

IP Inclusive Senior Leaders' Pledge

Dave Croston – Partner | European and UK Patent Attorney

	I commit to:	I will fulfil this by:
1	Providing visible and proactive leadership to improve D&I in my organisation	<ul style="list-style-type: none"> - Personally, contributing to, attending, and supporting D&I initiatives and events for W&R. Providing content when appropriate. - Demonstrate active allyship by supporting the D&I Steering Group (DSG) and employee network groups, and championing for under-represented groups. - Publicising my commitment in regular corporate communications, both internally and externally
2	Taking D&I seriously at the highest level	<ul style="list-style-type: none"> - Supporting D&I as a standing agenda item at board/partnership meetings - Ensuring D&I remains in my organisation's corporate strategy, business plans and budgets. - Ensuring the D&I Partner role continues to be represented at senior level. - Encourage senior colleagues to provide visible and proactive leadership on D&I – seek out and value diversity in their teams.

3	Embedding and valuing D&I throughout the organisational culture	<ul style="list-style-type: none"> - Including and supporting D&I-related topics on the agendas of internal events such as for new starter induction (added to new induction program HR/D&I Specialist), would-be partner training and staff awaydays. - Encouraging and allowing time for staff to work on D&I-related projects and training (Networks, webinars, drop-in sessions). - Creating a culture that allows all colleagues to be authentic and genuine, feel safe and supported, to be open and honest, and celebrate diversity (Supporting shared stories, embedded through Values training, D&I SharePoint pages)
4	Building trust and safe spaces throughout the organisation	<ul style="list-style-type: none"> - Leading by example in sharing my own identity and experiences - Promote and celebrate diversity by utilising and enabling our Wellbeing Ambassadors/Networks to provide psychologically safe spaces to speak outside their line manager, should they wish. - Recognising and rewarding exemplary behaviour through Values recognition and beyond. Showing appreciation to employees in steering groups and actively seeking and valuing feedback and ideas. (Values nominations, Shoutouts, performance and one to one review, FutureCom etc) - Adapting my management style with a people centric/inclusive management approach - Confidently articulating our D&I approach, commitments and culture with clients and ensuing our external messaging is

		genuine and meaningful (webpage, pitch documents, social media post and attorney conversations) – D&I messaging and content reviewed/updated 2023.
5	Educating myself and my colleagues about D&I issues	<ul style="list-style-type: none"> - A personal commitment to enhance my knowledge (Adding myself to the Pledge Prattle group, attending IP Inclusive events, sign up to Inclusive Employers webinars, utilising D&I-page resources etc) - Supporting D&I-related awareness dates (e.g. LGBTQ+ History Month, Black History Month, International Women's Day) added to organisation's internal calendar and encouraging staff to learn about and mark those dates - Supporting the introduction and implementation of D&I modules to the L&D academy (Started through mandatory induction modules and Values training) - Signposting my teams to available resources - Providing allyship, privilege awareness and/or unconscious bias training, Inclusive line management for staff at all levels, including board/partnership level (L&D/D&I academy)
6	Sharing my privileges	<ul style="list-style-type: none"> - Where feasible, adopting the IP Inclusive guidelines on recruiting for social mobility¹ and on improving social mobility and access to the IP professions² - Seek to learn from more junior professionals and professionals in under-represented groups. - Ensuring W&R Sign up for IP Inclusive Careers in Ideas

¹ See <https://ipinclusive.org.uk/resources/recruiting-for-social-mobility/>

² See <https://ipinclusive.org.uk/resources/steps-to-improve-social-mobility-and-access-to-the-ip-professions/>

		<ul style="list-style-type: none"> - Widening the channels through which we advertise vacancies in the organisation, including through external recruitment consultants (HR/D&I initiatives)
7	Insisting on equity	<ul style="list-style-type: none"> - Recognising that colleagues will have different needs and ensuring that our organisation is adaptable to promote the success of the company. - Ensuring diversity enhancing, inclusive recruitment policies and processes are in place, plus fair and transparent development plans - Regularly reviewing the procedures with HR colleagues to evaluate their impact on D&I levels in the organisation and if necessary, improve them. - Adopt initiatives to improve diversity of under-represented groups
8	Working closely with HR and/or management colleagues to achieve this	<ul style="list-style-type: none"> - Involving HR personnel/DSG in board/partnership level decision making on D&I-impacting issues - Encouraging involvement of board/partnership level colleagues in HR communications, conversations, and projects. - Giving them the mandate to effect D&I-related changes in the organisation, and providing visible and proactive support for their work - Ensuring that D&I is an important consideration when communicating with all colleagues and clients.