DJYERSITY& POLICY



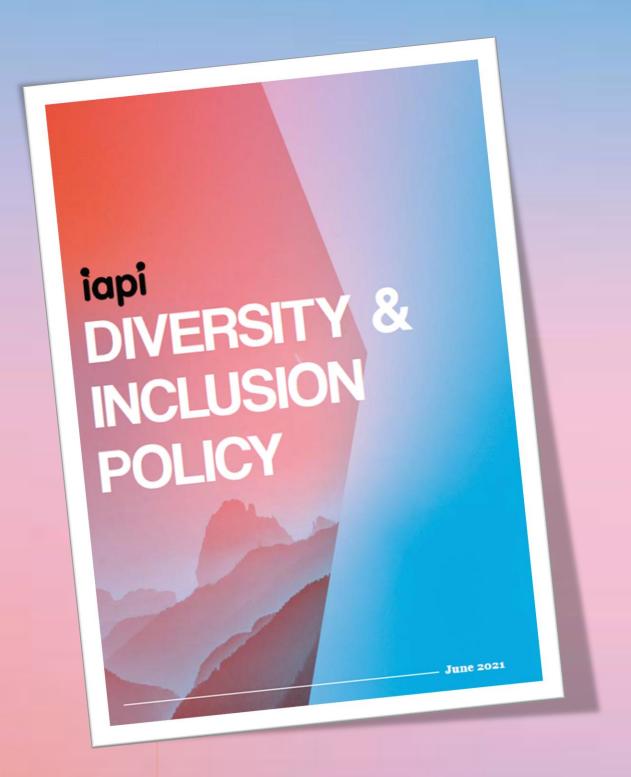
OUR PURPOSE IS:

To firmly position our industry as a fundamental engine of Ireland's future growth.

D&I Policy



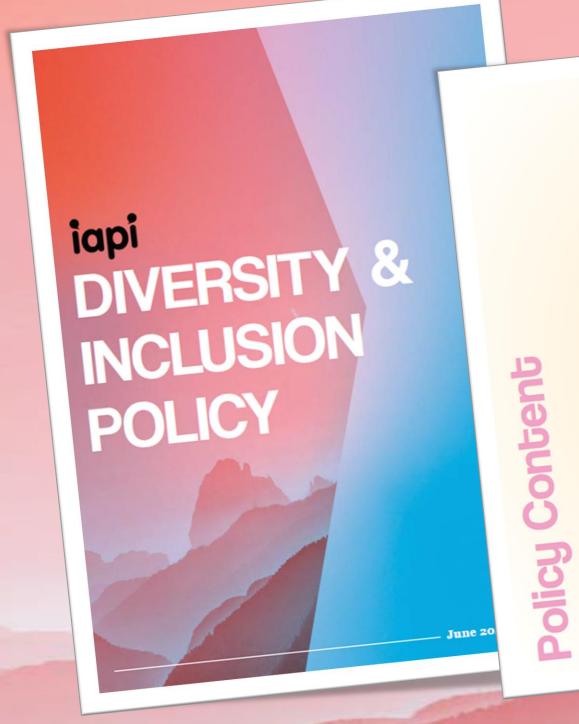
Introduction



The aim

is to ensure that the industry is representative of all sections of society and that all employees, job applicants, clients and suppliers are respected, valued and given equal and fair opportunity to perform at their best.

Policy Content



Key Definitions

Goals & Aspirations

Talent Acquisition & Hiring Process

Inclusive Leadership & Accountability

5. Equality & Transparency

Clients & Third-Party Suppliers

7 Community Support

Goals & Aspirations



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dership

Inclusive

Leadership changes everything and inclusion powerfully multiplies things. Accountability

Consider what your organisation is multiplying. Consider what your organisation is multiplying.
Is your core leadership team and managers living your
D&I goals and ambitions? We encourage our member
agencies to consider the following:

· Equality in the workplace is good management practice and makes sound business sense.

· Ensure diverse representation across your agency broadcast platforms like owned channels, website and social as well as your PR, in order to showcase the company living and breathing diversity.

· Celebrate employee differences and ensure contributions of all team members are recognised and

· Everyone in the organisation should be accountable for D&I progress, leaders and employees alike. Create a working environment that promotes the dignity and respect of every employee and foster this as a culture.

· Empower your people to be their best, professionally For example, all employees could be entitled to X days

a year that allows them to take action to promote a more positive society. That will include charitable work / volunteering / protesting etc.

· Hire for inclusive behaviour and support your leaders and employees with training.

For example, Unconscious bias training, Inclusive leadership training and regularly engage professional consultants for stimulating discussions and different

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Agenda

- 1 Goals & Aspirations
- Talent Acquisition & Hiring
 Process

3 • Equality & Transparency

Appendix

Key Definitions

- Inclusive Leadership & Accountability
- Clients & Third-Party
 Suppliers
- Community Support

Goals & Aspirations

What's your goal?

How do we deliberately create change?



