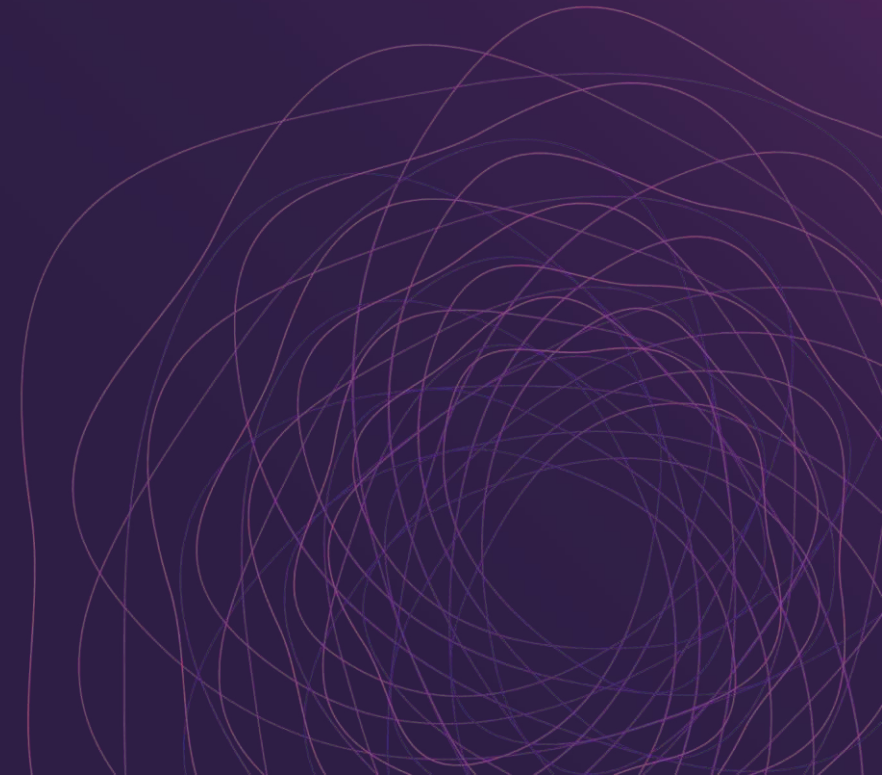# Diversity Mark

Guidance for Organisations that are More Mature on their ED&I Journey
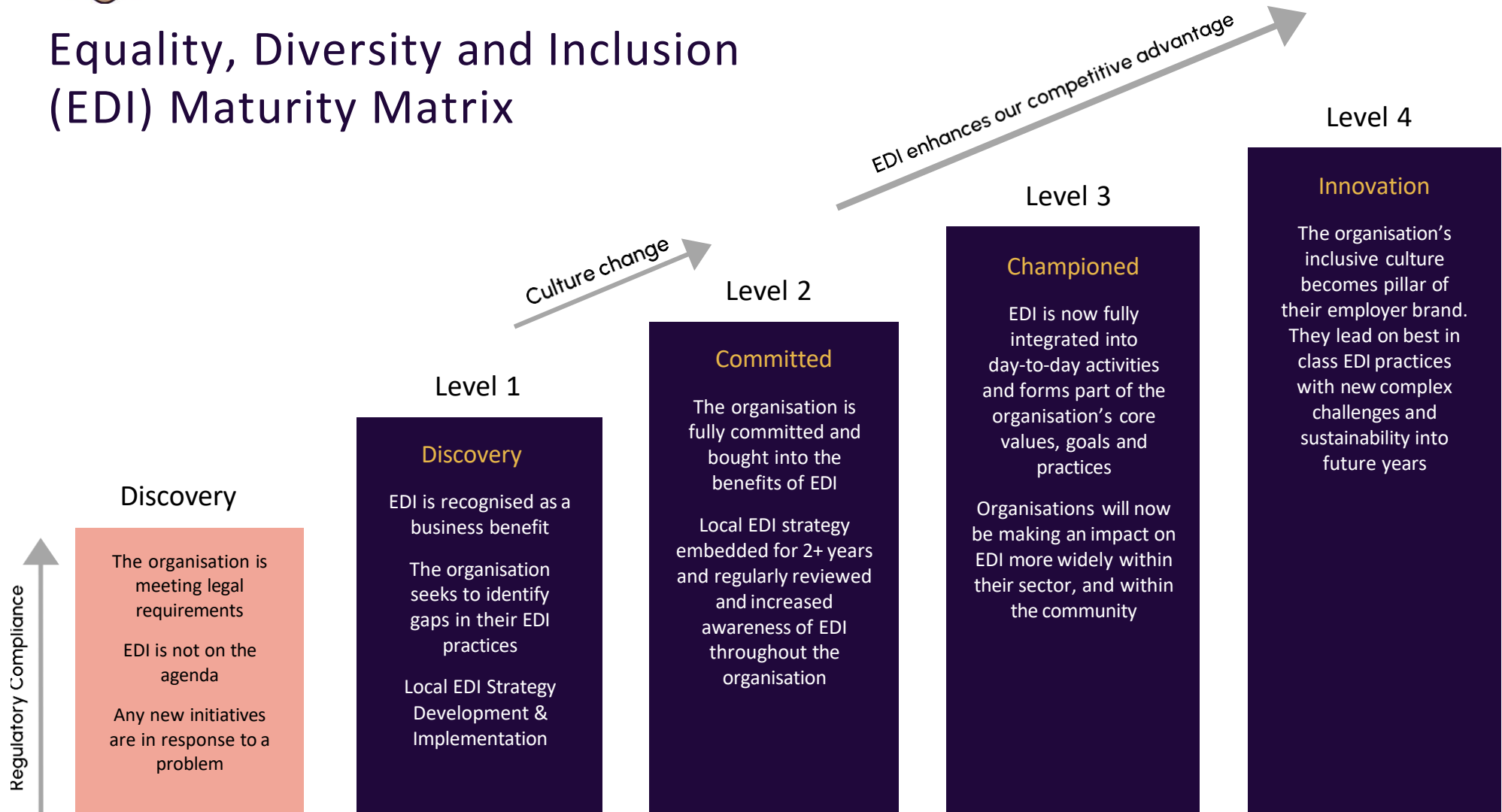
Those Organisations aligned to Compliance 2 or above

