



Marshall Creative Diversity and Inclusion Plan

Objective: To cultivate a diverse and inclusive workplace at Marshall Creative, fostering an environment where all employees feel valued, respected, and have equal opportunities for growth and success.

1. Leadership Commitment (Timeline: Ongoing)

- Clearly articulate the organization's commitment to diversity and inclusion.
- Engage leadership in diversity training to enhance understanding and advocacy.
- Establish a leadership team responsible for overseeing diversity and inclusion initiatives.

2. Baseline Assessment (Timeline: Month 1-2)

- Conduct a thorough assessment of the current diversity landscape within the organization.
- Collect demographic data to understand the composition of the workforce.
- Identify areas of improvement and potential barriers to inclusion.

3. Develop Diversity and Inclusion Goals (Timeline: Month 3-4)

- Based on the assessment, establish specific, measurable, and achievable diversity and inclusion goals.
- Align goals with the organization's overall strategic objectives.
- Ensure that goals are communicated clearly to all employees.

4. Diversity Training (Timeline: Ongoing)

- Implement regular diversity and inclusion training programs for all employees.
- Include topics such as unconscious bias, cultural competency, and inclusive leadership.
- Make training sessions interactive and engaging to encourage active participation.

5. Inclusive Recruitment and Hiring Practices (Timeline: Ongoing)

- Implement strategies to attract a diverse pool of candidates during the recruitment process.
- Train hiring managers on mitigating biases during the hiring process.
- Establish diverse hiring panels to minimize unconscious bias.

6. Mentorship and Sponsorship Programs (Timeline: Month 5-6)

- Develop mentorship programs to support the professional development of underrepresented employees.



- Establish sponsorship initiatives to actively advocate for diverse talent within the organization.
- Encourage cross-functional mentorship to foster collaboration and learning.

7. Affinity Groups (Timeline: Month 7-8)

- Support and facilitate the formation of employee-led affinity groups.
- Provide resources and a platform for these groups to connect, share experiences, and propose initiatives.
- Celebrate the contributions of affinity groups to the overall workplace culture.

8. Equal Pay Analysis (Timeline: Month 9-10)

- Conduct a comprehensive analysis of pay structures to identify and rectify any gender or diversity pay gaps.
- Regularly review and adjust pay scales to ensure fairness and equality.

9. Flexible Work Arrangements (Timeline: Ongoing)

- Promote flexible work arrangements to accommodate diverse needs, including family responsibilities, disabilities, and personal preferences.
- Establish guidelines to ensure equitable access to flexible work options.

10. Inclusive Leadership Development (Timeline: Ongoing)

- Implement leadership development programs that focus on inclusive leadership skills.
- Provide opportunities for leadership training for employees from underrepresented groups.
- Encourage diverse representation in leadership positions.

11. Celebrating Diversity Events (Timeline: Ongoing)

- Plan and organize events to celebrate cultural observances, heritage months, and other diversity-related occasions.
- Encourage employees to share their cultural backgrounds and traditions with the broader workforce.

12. Feedback Mechanism (Timeline: Ongoing)

- Establish a feedback mechanism for employees to express concerns, share ideas, and provide input on diversity and inclusion initiatives.
- Regularly assess the effectiveness of programs and adjust based on feedback.

13. Evaluation and Reporting (Timeline: Ongoing)

- Regularly evaluate progress towards diversity and inclusion goals.



- Provide transparent and regular reports to leadership and employees on the organization's diversity initiatives.
- Recognize and celebrate achievements and milestones.

14. External Partnerships (Timeline: Ongoing)

- Collaborate with external organizations and initiatives that promote diversity and inclusion.
- Share best practices and learnings with industry peers.
- Actively participate in community events that support diversity and inclusion.

15. Review and Revision (Timeline: Annually)

- Conduct an annual review of the Diversity and Inclusion Plan.
- Revise and update the plan based on changes in organizational needs, workforce demographics, and best practices.

This Diversity and Inclusion Plan outlines specific actions and timelines to create a workplace at Marshall Creative that embraces diversity, promotes inclusion, and provides equal opportunities for all employees to thrive and succeed. Regular assessment and adjustment will ensure the continued success and relevance of the plan.

Signed
Darren Marshall [DIRECTOR]

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