Accountable

IAPI Initiatives

Research Industry/



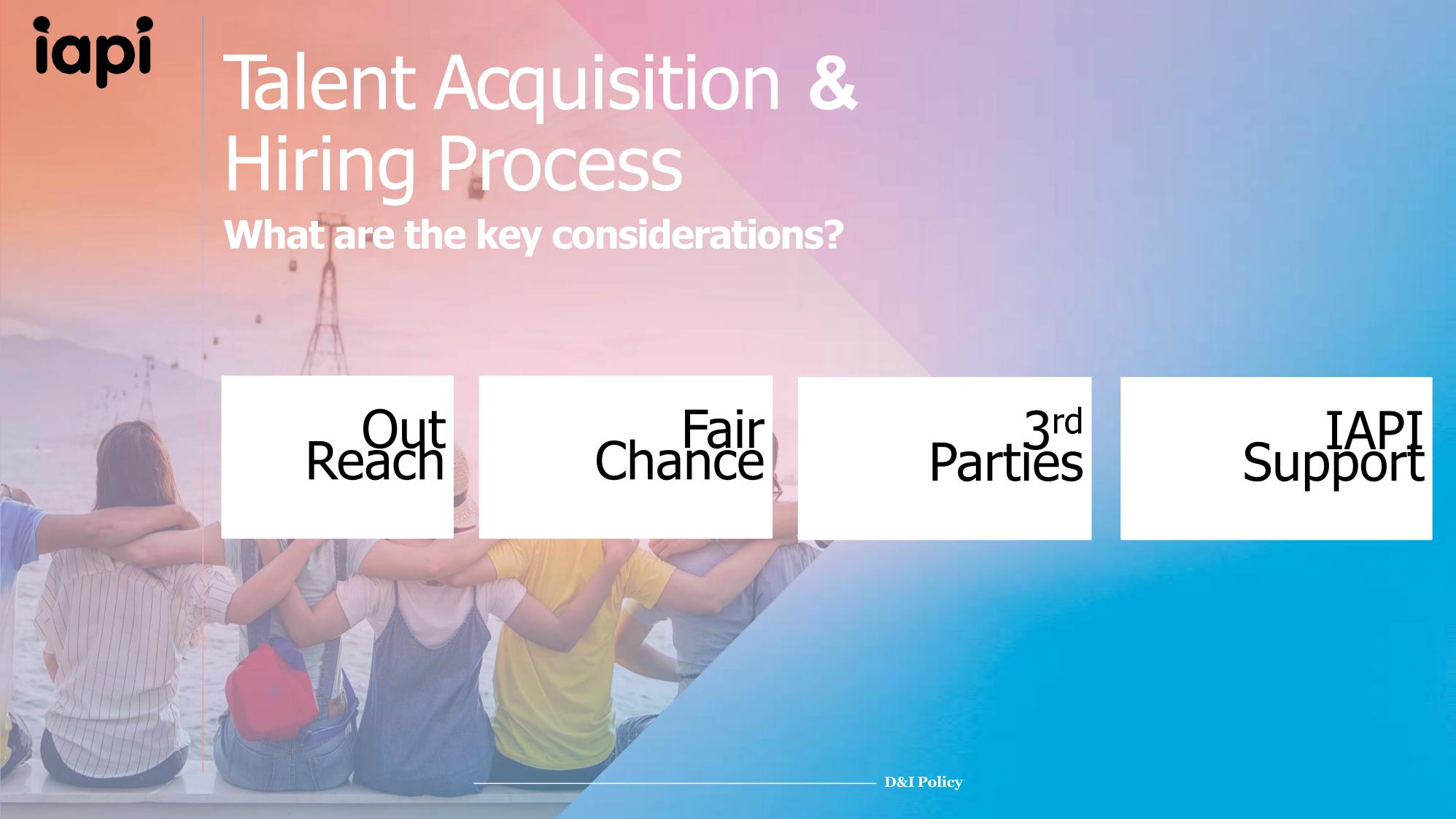


How will you know ou're getting there?



How will you spend

D&I Policy











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Key Definitions

Definitions

Forging for systemic change, means we start with a clear understanding of some of the key terms relating to diversity and inclusion.

These are often used interchangeably when discussing diversity and inclusion initiatives, but we all know the words we use matter as they can reflect bias or challenge it.

Below are some of the terms worth understanding if we want to foster more meaningful connections and more accurate narratives.

(Source: Catalyst.org)

Equality - treating everyone the same way, often while assuming everyone starts out on equal footing or with the same opportunities. If not, ensuring a fair chance for and equal outcome.

Equity - working toward fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers.

Diversity – describes the demographic of the organisation where there is a representation of people from protected groups.

Neurodiversity - The concept that there is great diversity in how people's brains are wired and work, and that neurological differences should be valued in the same way we value any other human variation.

Inclusion - refers to an organisational culture where people from diverse backgrounds and protected groups are truly valued.

Unconscious Bias - An implicit association, whether about people, places, or situations, which are often based on mistaken, inaccurate, or incomplete information and include the personal histories we bring to the situation.

Belonging - means that people can bring their full selves to work, and not feel like they're a different person there than at home.

