

Diversity, Equity and 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 culture where every single team member 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.



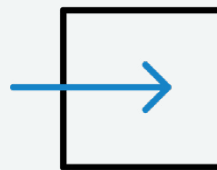
Being ourselves

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



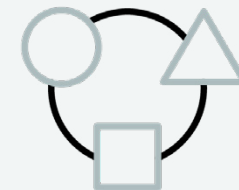
Deepening connections

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.



1

Establishing diversity and inclusion workstream at Strengthscope with executive sponsorship

Following the murder of George Floyd, and Eric Garner, Michael Brown, Tamir Rice, Walter Scott, Alton Sterling, Philando Castile, Stephon Clark, and Breonna Taylor before him, our team day in June 2020 saw us come together to share how we are feeling and to explore how Strengthscope can show up for the Black Lives Matter movement. There were a lot of ideas shared by the team that were collated into a diversity and inclusion project, which is owned by our People Lead Migle Sataite with executive sponsorship from our Founder & Chair Paul Brewerton.

2

Writing an open letter to our communities

In addition to internal conversations about anti-racism, our team felt it was very important for Strengthscope to make our position clear to the world, especially showing solidarity with those affected by systemic racism. An open letter, including individual commitments from our team members, was published on our website, and emailed to the whole Strengthscope community.

3

Organising workshops to build knowledge and awareness, and create an open forum for discussions

To aid continuous growth and learning, we have partnered with a specialist DEI consultancy to run facilitated workshops on anti-racism and white fragility, privilege and power, disadvantage and exclusion, and allyship. These sessions

are dedicated to creating an engaging, safe space for learning and awareness building. They are helping employees understand their role in creating inclusive environments in their work and day-to-day lives.

4

Fostering continuous conversation

During our team day in June 2020, the Strengthscope team showed an appetite for educating ourselves and each other. To aid this effort, one of the ideas was to create a dedicated space for people to share content and other resources. This was established as a channel in our Microsoft Teams space in July 2020 and team members have been sharing documentaries, movies, books, articles, art, and webinars.

5

Building out our values with behavioural indicators

As mentioned above, our values are

integral when it comes to what we stand for, how we work, and how we achieve success. We continue to push ourselves to live and breathe them more deeply. To bring them to life even further, we have substantiated each value with examples of positive and negative behaviours. This includes our 'being inclusive' value, encouraging team members to "create space for people to show up as their whole selves, withholding assumptions and judgement". This enables delivery of clear feedback to reinforce positive behaviours and call out negative actions, with respect and understanding.

6

Introducing gender pay gap analysis

Strengthscope has committed to start reporting on gender pay gap, with the first report to be issued in April 2021. UK Government legislation requires all employers with a headcount of 250 or more to report on their gender pay gap

annually. At Strengthscope, whilst we have far fewer than 250 employees, we firmly believe in creating a transparent dialogue regarding the earnings of men and women.

7

Producing Strengthscope® report in accessible format

To ensure our core product is available to visually impaired individuals, Strengthscope has developed our standard report to make the entire user journey accessible to users who rely on technology support such as screen readers. We will continue to drive improvements in this area, including increasing the use of subtitles and introducing our other products in accessible format.

8

Surveying employees about their experience of diversity and inclusion at Strengthscope

It is extremely important for us to look inward and listen to our employees and their experience of diversity & inclusion at Strengthscope. We carefully selected a research-backed survey designed by Culture Amp, as it includes and values many aspects of diversity, going beyond ethnicity and gender. In September 2020, we launched our first DEI survey to hear how our team members feel about belonging, fairness, opportunities and resource, decision making, diversity, voice, and contribution to broader purpose. A snapshot of results is available below in 'Where are we?'

9

Engaging in deep listening to our employees

Following our DEI survey results, there were many aspects where our position as an employer is extremely positive and well above the benchmark (a snapshot of results is available below in 'Where are we?'). However, there were also a few statements that were rated

low or indicate different experiences in different demographic groups. Strengthscope has organised two focus groups, one representative of the company as a whole and one of employees of colour. The purpose is to create a safe space for employees to share their truths and experiences for us to learn from and improve on. Actions from these focus groups will be taken to ensure that Strengthscope as an employer is as inclusive and equitable and will be outlined in next year's statement.



