

# Diversity and Inclusion Charter **2023**



THE BLUEPRINT

# Our Ethos

At The Blueprint inclusion has always been in our DNA. As a company whose business is identifying talent, transforming leadership teams and shaping careers we understand and embrace the responsibility we carry to drive the improvement of diversity in our industry.

As agents of change, we are committed to challenging the status quo and working with our clients to transform our industry culture into a place that welcomes, nurtures and actively sustains the best talent.

We value courage and boldness in people of all gender, age, orientation, race and creed, who bring diverse experiences and voices to enrich culture and create a better future.

## Our Approach

What we currently do:

### **Inclusive Representation**

All of our long and shortlists include a minimum 50% diverse talent, irrespective of client brief. We will challenge any brief that does not meet this expectation.

### **Inclusive Searches**

In order to provide a diverse list, our searches are deep and detailed, often looking in new or unexpected places to unearth the best talent from all backgrounds. We view aptitude and potential as equal to proven experience and encourage our clients to be open to the same.

### **Equal Pay Commitment**

We do not ask candidates for their salary history. We work with salary expectation to promote equality of pay for all and close gender and ethnicity pay gaps.

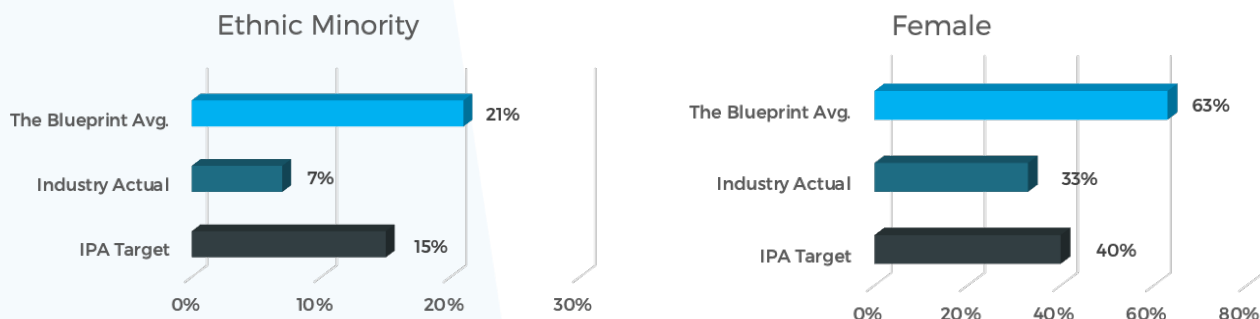
### **Our Team**

Each member of our team is passionate about driving positive change in the diversity of the creative industry.

## Our Statistics

Our figures over the past three years evidence our commitment to diversity and inclusion, consistently higher than the IPA target for both ethnic minority backgrounds (15%) and female (40%) within agency leadership.

## Placements 2020-2022 - Leadership



*\*Figures accurate at time of publication*

However, we do not see this as success. Our industry is not on course to meet the annual inclusion targets set by the IPA for agency leadership. This is not good enough.

McKinsey report that diverse, inclusive agency leadership is the key factor in determining organisational inclusion.

We believe we can all do more. And at The Blueprint we commit to doing more. Having delivered 66% female and 24% ethnic minority placements in 2022, we will continue to partner with our clients to review and improve diversity year on year until our industry is truly inclusive.

## Our Commitment

Our commitment to transforming inclusion goes beyond statistics. We are partnering with our clients and diversity and inclusion experts to find actionable ways to advance change.

We are looking at a series of ways to leverage our unique network of game-changing industry leaders to radically improve the diversity of our industry.

## Inclusion for All

As diversity and inclusion are fundamental issues at a societal level, our commitment extends beyond our industry. We partner with Home for Good to improve the chances of refugee children. Every year 40,000 children and young people come into care in the UK. We're proud that every time we place a senior hire, we donate £500 to place a refugee child in need into foster care.

If you would like to partner with us to improve diversity and inclusion or have any questions please contact [geraldine@wearetheblueprint.com](mailto:geraldine@wearetheblueprint.com).

[wearetheblueprint.com](http://wearetheblueprint.com)



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