

ROI

**RETURN OF
INTEGRITY**

the agency for good



We are a London based independent **positive impact** agency.

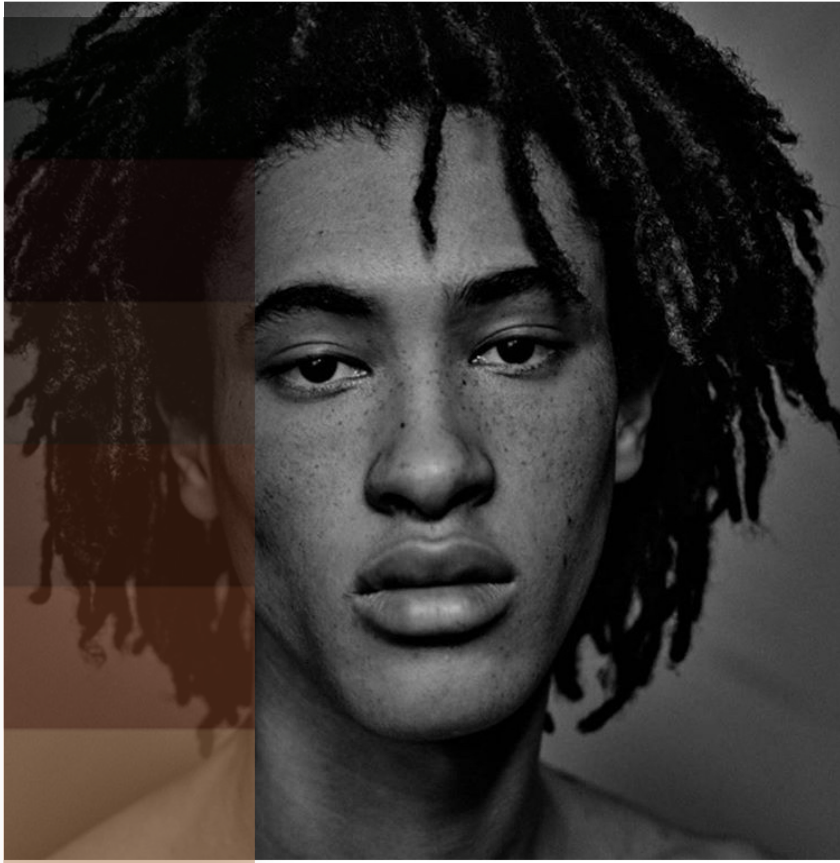
“ Our values are based on a shared vision to use our industry knowledge and creativity to effect **positive social** and **environmental impact** and **inspire change by developing business as a force for good** ”

Co-Founders Orianna Fielding and Chris Dehaney

TONAL

THE DIVERSITY + INCLUSION PROGRAMME

“future proofing company culture”



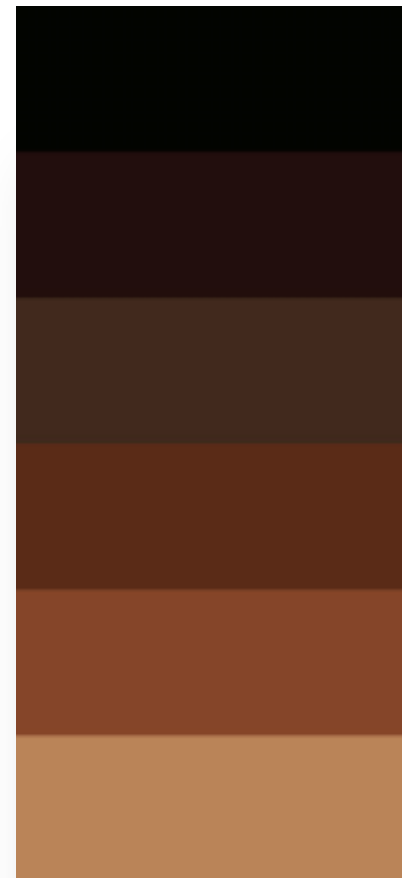
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The equality of all people is a social value and not just a technical issue. No matter whether digital or analogue, it is not anonymous machines, but the human being who is and remains the last instance and central figure in ethical decisions.

