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# The hardest part is getting started – how to benchmark your organisation and develop a toolkit for change

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LIBERATE

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## How do you measure **difera**?



## What do we need to succeed?

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- A grasp of our legal duties
- A **DIFERA** strategy
- Equality objectives
- Employment monitoring
- Staff support
- External benchmarking

## A grasp of our legal duties

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- June 2018 – law is coming
- Prevents discrimination and promotes equality
- Nine EU characteristics
- Draft by 2020
- Illegal to discriminate in the workplace (not your home)
- Good stuff, but...

## A DIFERA strategy

- Why DIFERA matters?
- What we will do?
- How will we do it?
- Where are we now?
- What is progress?
- What does it mean?



## Equality objectives



- Specific
- Measurable
- Attainable
- Relevant
- Timeframe
- Inclusive
- Set of actions, resources, measurements and delivery dates

## Employment monitoring

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- Diversity monitoring
- Employee identity survey
- Bi-annual employee opinion survey
- HR statistics



## Other things to monitor

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- Products/services





## Other things to monitor

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- Products/services
- Advertising and marketing



## Other things to monitor



- Products/services
- Advertising and marketing
- Supplier chain

What do these companies have in common?



## Other things to monitor



- Products/services
- Advertising and marketing
- Supplier chain
- Policies and procedures



## Monitoring: questions to ask

- What is the purpose of what you are doing?
- How are you seeking to achieve this?
- Who benefits and how? (and who, therefore, doesn't and why?)
- What are any 'associated aims' attached it?
- Can we justify it publicly?





## Staff support



- LGBT+ employees
- Women employees
- Employees with a disability
- BAME employees
- Employees who are carers

## External benchmarking

- **DIFERA** scheme
- Stonewall UK workplace equality index
- Business in the Community
- Hidden Disabilities scheme
- Charities running training



## What is Liberate?



difera



## Why a scheme?

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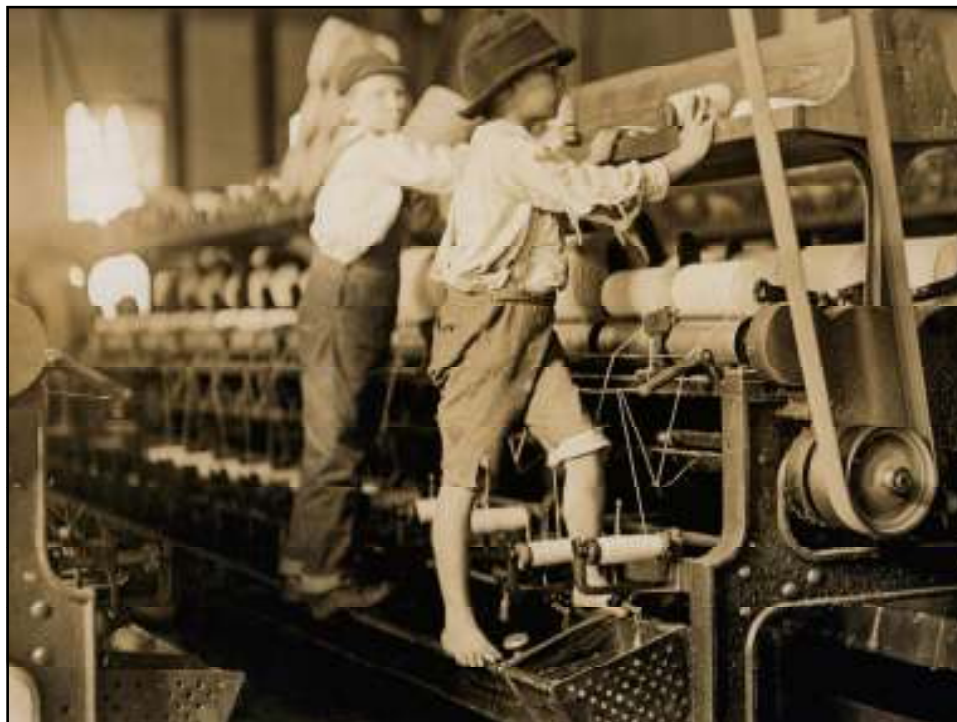
- In order to assess if an organisation is DIFERA, we needed a means to audit it;
- Organisations who are “doing it right” should have a means to demonstrate that;
- Liberate needed a sustainable source of income;
- We needed to move the conversation on...

## The business case

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In organisations, diversity can be seen as hard to manage or as a strength that enables you:

- serve a diverse range of clients better;
- produce a wider range of solutions to business problems;
- choose from a wider talent pool when recruiting;
- retain staff who feel they can be themselves.



## Learning About Diversity

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Three types of training:

- Awareness raising/risk avoidance
  - “You may not do this in the workplace”
- Behavioural
  - “You must do this in the workplace”
- Attitudinal
  - “What do you think would be the right thing to do in the workplace?”



## How does DIFERA work?

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- Leadership “buy-in”, i.e. “walking the walk”
- Across the organisation (not just HR)
- Audit – policies, procedures, documents, employee opinion
- Champions – from all groups/departments
- Champions’ training to advocate
- Attitudinal induction training for everyone
- The badge demonstrating your credentials

## DIFERA outcomes

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- Audit report with strategy ideas;
- Inclusive policies and procedures;
- Champions group that can develop some/all of your D&I strategy, remind people of their DIFERA training, look out for problems;
- Training material;
- A partnership with Liberate;
- A happier, kinder, more thoughtful workplace.

## DIFERA cost

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- We work out the cost for an organisation based on a sliding scale that uses your headcount.
- Example –
  - 15 employees (small business) – £1,145 for year 1, then £150 p.a.
  - 50 employees - £2,125 for year 1, then £325 p.a.
  - 100 employees - £2,743 for year 1, then £531.25 p.a.

## Any questions?

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**Thank you**

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**Be kind to one another**



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