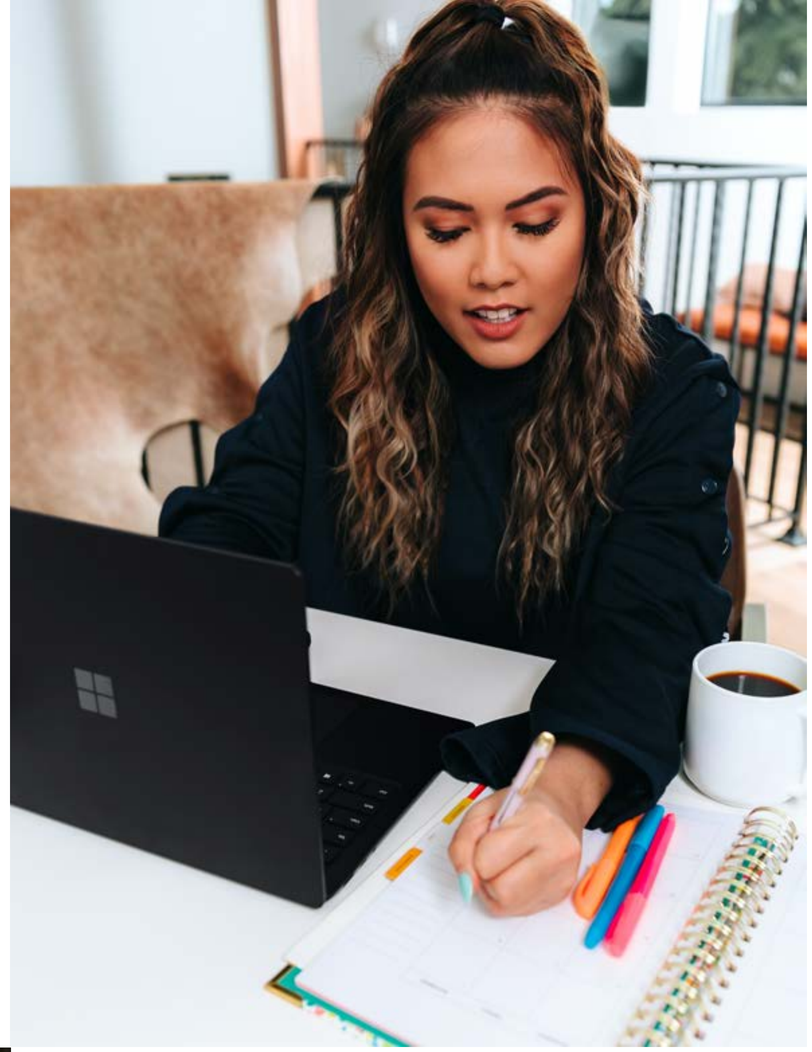
I’d like to thank all of the BIMA Inclusion & Diversity Council team and their networks in realising this vital toolkit resource for all BIMA members. The guides will be reviewed and updated annually but if you’d like to make suggestions for improvements please reach out to diversity@bima.co.uk.

BIMA

How to get Started

The business case for Inclusion & Diversity is, by now, hopefully well understood. Like any change management programme we recommend organisations take a strategic approach to inclusion and diversity in order to drive the desired outcomes. We recommend the desire for change is discussed with those who set the culture, primarily your leadership team, but also employees across the business. Like all business imperatives, you should establish a clear view of the current state (through primary and secondary research) before establishing a vision for the change you want to see and the priorities that are right for your business along with the key performance indicators (what you will measure) over time. Inclusion & diversity is a long game but it is proven to drive both employee engagement, innovation and performance so having a long term plan is not only the right thing to do but also makes good business sense!

Race & Ethnicity



Take a look

BIMA

The business case supporting gender and race diversity in the work place.

The BIMA tech inclusion and diversity report 2019 states that Companies with superior records of ethnic and racial diversity earn 35% more than average. And organisations with inclusive ethos are 6 times more likely to be innovative, 2 times more likely to meet or exceed financial targets, and 6 times more likely to anticipate change and respond effectively.[1]

Overall the benefits of a racially and ethnically diverse (and diversity in its entirety) workforce result in:[3]

-Gains in worker welfare and efficiency
-Reduced turnover costs
-Fewer internal disputes and grievances
-Improved accessibility to new and diverse customer markets
-Higher productivity and increased revenue
-Increased innovation
-Development of new products and services
-Improved company reputation management
-Greater flexibility and adaptability in a globalized world
-More efficient risk management (e.g. legal risks due to non-compliance)
-Prevention of marginalization and exclusion of categories of workers
-Improved social cohesion

BIMA

With all the benefits of having a racially and ethnically diverse workforce, A study penned by the Entrepreneur Europe cited the least-diverse teams are 29 percent more likely to underperform.

The race at work charter a year on 2019 [4] states 50% of employers ensure that performance objectives of their board and senior team include action on race. However, only 21% of managers have a diversity performance objective to facilitate the development and progression of ethnic minority talent in their teams. Meaning diverse races and ethnicities are exiting or feel unsupported in the workplace.