10

Reviewing our recruitment process

A review of how we advertise vacancies resulted in several changes to ensure that we are reaching and receiving applications from applicants with a diverse range of backgrounds. These were first implemented for the role of Head of Marketing and include a statement on the job description which speaks to the fact that “Strengthscope is actively seeking to maintain and



increase the diversity of our team and encourage candidates to apply. If they meet even some of the criteria”. The vacancy was listed on diversityjobsite.co.uk and emailed to both of our Customer Advisory Boards with the request to share it with their networks. The use of a ‘Gender Bias Decoder’ was also introduced to check the text for any hidden gender bias that may have a negative impact on candidates belonging to specific groups.

11

Updating demographic questions and answers in the Strengthscope® questionnaire

The demographic question of ‘Cultural background’ was updated to ‘Race/Ethnicity’ to more accurately reflect the information requested. This also included expansion of the answers available to align with the latest government guidelines for responses to this question. In addition, the

question of ‘Gender’ was changed to ‘Gender identity’. Possible answers were updated from ‘Male’ and ‘Female’ to ‘Man’ and ‘Woman’, ‘Non-binary/Non-conforming’ was added as an option, and all answers are now listed in alphabetical order.

12

Increasing diversity of voices on The Strengths Guy podcast

A podversation with Roohi and Nida Mohiyuddin was recorded and launched for International Women’s Day 2021. These two inspiring women talked about launching their new business, which is designed to empower women through a unique three stage process. They told their story, what led them to set out on their journey, and what difference they hope to achieve in the world. The last podcast launched in March 2021 was a conversation with Derek Appau, an executive career coach, about diversity and inclusion through strengths. Both

of these can be accessed here. Earlier in 2020, two podcasts discussed diversity and inclusion, and how this relates to strengths (S7E11 & S7E12).

13

Delivery of internal session on intersectional feminism

Following one of our workshops with a specialist DEI consultancy, a few team members shared that they'd like to learn more about the history of feminism and the current movement. Our Intern Abbigail Leeson volunteered to host 'An hour with...' (Strengthscope's biweekly company-wide learning session), which provided a great overview on the topic and included a whole host of resources for the team to further grow their awareness. To broaden the reach of the material presented, a podversation between Abbigail and Paul Brewerton has been recorded and will launch following the publication of this 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 current diversity demographic breakdowns, alongside our internal DEI survey results.

The data outlined below was gathered via Culture Amp's Diversity and inclusion survey in September 2020.

One of the most important results from the survey is our engagement score. Inclusion and diversity are standalone concepts but are also drivers of engagement.

Engagement has been consistently linked to profit, customer satisfaction, and employee retention. By understanding the relationship between diversity, inclusion, and engagement, we're able to determine impact on performance, innovation, retention, and attraction of talent across the different groups we have represented at Strengthscope.

