

# Diversity, Equity, & Inclusion Statement



**Strengthscope's mission is to reveal the unique strengths of people across the world, enabling them to bring their most authentic and inspired selves to work and to life every day.**

**Recognising and celebrating uniqueness is our lifeblood and we strive to be the change we want to see in the world.**

**We are committed to building a world where every single person can bring their authentic, fully human selves to work.**



# What this means to us

We believe that diversity is the foundation of strong, creative teams. When people with different experiences and viewpoints come together, they learn, innovate, problem solve, and thrive. In an environment where everyone feels seen, heard, and valued for their input, people do their best work.

To achieve this, we live and breathe our values:



## Changing lives

We transform people's lives and organisations. What we do creates inspiration and energy for lasting positive change.



## With you all the way

Putting customers at the heart of what we do.



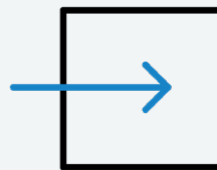
## Being ourselves

We encourage everyone to explore, connect with, and show up as their unique selves.



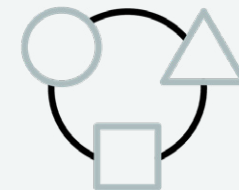
## Deepening connections

We enable people to build deeper, more human connections by having real conversations.



## Keeping it simple

In a busy world, we strive to keep things as simple and practical as possible in all that we do.



## Being inclusive

We take the time to build understanding, respect, and appreciation for everyone we meet.

# What we've been doing

We have done our very best to embody the values of inclusion and fairness since Strengthscope's inception, yet we recognise that there is always more we can learn and do as the world moves forward. Following the publication of our [first-ever Diversity, Equity, & Inclusion Statement](#) in 2021, our commitment to building a more equitable world remains as strong as ever.



## 1

### **Introducing enhanced parental leave entitlements**

Our employees are now entitled to more time off at their normal pay beyond that outlined in UK legislation. This includes full pay for the first 10 weeks of maternity and adoption leave and 6 weeks paternity leave. We recognise that work is only a fraction of our team's lives and want to support our people and their families.

## 2

### **Launching a fully flexible hybrid working model**

Whilst we've had flexible working in place for the last 4 years, our policy has been updated to adopt a completely

flexible model for all roles. There is no expectation of our employees to spend a specific amount of time working at the office and all meetings are virtual by default. Our people are trusted to make decisions on what environment and way of working suits them best.

## 3

### **Achieving a 50/50 gender split in our leadership team**

As a result of several changes in our team and recruitment efforts outlined

in last year's statement, we have attained an equal representation of men and women in our leadership team. With research showing [women account for only 21% of leadership roles in the UK](#), we are paving the way in terms of gender parity at senior level but recognise improvements need to be made when it comes to representation of different ethnicities (detail in Who we are).

## 4

### **Sponsoring therapy for women of colour via [Black Minds Matter UK](#) and [Sistah Space](#)**

In recognition of Black History Month UK and World Mental Health Day in October, we partnered with two important organisations to cover the costs of 12-week course of therapy with a certified Black therapist for 3 women of African heritage. It is vital for us to understand the impact of intersectional identities and support organisations working to help.

## 5

### **Offering free coaching to women via [NupwR](#)**

On International Women's Day, we partnered with Roohi and Nida Mohiyuddin (providers of the "Confident, Empowered Woman" programme) to offer 3 women from their community the chance to win a Strengthscope® report and individual coaching session with one of our product experts. We wanted to contribute to their self-awareness and confidence journeys and support a women-owned business focused on empowering women.

## 6

### **Growing awareness and knowledge of experiences by those with marginalised identities**

Utilising our dedicated internal learning sessions entitled 'An hour with...', several speakers delivered information on the experiences of people with diverse



identities. In June, our Head of Sales Katy ran 'Pride is a Protest' and in October an external speaker [Anthony Davis](#) spoke about mental health in the Black community. To broaden the reach of the content presented, both were also recorded as [The Strengths Guy podcasts](#) with our founder Dr Paul Brewerton.

