

the next step
diversitymark

diversity • equality • development





Diversity Mark

The Next Step Diversity Mark is a means for your organisation to demonstrate its commitment to generating and supporting diversity at all levels, from the general workforce to senior management. By agreeing to commit to five commitments regarding the recruitment, training and promotion of a diversity of talent from the ethnic minorities, your organisation can improve both its skills base and staff retention.

What is the value to my organisation?

There are two key challenges facing any organisation that wishes to evolve, maintain and develop a diverse workforce. The first is how to go about building an organisation that reflects its customers and location, the second is how to publicise this effort.

The intention of the Next Step Diversity Mark is to offer assistance in meeting both of these challenges. In fulfilling the commitments of the Mark, an organisation will take big strides towards meeting both its legal obligations, and creating a varied and happy working environment. To those organisations that meet these commitments the Next Step Foundation will be delighted to award use of the Mark and to add them to an annual publication of holders of the Mark; to be distributed to every university in the country. In addition, participating organisations will be featured on the Foundation's website. This package will help guarantee another generation of able leaders from all ethnic backgrounds.



“Diversity is the human face of globalization. It is what gives humanity its dynamism and its promise. I firmly believe that differences among human beings - their views, their cultures, their ways of life - are a source of strength.”

-Kofi Annan

Secretary General of the United Nations

What is the business case for diversity?

Beyond the moral and legal obligations, the benefits of a diverse workforce are varied and tangible. In the long and short term, better diversity leads to growth, better customer service, and ultimately an improved bottom line. It allows an organisation to meet the changing needs of a changing society.

The advantages of a diverse, inclusive workforce include:

- The ability to select candidates from a wide pool of talent – The wider an organisation casts its net, the better and more varied the talent it can expect to attract. Government statistics suggest numeracy skills which are in short supply in the wider population are considerably more likely to be found amongst minority communities, especially young Chinese and Asian candidates. Despite this, these two groups are more likely to be without work six months after graduation than others. There is a huge pool of talent for your organisation to exploit.

- The ability to hold on to that talent – Once the best talent has been hired, the challenge is to nurture that talent, allowing candidates to advance to the most senior positions in an organisation. Asian candidates are more than twice as likely to have studied business or management, and it makes excellent business sense to ensure these groups are considered for promotion and targeted development. Equally, Black groups have high levels of economic activity but represent only a small percentage of senior managers.

- Reduction in Employment Tribunals- Of course there are real legal obligations on employers to meet diversity commitments, and the average industrial tribunal costs over £7,000, adding up to an economy wide spend of over £210 million. The ‘presumption of guilt’ placed upon employers by the Court of Appeal in 2005 makes it all the more important that organisations take positive steps to ensure diversity.

- Reduction in staff turnover - The Government estimates that replacing an employee costs from around £4000, up to £50,000 for a senior manager. The Nationwide Building Society claims that their superior staff retention saves them in the region of £10 million per year; retaining able employees will have an appreciable effect on any company's bottom line.

- Developing a strong reputation as a diverse organisation - Whether in the public or private sector, no organisation wants a reputation for being staffed entirely by the old school ties network. As any marketing guru will tell you, an organisation will find it easier to attract a wide customer base if it has a diverse image. A diverse organisation will also provide the language and cultural skills needed to provide a service to these customers. Several studies in the UK and America have demonstrated that a perception of a company as diverse can increase both sales, and performance on the stock market.

The question of whether an organisation can afford to make itself diverse is rather redundant. In the modern market, the question is whether an organisation can afford not to be diverse. Any company which is unwilling to reach out to minority groups will soon find that it is no longer attracting the cream of the employment market, and no organisation can survive under those circumstances.

The Next Step Diversity Mark can help a company demonstrate its commitment to diverse hiring practices, and meet the challenge and opportunities afforded by modern Britain.

The Next Step diversity mark

Organisation
 Location of UK Head Office
 Sector
 Industry
 Number of Staff in the UK
 Contact Name Position
 Address

 Tel Fax Email

Organisation agrees to fulfil the following commitments as part of a commitment to diversity throughout the organisation.