The IPA's latest *Agency Census*, released in May 2020 [5], found that the proportion of staff in UK agencies from BAME backgrounds has fallen at each of the three highest levels of seniority. Just 4.7% of C-suite executives were from a BAME background on 1 September 2019, down from 5.5% in 2018. People from BAME backgrounds also make up a slightly smaller proportion of the overall workforce, down 0.1 percentage points to 13.7%. The figure rose 0.8 point to 17.7% at junior level.

How to get started

Intentionally Invest, Market And Recruit[2]

People support those who support them. Create a strategy that includes establishing a strong presence/ relationship with racial and ethnic groups who also support women, neurodivergent, ably diverse and LGBTQ people to cultivate and recruit desired talent. Then, work with organisations on sustaining a win-win relationship.

Start By Developing Your Current racially and ethnically diverse talent[4]

Shift your focus to growing existing diverse talent in your organisation. If you can effectively nurture and promote diversity within the company, In parallel: Begin to implement the 5 principles outlined in the Race at Work Charter

- Appoint an Executive Sponsor for Race and Ethnicity
- Capture ethnicity data and publicise progress
- Commit at board level to zero tolerance of harassment and bullying
- Make clear that supporting equality in the workplace is the responsibility of all leaders and managers Actions can include ensuring
- Take action that supports ethnic minority career progression

Citations

https://www.entrepreneur.com/article/317289

https://www.forbes.com/sites/forbescoachescouncil/2018/08/24/10-ways-to-attract-more-diverse-talent/

https://eukleia.com/

https://www.bitc.org.uk/report/the-race-at-work-charter-one-year-on-2019/

https://www.campaignlive.co.uk/article/behind-disappointing-decline-adlands-bame-representation/1682410

BIMA

Some resources to start

A key part of improving racial diversity within your organisation starts with building ‘racial confidence’. Racial confidence is about having a deeper understanding of what it means to be non-white in a predominantly white workplace and the steps that need to be taken to increase a sense of inclusion and belonging for non-white colleagues.

BIMA

Take a look

General Resources

Glossary of terms relating to race and racism

George Floyd in relation to Black Lives Matter

George Floyd: Five factors behind the UK Black Lives Matter protests

https://www.bbc.co.uk/news/uk-52997848

Black Lives Matter May Be the Largest Movement in U.S. History

George Floyd in relation to Black Lives Matter

George Floyd: Five factors behind the UK Black Lives Matter protests

https://www.bbc.co.uk/news/uk-52997848

Black Lives Matter May Be the Largest Movement in U.S. History

https://www.nytimes.com/interactive/2020/07/03/us/george-floyd-protests-crowd-size.html

BIMA

Articles and books

Akala Natives

Michelle Alexander, The New Jim Crow, 2012

Carol Anderson, White Rage, 2016

Syreeta Allen, 'Racial Justice at Work, from Gestures to Action', 2020

Khiara Bridges, Reproducing Race, 2011

Ta-Nehisi Coates, Between the World and Me, 2015

Robin DiAngelo, White Fragility, 2019

Michael Eric Dyson, Tears We Cannot Stop, 2017

Reni Eddo Lodge, Why I'm No Longer Talking to White People about Race, 2017

Bernadine Evaristo, Girl, Woman, Other, 2020

Dr Deborah Gabriel and Prof Shirley Anne Tate, Inside the Ivory Tower: Narratives of Women of Colour Surviving and Thriving in British Academia, 2017

Pauls J. Giddings, When and Where I Enter, 2007

Yaa Gyasi, Homegoing, 2017

Binna Kandola, Racism at Work: The Danger of Indifference, 2018

Andrea Levy, Back to My Own Country, 2014

Mia Liyanage, Miseducation: decolonising curricula, culture and pedagogy in UK universities, 2020

Ijeoma Olou, So You Want to Talk About Race, 2018

Michelle Obama, Becoming, 2018

Kerry Patterson, Crucial Conversations, 2011

Understanding Race, Ethnicity, Power, Elaine Pinderhughes, 1989

Layla F Saad, Me and White Supremacy, 2020

Nikesh Shukla, The Good Immigrant,

Rebecca Skloot, The Immortal Life of Henrietta Lacks, 2019

Beverley Daniel Tatum, Why are all the Black kids sitting together at the Cafeteria, 2017

Alex S Vitale, The End of Policing, 2017

Harriet A. Washington, Medical Apartheid, 2008

Books by Toni Morrison

Books by Zadie Smith

Books by Chimamanda Ngozi Adichie

Books by Barack Obama

Books by Afua Hirsch

https://www.womanandhome.com/life/white-people-privilege-anti-racist-362285/

BIMA

Podcasts

Call Your Girlfriend

Why I'm No Longer Talking to White People about Race, Reni Eddo-Lodge

A Podcast of One's Own, Global Institute for Women's Leadership

Politics Jam

Proudly Pod

Windrush Stories

Cheerful Podcast

Film and TV

Hidden Figures

Selma

Harriet

Just Mercy

Get Out

Detroit

Black and British: A Forgotten History: David Olusoga

Sitting in Limbo

Top Boy

Pose

When They See Us?

Dear White People

I Am Not Your Negro

Michaela Coel MacTaggart Lecture

Black Hollywood: 'They've Gotta Have Us'

Stephen Lawrence: The Murder that Changed a Nation

Black and British: A Forgotten History

Storyville, The Black Panthers

Films by Spike Lee

Thank you.