

Developing an Effective EDI STRATEGY

Not sure where to start? Here are our suggestions for **five focus areas** to consider for EDI.

1... **Make sure you have the legal basics in place.** The Equality Act, which defined the Nine Protected Characteristics, has been in place since 2010 – make sure that your policies are current and your people are trained in their accountabilities and responsibilities.

2... **Get visible commitment from the top management team.** Talk about the ethical, moral, legal and business case to get their buy-in. Make sure they're leading from the front – both in terms of talking about EDI and in role modelling appropriate behaviours.

3... **Develop a culture of trust and psychological safety.** Make sure that people can provide their views and opinions without judgement or blame. Encourage questions, challenge and learning.

4... **Get input from a diverse range of people in your organisation.** Identify the challenges, pitfalls and successes when it comes to Equality, Diversity and Inclusion and make sure you really listen to the spectrum of voices. What suggestions are provided? Along with any data you can collect, this will help to steer you to identify the areas to address as a priority. Consider what you can do as accountabilities and responsibilities.

5... **Train and support managers to have those critical conversations.** To be able to challenge (and encourage others to challenge) inappropriate behaviours, to encourage contributions from all and value their input even if it doesn't align with their own views and to talk to their teams about their experiences, challenges, successes and fears through the pandemic and into the 'new normal'.

Organisations with **inclusive cultures** are **3x** more likely to be **high performing**