## 7

### **Continuing to amplify diverse voices and topics via [The Strengths Guy podcasts](#)**

In addition to those mentioned above, several podcasts featuring guests were recorded and launched in the last year. One of these hosted [Christian Bless](#), who spoke about his work with young Black people in the East London community and promoting women's rights within the Congolese community ([Podversation 14](#)). The topic of empowering women by helping them develop gravitas authentically was discussed by [Rebecca Newton](#) in

[Podversation 12](#) and Charlotte Speak shared insights on supporting parents at work ([Podversation 23](#)).

## 8

### **Raising up our people's lived experiences**

Recognising that our team is willing to share their own, and keen to hear about each other's, experience relating to specific elements of their identity, 'Lightbulb Moments' initiative was launched. Volunteers wrote pieces about specific moments or situations that had a particular impact on them, with impactful stories so far shared for Pride, Black History Month, International World Religion Day, and International Transgender Day of Visibility.

## 9

### **Creating space for ideas directly from our people**

Following our 2022 survey results (detail in Where are we), the factor of Decision Making received particularly low ratings. To facilitate ideas and actions directly from our people, a self-run focus group was organised representing our team. They discussed and shared what would have a positive impact on their experience of Decision Making at the organisation, and the resulting actions will be outlined in next year's statement.



# Where we are

No statement on diversity and championing an inclusive environment would be complete without transparency on Strengthscope's own position and employee experience. That is why we are sharing our latest survey results, alongside diversity demographic breakdowns (detail in Who we are).

**The data outlined in the next page was gathered via Culture Amp's Diversity & Inclusion survey in January 2022.**

In addition to Inclusion, the survey consists of questions on 6 constructs, established from evidence-based research:

- ✓ Contribution to Broader Purpose
- ✓ Decision Making
- ✓ Diversity
- ✓ Equity
- ✓ Growth
- ✓ Voice

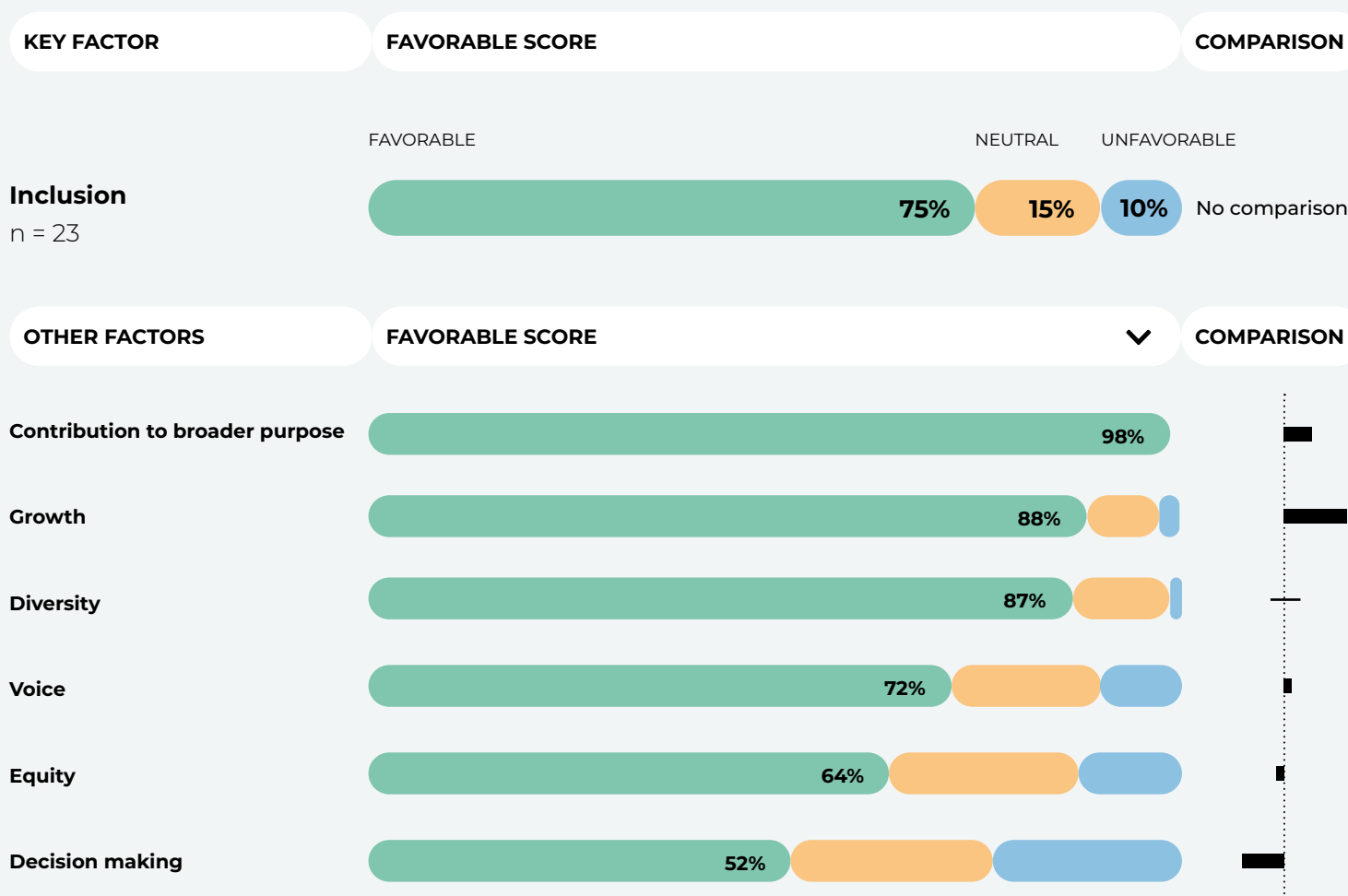
These are all aspects of our employee experience that we care deeply about. The results, in comparison to the industry benchmark, are outlined on the next page.