“We help culture win in your organisation”

By working with you to evaluate :

- Corporate Culture
- DEI analysis and strategy identification and implementation
- Establishing the balance of black and minority communities
- Sustainability practices CSR/ ESG/SDG

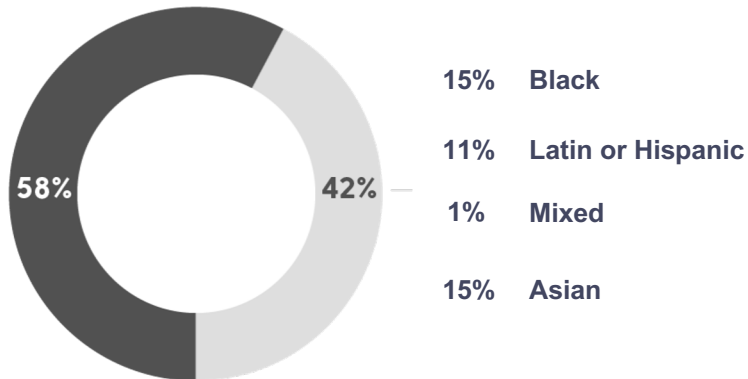


We work with you to create a bespoke diversity strategy by:

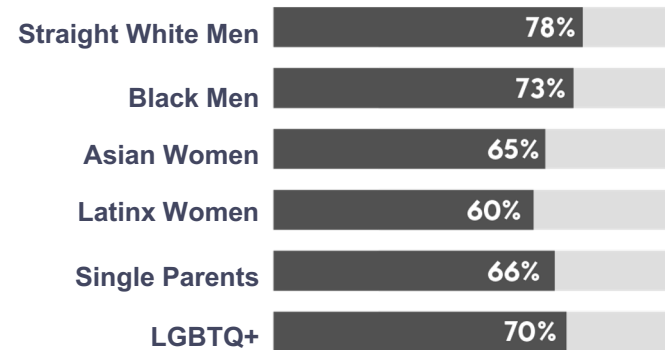
- **Decoding your culture**
- **Undertaking an Internal diversity evaluation audit**
- **Analysing core values**
- **Assessing and improving social, racial and environmental performance**
- **Evaluating situational responses**
- **Identifying and implementing initiatives that increase accountability**
- **Establishing external Comms positioning**
- **Providing unbiased training and new behavioural practices**
- **Creating a Conscious leadership programme**

DIVERSITY METRICS VERSUS INCLUSION METRICS:-

Diversity metrics measure balance of people in the workplace



Inclusion metrics measure if the employee experience is equal



Project Plan

How we'll measure it



We measure behaviours which prevent inclusion:

- **Environmental racism**
- **Conditioned racism**
- **Subliminal racism**
- **Asymptomatic racism**



Using a D&I survey to get employee feedback

A DEI survey pairs research backed questions with demographic data to assess an equitable and inclusive culture.

Democratic

Everybody gets a vote

Confidential

Marginalized voices are given a confidential way to share their perspective

3rd Party

A trusted provider with secure data practices and analytics





FACTORS OF DEI

1. **Belonging**
2. **Fairness**
3. **Opportunities and resources**
4. **Decision making**
5. **Diversity**
6. **Voice**
7. **Contribution to a broader purpose**

A BUSINESS CASE:-

The importance of Diversity and Inclusion

Deloitte.

Inclusive leadership improves team performance by 17%, decision making quality by 20%, and team collaboration by 29%

McKinsey & Company

Companies with diverse leadership are 35% more likely to have financial returns above their respective national industry medians

BCG BOSTON CONSULTING GROUP

The relationship between Diversity and Innovation is positive and statistically significant



CREATING BESPOKE SOLUTIONS WITH OUR PARTNERS

CASE STUDY: 1.

Accelerating global D&I strategy + activation

Activities:

- A UK/US culture scan involving internal and external research, analysis and strategy development
- Flow and frame working sessions to explore and co- develop a global
- D&I strategy and activation plan

CREATING BESPOKE SOLUTIONS WITH OUR PARTNERS



CASE STUDY: 2.

Challenging conversations:

authentic leadership + creating learning cultures)

Activities:

- Hour long session with 100 BAME colleagues and board members
- C-Suite and leadership team working session – challenging conversations

Impact

- Leaders had feeling & tools to lead (hard project success metrics + softer team feedback about working styles)
- Employee engagement scores improved around internal brand metrics, productivity and retention measures

DELIVERABLES:

Is there an industry benchmark for racial diversity?

Based on our extensive knowledge of inclusion there are Global organizational Diversity benchmarks.

We work with our partners **The Centre for Global Inclusion.**

In partnership with:-



Fees

To encourage our clients and the brands and organisations who we work with to adopt DEI strategies and expand the reach of diversity and inclusion policies, we have made the decision to offer our clients our entry level Diversity + Inclusion programme for a flat monthly fee.

Beyond that we offer a comprehensive range of bespoke DEI programmes to meet all the diversity and inclusion needs of our clients.



GET IN TOUCH :-

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