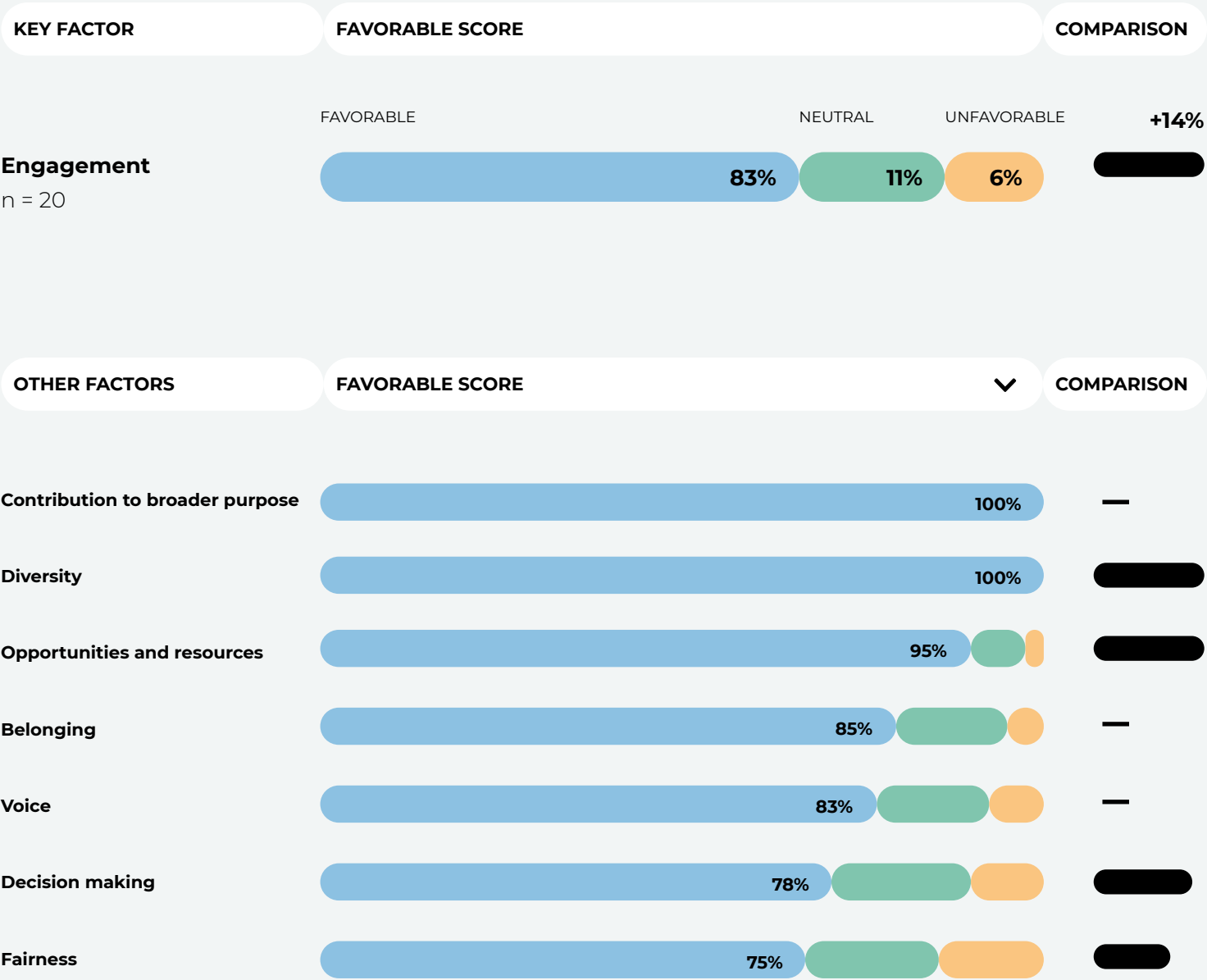
In addition to measuring engagement, the survey included questions on 7 constructs of inclusion, established from evidence-based research:

- ✓ Belonging
- ✓ Fairness
- ✓ Opportunities and resource
- ✓ Decision making
- ✓ Diversity
- ✓ Voice
- ✓ Contribution to a broader purpose

These are all aspects of our employee experience that we care deeply about. The results are outlined on the next page.



Overall, our results were truly outstanding and well above the benchmark of other organisations.



Our Founder and Chair Dr Paul Brewerton said of the results:

“I’m reassured by the results that we have seen with the survey as they demonstrate that we are living by our values and owning and challenging ourselves where this falls short. I look forward to us digging deeper into some of our results to move us further towards a culture which is genuinely equitable for everyone at Strengthscope. There is more work to do but I am pleased with what we’ve achieved so far.

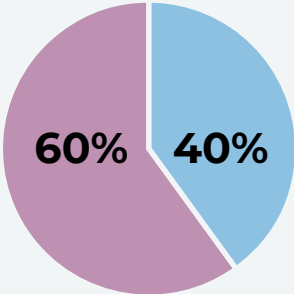
We’ve acknowledged and celebrated the results but recognise that there is always more we can do. We are determined to apply Strengthscope’s “good to great” approach to DEI – by going above and beyond when it comes to listening deeply to our team about their experience and taking action to build a truly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

Who we are

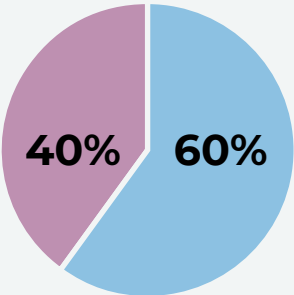
The data outlined below was gathered via Culture Amp's Diversity & inclusion survey in September 2020.

Gender identity

Strengthscope team



Management team



Men

Women

Our favourable DEI scores, broken down by gender identity:

	GENDER IDENTITY	ENGAGEMENT	DECISION MAKING	FAIRNESS	OPPORTUNITIES & RESOURCES
Men		80%	79%	78%	94%
Women		85%	78%	73%	96%

	GENDER IDENTITY	VOICE	BELONGING	DIVERSITY	CONTRIBUTION TO BROADER PURPOSE
Men		83%	81%	100%	100%
Women		83%	88%	100%	100%

There is a difference between men and women's perceptions of DEI at Strengthscope. Whilst majority of the differences are extremely minor, the data suggests we have work to do when it comes to fairness and belonging.