It is clear to see that Strengthscope's strengths when it comes to our people's experiences of diversity, equity, and inclusion are Contribution to Broader Purpose, Growth, and Diversity. Whilst the ratings shown below are lower

than our 2020 results (detail in Who we are), we are above the benchmark of other organisations for most of them. Strengthscope's rating in Decision Making factors is significantly lower than 2020 results and the industry

benchmark. This is the top opportunity for improvement and has been chosen as the focus area for DEI efforts and initiatives in 2022.



Our Founder Dr Paul Brewerton said of the results:

**“ It is reassuring to see that we retain strengths in areas such as Contribution to Broader Purpose, Growth, and Diversity and we will aim to continue to build on these solid foundations, while taking on board ideas from the team as to how we can strengthen further. On the other hand, it is disappointing to see some of our results fall back from the previous survey. We are taking learning from this in terms of the speed with which we respond to DEI survey findings, the way in which we approach the follow up and communication to, and involvement of, the wider team. We have all these points front of mind for the year ahead as we hone in on inclusion in Decision Making as an area for improvement.**

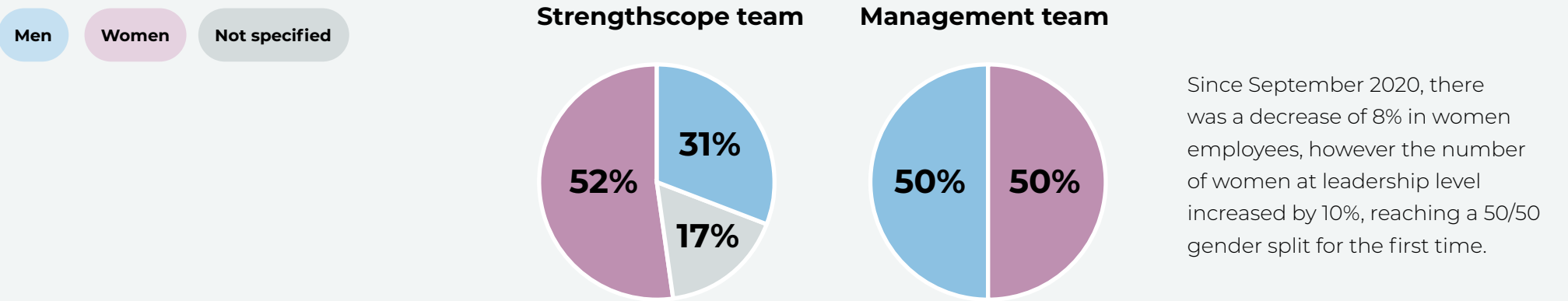
We've acknowledged and celebrated the results but recognise that there is always more we can do. We are determined to apply Strengthscope's *“good to great”* approach to diversity, equity, and inclusion – by going above and beyond when it comes to listening to our team about their experience and taking action to build a truly inclusive and equitable place of work.



