

Diversity & Inclusion Charter **2021**



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 in order 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 in order to promote equality of pay for all and close gender and ethnicity pay gaps.

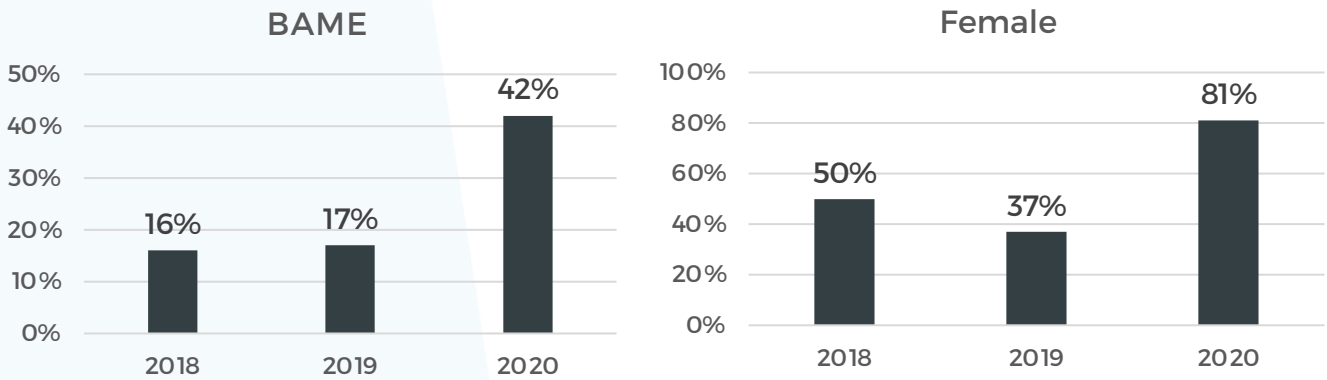
Our Team

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 & inclusion, consistently higher than the IPA target for both BAME (15%) and Female (40%) within agency leadership.

Placements by BAME and Gender 2018-2020*



**Figures accurate at time of publication 13/01/2021*

However we do not see this as success. Our industry is not on course to meet the 2020 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 as agents of change at The Blueprint, we commit to doing more.

Our target placements for 2020 are set at 50% female and 25% BAME. And we will review and improve this 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 D&I 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.

wearetheblueprint.com



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