- ★ Actively encourage candidates from the ethnic minorities to apply for positions with their organisations. They must demonstrate programmes or policies designed to facilitate these applications.
- ★ As far as it is possible, they must be representative of the locations in which they are based, and the customers they serve.
- ★ Encourage the career development of minority ethnic staff, providing targeted training opportunities and encouraging applications for senior management positions.
- ★ Encourage senior minority ethnic staff to act as role models within the organisation, to encourage development within these groups.
- ★ Actively monitor the fulfilment of these commitments and their success, reviewing them on a regular basis.

Please invoice the organisation for the annual cost of membership:

Private Sector: £2,500_{+VAT}

Public/Third Sector: £1500_{+VAT}

Signed:

Date:

About the Next Step Foundation

The Next Step Foundation is a non-partisan not for profit organisation that promotes diversity and leadership issues in the United Kingdom. The mission of the Foundation is to ensure that diversity remains at the top of Britain's agenda by encouraging action, and stimulating informed debate at the highest levels of the public and private sectors. A regular programme of conferences, seminars and workshops complements the groundbreaking Next Step Mentoring Scheme and Diversity Mark



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www.thenextstepuk.org

What commitments must my organisation make?

Holders of the Diversity Mark must agree to fulfil the following five commitments, whilst also fulfilling legal obligations and restrictions related to race relations law, diversity and other employment law. The requirements of the Diversity Mark should be fulfilled as part of a broader commitment to equality for all.

Commitments:

1. Actively encourage candidates from the ethnic minorities to apply for positions with their organisations. They must demonstrate programmes or policies designed to facilitate these applications.
2. As far as it is possible, they must be representative of the locations in which they are based, and the customers they serve.
3. Encourage the career development of minority ethnic staff, providing targeted training opportunities and encouraging applications for senior management positions.
4. Encourage senior minority ethnic staff to act as role models within the organisation, to encourage development within these groups.
5. Actively monitor the fulfilment of these commitments and their success, reviewing them on a regular basis.

Who audits the commitments?

The last criterion requires your organisation to audit its own performance. The obligation is on the organisation to ensure that these commitments are met, and after all the benefits in doing so are yours.

However, organisations applying for the Diversity Mark must supply on request to the Next Step Foundation evidence of their fulfilment of the five commitments outlined above. The Next Step Foundation will review the evidence and request such actions as may be necessary to meet these requirements.

The Foundation may request evidence that programmes are being monitored by the organisations, to ensure that the commitments are being met on an ongoing basis.



“The greatest good you can do for another is not just to share your riches but to reveal to him his own.”

-Benjamin Disraeli

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How much does the Diversity Mark cost?

The Next Step Diversity Mark package costs a modest £2500 + VAT pa for private sector organisations, and £1,500 + VAT pa for public and third sector organisations. This price pales into insignificance compared to the cost of replacing a single member of staff lost due to a poor working environment, or the added value available to those able to reach out to new markets.

What is included ?

Beyond the clear organisational benefits of holding the Diversity Mark, participants will have access to the following cross media promotional package:

1. Participants will be able to use the Diversity Mark logo on all internal and external correspondence, as well as in their recruitment literature.
2. Participants will be placed on a list of employers that have pledged to fulfil the five commitments, and encourage the career progression of minority employees. This list will be published yearly both in print on a website to be accessed by BME candidates.
3. The website will include links to the recruitment sites of participating organisations. Participating organisations will have the opportunity to provide links direct to their recruitment sites, encouraging minority candidates to apply.
4. Participants will have the opportunity to send their BME employees to seminars targeted to developing business and professional skills. The Foundation will operate seminars providing an opportunity for these groups to network, take part in discussions and participate in skill sessions led by experts in their fields.
5. The participants will also be eligible for a yearly Diversity Champion Awards ceremony, in which awards will be given to the Employer of the Year, with categories for organisations which employ over and under 100 people, and Young Ethnic Professional of the Year, with awards given in the same categories. These will provide a means of celebrating and promoting achievement in the diversity field.