# Who we are

The data outlined below was gathered via [Culture Amp's Diversity & Inclusion survey](#) in January 2022 and is compared to Strengthscope's results from September 2020.

## Gender identity

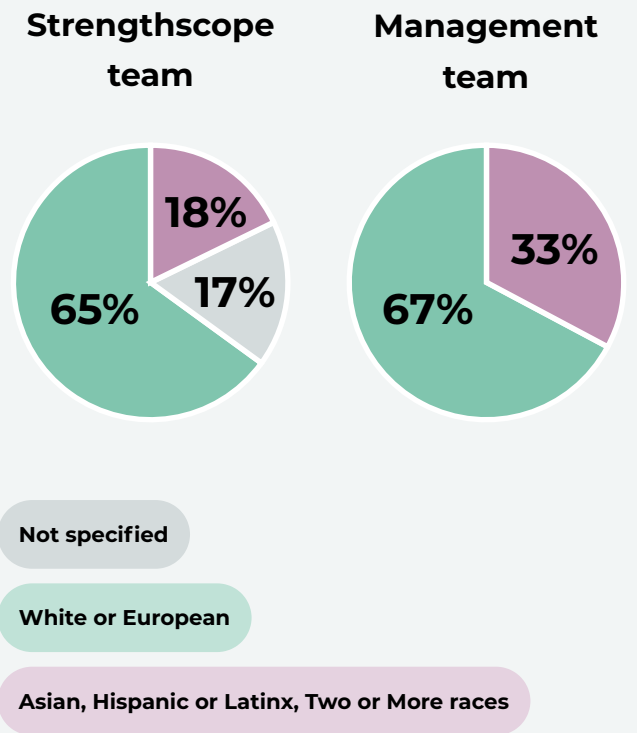


Our favourable survey scores, broken down by gender identity:

	GENDER IDENTITY	INCLUSION	CONTRIBUTION TO BROADER PURPOSE	GROWTH	DIVERSITY	VOICE	EQUITY	DECISION MAKING
Men		83% (↑ 3%)	100% (the same)	95% (↑ 1%)	90% (↓ 10%)	90% (↑ 7%)	75% (↓ 3%)	71% (↓ 8%)
Women		88% (↑ 3%)	96% (↓ 4%)	94% (↓ 2%)	92% (↓ 8%)	75% (↓ 8%)	65% (↓ 8%)	56% (↓ 22%)

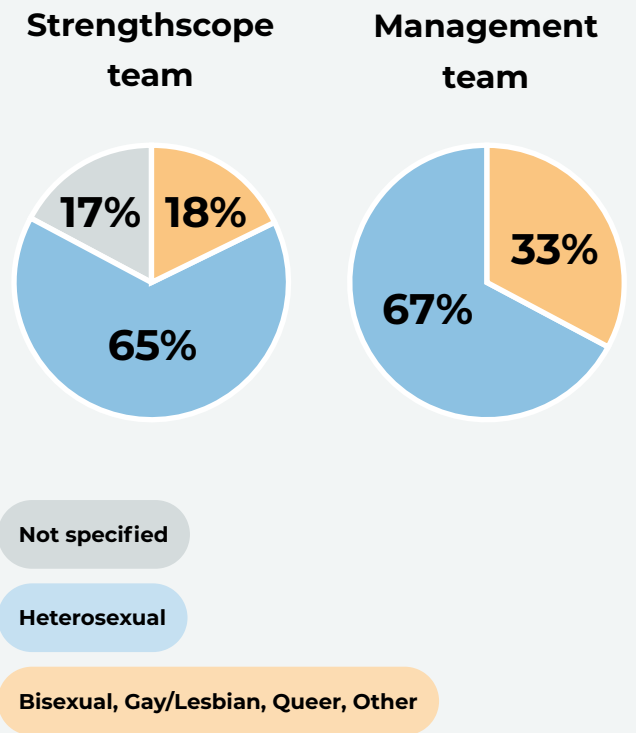
Majority of differences between men and women's experiences are marginal, however particular attention must be paid to the factors of Voice (15% difference) and Decision Making (15% difference).

