



Creating Inclusive Cultures



# Harnessing the Power of Diversity

Collaborate, Innovate, Create Change

# OUR PARTNERS

## Creating inclusive workplaces

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Creating Inclusive Cultures works with their partners to respond to what businesses and organisations need to drive change and engage employees at all levels.

Our Founding Partners include:

- BDO
- BNY Mellon
- Bright Horizons
- CMI
- The Cooperative Bank
- Direct Line
- DWF
- EY
- Hays
- ICAEW
- IOD
- Jelf
- JLL
- Liverpool Football Club
- Mercer
- Northern
- Pinsent Masons
- UBS
- Yorkshire Building Society



We are confident that CIC plays a key role in enabling organisations to realise the many benefits of having a truly diverse workforce. We are delighted to have the opportunity to bring our expertise to this programme and actively share its recommendations with our many clients in the different regions.

# CREATING INCLUSIVE CULTURES

## City by city

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Creating Inclusive Cultures (CIC) is a forum for businesses who want to create inclusive workplaces for all; working together and learning from each other. Our regional forums focus on key issues, city by city, ensuring that local insight and knowledge are part of the solution.

Creating Inclusive Cultures was founded in 2015 by Charlotte Sweeney, OBE, an award-winning diversity and inclusion expert and author with over 20 years' experience of driving D&I strategy globally.

CIC is a formal partner of the Northern Powerhouse Programme, the Chartered Management Institute and the Institute of Directors and strives to support companies reap the rewards of creating diverse and inclusive workplaces. Forums are thriving with our business partners in Leeds, Manchester, Birmingham and Liverpool and with more UK cities following, we will continue to create more inclusive cultures.

# TWELVE

## Drivers for change

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84%

Of companies state that diversity and inclusion is important but only 15% of their employees see those words put into action.

88%

Of millennials want a work life integration.

80%

Of top roles are gained by those attending fee paying or selective schools.

70%

Women are the driving force behind over 70% of household purchases.

57%

Workforces that are both diverse and inclusive have 57% higher team collaboration.

45%

Organisations with inclusive leaders are 45% more likely to increase market share.

42%

Workforces that are diverse and inclusive have 42% higher team commitment.

23%

Black workers with degrees earn 23% less on average than white graduates.

16%

Of working age adults have a disability.

10%

When gay employees do not tell anyone about their sexual orientation, they are 10% less productive than when they feel they can be authentic.

12%

Workforces that are diverse and inclusive have 12% higher productivity.

7%

Of the UK population attend private schools.

# COLLABORATE

## Committed to action

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Collaboration is the key to CIC's success. Working with our business partners in each regional forum, the advisory board agrees the themes and direction for their city. The strategic diversity and inclusion issues that are important are explored further in innovation hubs where local issues are tackled, and solutions applied. Regular senior leaders city development forums facilitate continued collaboration and regional events raise awareness and connectivity across each city. Our alliances of businesses and employers all see the benefits of diversity and inclusion, are committed to action and work in partnership to ensure diversity and inclusion is always on the radar.

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We are delighted and proud to be part of such an important initiative as a founding member of CIC. We look forward to sharing our ideas and expertise to drive the diversity and inclusion agenda even further within the region.

Someone who is running  
next to you- not far out of  
your reach



SUNG



# COLLABORATE

## CIC Leeds Junior Board

The Junior Board launched in collaboration with the CIC Leeds Forum business partners who agreed that social mobility should be one of their focus areas.

Several top employers in Leeds worked alongside local schools in sessions designed to give young people from diverse backgrounds direct experience with senior leaders and for leaders to gain insight into what makes a dream employer. After a successful pilot, the Junior Board programme is now continuing, with more schools signed up to create further opportunities for young people from diverse backgrounds to get into business.



# INNOVATE

## Learning from each other

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CIC's ethos is to always challenge current thinking on how change can be delivered. Through our forums, companies and employers can influence the industry by sharing innovative thought leadership and by contributing to a powerful network of learning.

As technology advances we also endeavour to offer our solutions via new platforms. The CIC app delivers a suite of useful resources to enable individuals and organisations to engage hands-on with their D&I strategy. The app includes podcasts, webinars, company insights, research, infographics and video advice from D&I experts. Continually updated, the content is designed to encourage constructive D&I practices on an everyday basis.

The first of its kind, we have been working with companies to add customised content to secure sections of the app so that they can further increase engagement within their organisations.

The app is available on IOS and Android.



We relaunched our D&I focus and initiatives in the summer, aided using the CIC app. In addition to the resources already available, we added videos, photographs and further content so that all our employees could feel part of it. The CIC app is a great addition to be able to give our employees to aid their engagement.



# INNOVATE CIC Manchester App Customisation

Working with our partners at Direct Line, the Creating Inclusive Cultures app was customised to include content from the Direct Line Annual Conference.

This enabled employees who could not attend to benefit from watching the speakers and ensured that valuable insights from the event could be saved and shared.



# CREATE CHANGE

## Regional insights and solutions

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Our goal is to enable organisations to unleash their potential, apply practical learning and create sustainable change. Companies and employers can create a new way of working by focusing on specific corporate issues influenced by diversity and inclusion, which are regionally relevant.

The businesses we collaborate with know that how we have worked in the past will not guarantee success in the future. By raising the profile of the companies involved in CIC initiatives and supporting business leaders striving for change, we can work in partnership to create more diverse and inclusive cultures for all.



Our commitment to diversity is fundamental to supporting the success of our company, so that we may understand and respond to the challenges of our clients, the needs of the families whom we serve, and the evolving goals of our employees.

As leaders in our field, our partnership with Creating Inclusive Cultures is part of our ongoing intent to provide environments which are fully inclusive and where everyone feels they are in “the right place”.



## CREATE CHANGE CIC Birmingham Mental Health Forum

CIC partner, EY and representatives from MIND met to discuss how they were working to raise awareness, provide training and sign post support to people who might be experiencing mental health issues.

There was an agreement that men's mental health was not discussed openly enough and that working together across the city may help break down barriers. As a result, CIC partners in Birmingham have agreed to work collaboratively during Mental Health Week 2018, sharing events and providing activities across the network to raise awareness of mental health issues.

# COLLABORATE WITH CIC

## CIC Partnership Package

Become a Creating Inclusive Cultures partner and benefit from collaborating with an alliance of business leaders across UK cities.



Seat on the City Leaders Forum in all cities.



Seat on the Advisory Board in all cities.



First 100 Days support programme.



Member access to the CIC app and website for exclusive content.



Opportunity to include bespoke company content on the CIC app.



Admittance to CIC Annual Conference.



Opportunity to host CIC events through the year.



Access to CIC events running across the country.



Invite to two members only events per year, in all cities.



Partner status on the CIC website and marketing materials.



Opportunity to be featured as corporate spokesperson for PR opportunities.



Opportunity to work with partner organisations.



Creating Inclusive Cultures

## GET IN TOUCH

If you'd like to learn more about how your organisation can create inclusive cultures in the workplace, we'd be delighted to discuss how we can support you.

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