As shown below, due to lower percentage distribution the DEI data broken down by a demographic is only available for gender identity. However, it is important to share the demographics of the team at Strengthscope.

Ethnicity

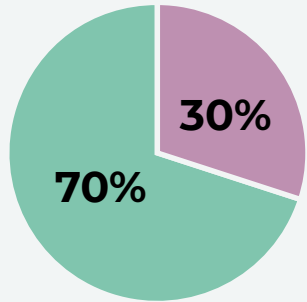
Sexual orientation

Physical abilities

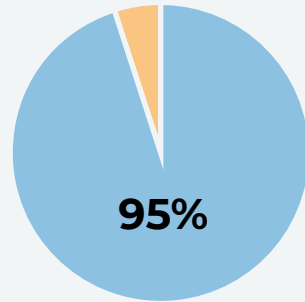
Age

Education

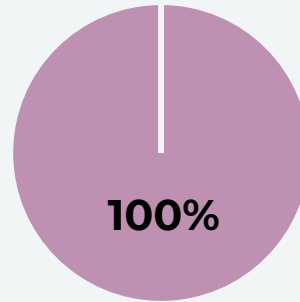
Strengthscope team



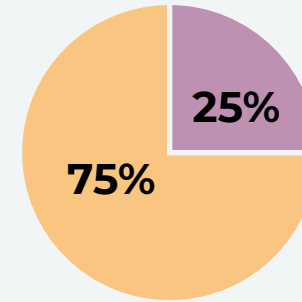
Strengthscope team



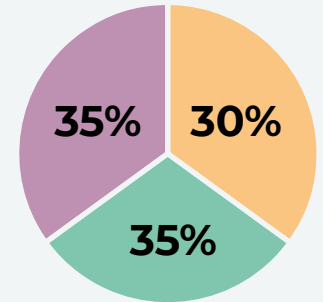
Strengthscope team



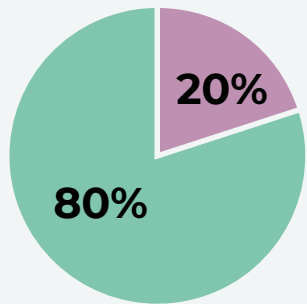
Strengthscope team



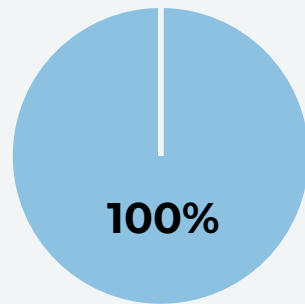
Strengthscope team



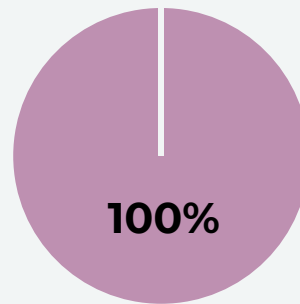
Management team



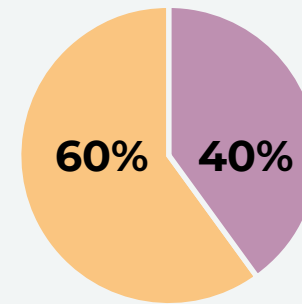
Management team



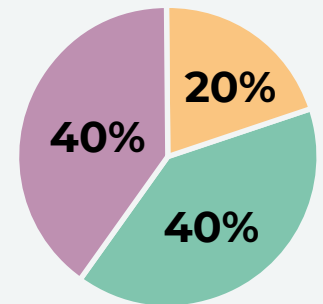
Management team



Management team



Management team



White

Asian, black, mixed, other

Heterosexual

Bisexual, gay/lesbian, queer, other

No disability

Visible, invisible, both

25-34

All other

All other

Advanced degree

Bachelors degree

What's next



With the first issue of this statement, we aim to show our commitment to transparency regarding diversity, equity, and inclusion at Strengthscope. This includes the continuous work we do and the lessons we learn in the process.

Moving forward, this data will be collected yearly, to allow ongoing feedback and measure the impact of new actions and initiatives. It helps us understand if a true sense of belonging exists for all employees.

We are excited to share all of this with you and welcome and encourage questions, feedback, and suggestions! Please contact hr@strengthscope.com to get in touch with our People Lead Migle Sataite.