# Ethnicity



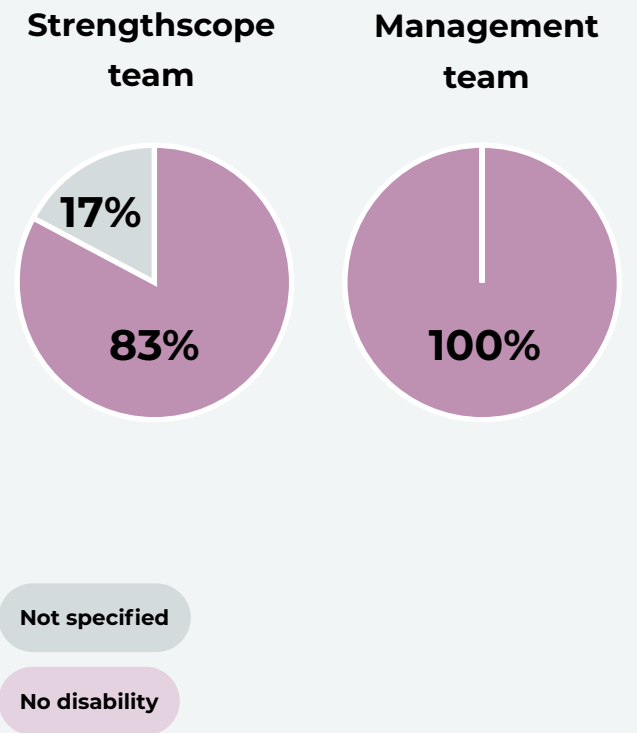
According to the data, there was a 12% drop in employees of colour since the 2020 survey, however this rose by 13% at leadership level.

# Sexual Orientation



Since 2020, LGBTQ+ representation across the company increased by 13% and went from 0% to 33% at leadership level.

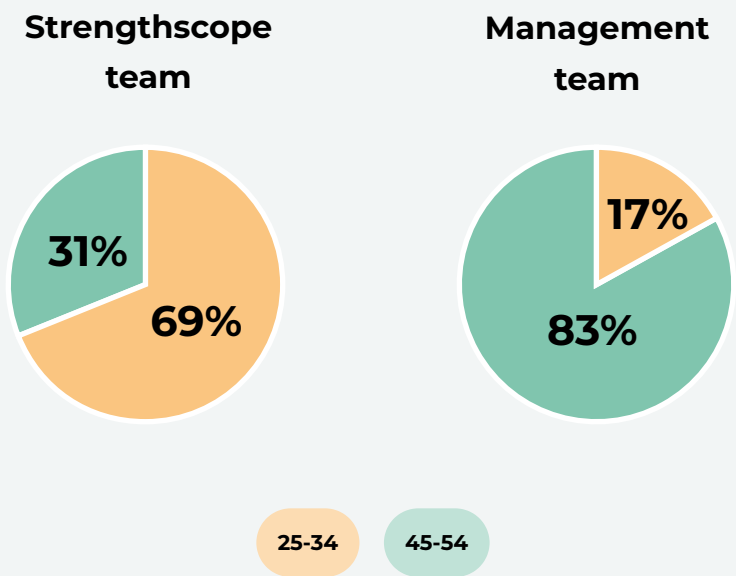
# Disabilities



There were no changes in numbers of employees with disabilities across the team and leadership. This highlights an important area of work for our diversity, equity, and inclusion initiatives.