Diversity Mark

Equality, Diversity and Inclusion (EDI) Maturity Matrix

EDI enhances our competitive advantage

Culture change

Regulatory Compliance

Discovery

Discovery

The organisation is meeting legal requirements

EDI is not on the agenda

Any new initiatives are in response to a problem

Level 1

Discovery

EDI is recognised as a business benefit

The organisation seeks to identify gaps in their EDI practices

Local EDI Strategy Development & Implementation

Level 2

Committed

The organisation is fully committed and bought into the benefits of EDI

Local EDI strategy embedded for 2+ years and regularly reviewed and increased awareness of EDI throughout the organisation

Level 3

Championed

EDI is now fully integrated into day-to-day activities and forms part of the organisation's core values, goals and practices

Organisations will now be making an impact on EDI more widely within their sector, and within the community

Level 4

Innovation

The organisation's inclusive culture becomes pillar of their employer brand. They lead on best in class EDI practices with new complex challenges and sustainability into future years

D&I Maturity Model from Tapnetwork.ca

If you believe your Organisation is more aligned to level 2 or above on the Maturity Matrix you can consider the following examples:

Targets 1, 2 & 3

After analysing internal data and consulting with key stakeholders you can decide on 3 Targets, with a particular focus on Gender Diversity. These Targets should be clear and action-oriented demonstrating your intent to drive real change within your Organisation, for example:

- Commitment to increasing female Graduate intake by X% by a specified date

- Introducing a Return-to-Work Programme to encourage more women back to the workplace

- Reviewing and updating Flexible Working and Family Friendly Policies to encourage employees to avail of these practices. Note that introducing policies doesn't 'move the needle' in terms of change; demonstrating their employee uptake is how you can show the positive effects

- Please see our examples of Flexible Working Program and Mentoring Program in our Example Targets

The context for our approach is that Gender remains a significant equality challenge in the UK and Ireland, and it touches on all other areas of ED&I. We therefore ask Signatories to start with Gender. However, we are committed to helping Organisations make a difference in the areas of most importance to the Organisation.

Optionally, you may choose up to two wider diversity targets, by exception when you can demonstrate with clear evidence that you have made significant progress with Gender over the last five+ years. If this is the case then you may wish to start building intersectionality by introducing a Target that supports other ED&I areas, for example (not an exhaustive list):

- Starting an ERG for LGBTQIA+ employees

- Starting an ERG for employees living and working with a visible or invisible disability

- Social mobility outreach, for example, working with local schools, colleges, and community organisations and providing career guidance to individuals from lower socio-economic backgrounds and under-represented groups.

- Starting an employee group supporting ethnic diversity

Please click on our example of a Social Inclusion Target in our Example Targets document

CLICK HERE to access a visual preview of the exception request. The editable document is available on request from Diversity Mark

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