Due to lower percentage distribution, the DEI data breakdown for Ethnicity, Sexual Orientation, and Disabilities demographics is unavailable.

# Age



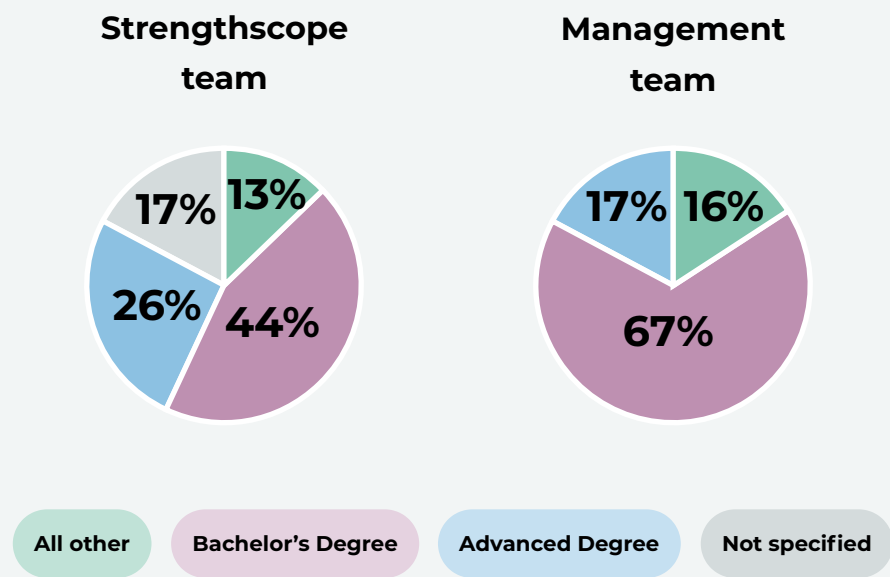
Since 2020, the number of employees aged 25-34 have decreased by 6%. A second distinct group has developed of employees aged 45-54. At leadership level, there was a decrease of 23% of members aged 25-34, with people aged 45-54 now making up 83% of the team.

For the first time, the DEI data breakdown for Age demographic is available.

AGE	INCLUSION	CONTRIBUTION TO BROADER PURPOSE	GROWTH	DIVERSITY	VOICE	EQUITY	DECISION MAKING
25-34	85%	95%	91%	88%	73%	61%	55%
45-54	88%	100%	100%	93%	93%	70%	80%

Similarly to Gender Identity, the noticeable differences between groups appear In Voice (20% difference) and Decision Making (25% difference) factors.

# Education



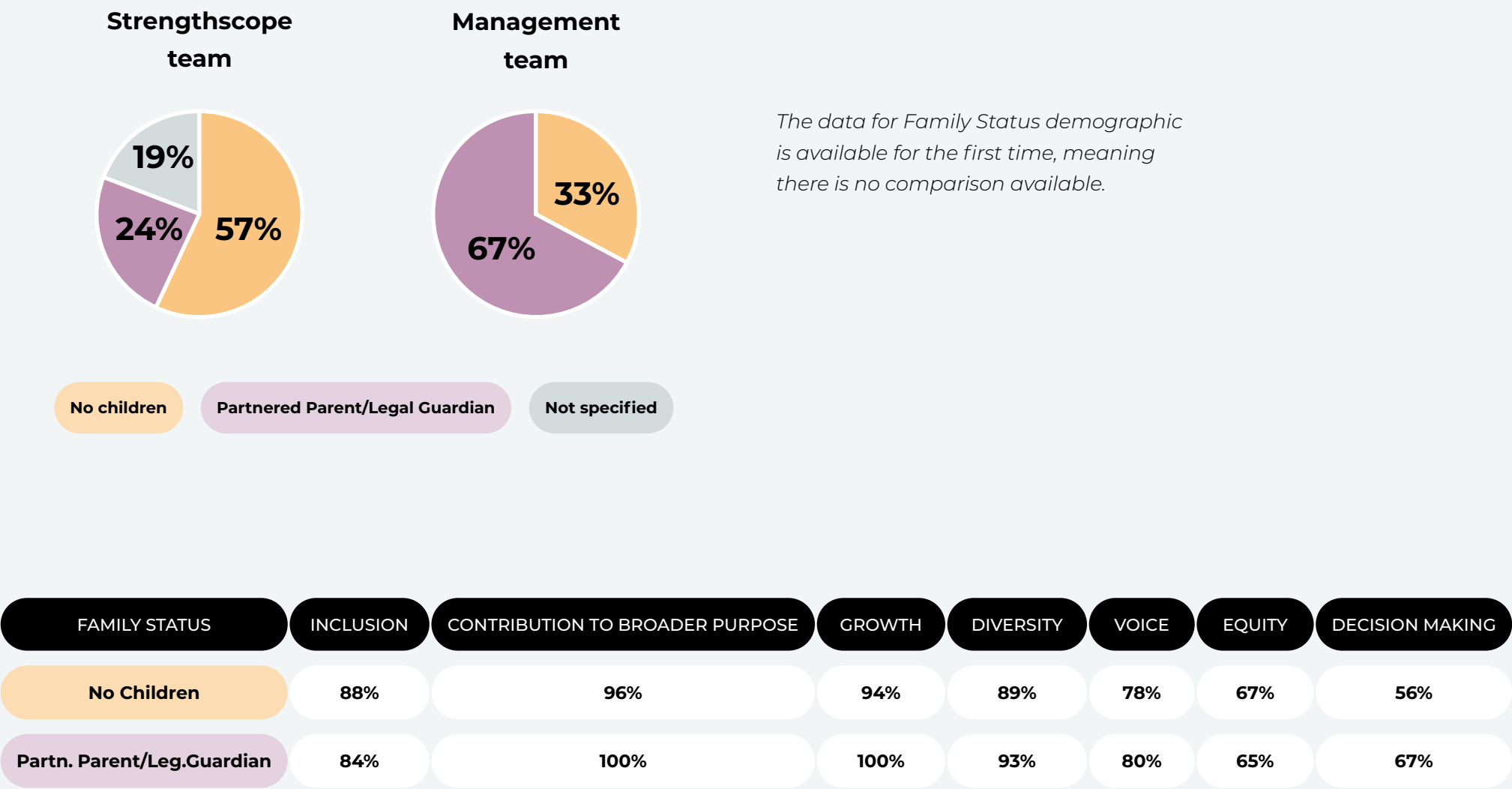
Since the survey in 2020, there was a 9% increase in employees with Bachelor's degrees and a 9% decrease in employees with advanced degrees. At leadership level, there was a 23% decrease of members with advanced degrees and a 27% increase in people with Bachelor's degrees.

For the first time, the DEI data breakdown for Education demographic is available.

EDUCATION	INCLUSION	CONTRIBUTION TO BROADER PURPOSE	GROWTH	DIVERSITY	VOICE	EQUITY	DECISION MAKING
Bachelor's Degree	88%	100%	97%	93%	87%	73%	67%
Advanced Degree	77%	92%	89%	89%	78%	58%	50%

Factors of Equity (15% difference) and Decision Making (17% difference) show the main differences in experience of employees with Bachelor's and advanced degrees.

# Family Status



The differences between groups in this demographic are minor, which is very encouraging.

# What's next



As outlined in our [first-ever Diversity, Equity, & Inclusion Statement](#), we have implemented an annual gathering of information on how our people experience specific elements of inclusion.

We remain committed to transparency by sharing our results and the work we're doing to create a more inclusive and equitable culture for all.

This statement is an important record of the progress we make and lessons we learn as we go on this journey.

**Your questions, feedback, and suggestions are encouraged and welcome! Please contact [hr@strengthscope.com](mailto:hr@strengthscope.com) to get in touch with our Head of People Migle Sataite.**

