



Impact Report 2023

We make diversity, equity and
inclusion your culture strategy.

Published 24 June 2024



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Letter To Our Community



Minaxi Mistry (She/Her)

CEO & Founder
Equality Leaders

With deepest gratitude and heartfelt thanks I put these words to paper as we embark upon sharing with you our first ever Impact Report.

2023 was a milestone year for us from appointing our Advisory Council to offer necessary strategic direction, to winning D&I Consultancy of the Year at the Inclusive Awards, to launching our Inclusive Business Transformation and DE&I Maturity Framework.

Our 2023 Impact Report reflects upon just how far we've come but also takes a moment to celebrate our accomplishments, and you have been key to those. Without your contributions and passion for our mission, the success we've achieved thus far would not have been possible.

Your commitment has been instrumental in driving change as we continue to strive for meaningful impact across our communities. Whether it's through attending our Masterclasses, or working with us to customise solutions to meet your unique needs, your support has been invaluable every step of the way.

And so, as we work to make DE&I your culture strategy, we remain committed to partnering with you to rewire systems, refine processes, and build competencies to design equitable outcomes so that you outpace, outperform, and deliver sustainable inclusive growth for impact.

To my colleagues, consultants and Advisory Council, I thank you for your dedication and showing up every day, in good times and through tough times. It is in the difficult moments that we demonstrate our mettle to navigate life's challenges, as we push forward to work collaboratively and with intent and purpose.

We remain headstrong in our mission and want to thank our partners for trusting us to help you build cultures of belonging, cultivate inclusive leaders, and engineer DE&I strategies which all future-proof your businesses for long-term commercial sustainability.

We invite you to continue partnering with us on this journey as we strive to make an even greater impact in the lives of those we serve.

Minaxi Mistry



What We Do

CONSULTING

We partner with organisations to support them in building value-led workspaces to foster cultures of inclusive and equitable decision-making.

OUR MISSION

Our mission is to support businesses in delivering impactful DE&I outcomes critical to their sustainable and commercial success. We are led by evidence-based insights to focus on building thriving futures for the communities we live in, work with, and serve.

LEARNING

We design and deliver bespoke learning experiences which are collaborative, experiential, and built to make an impact.

OUR PURPOSE

Our purpose is to be your most impactful DE&I partner. We take a disruptive, innovative and compassionate approach to equip you with the tools to become change enablers and accelerate learning journeys.

MASTERCLASSES

We deliver in-person DE&I Masterclasses to build practitioner competencies and knowledge-share good practice.

OUR VALUES

Courage.

Leading with courage to shape our future.

Collaboration.

We partner with you to co-create sustainable change.

Impact.

Driven to enable and embed intentional change.

Accountability.

Holding ourselves and others accountable with transparency.

Lifelong Learning.

Led by humility and an understanding we don't know everything.

AWARDS & CERTIFICATION





2023 Impact Highlights



CONSULTING

Launched our unique DE&I Maturity Framework which guides you on your DE&I journey to elevate, validate, and sustain your practice.

Launched our Inclusive Business Transformation model which takes a pragmatic approach to align people, products, and processes to deliver inclusive growth.

Partnered with Asthma + Lung UK to develop their inclusive policymaking and representative community campaigning.

Delivered a 2-year partnership with Kellanova supporting them on their racial equity journey.

4 DE&I Masterclasses delivered in Manchester, Edinburgh, Dublin and London bringing together 100+ cross-industry practitioners.

13 Cultural Intelligence CQ® Masterclasses and webinars delivered to 250+ participants.

9 bespoke learning programmes delivered to clients spanning tech, finance, law, advertising and reaching 500+ learners.

Published our Language of Inclusion Guide.



LEARNING



EVENTS

1000+ attendees across 6 global events focusing on Gender, Pride and Racial Equity.

33 countries were represented including the United Kingdom, Ireland, USA, South Africa, Switzerland, India, Germany and France.

Attendees scored our global events on average **9.2 out of 10** for quality of content.

Type of attendees include Chief People Officer, Global Head of Diversity, Head of Inclusion, CEO, HR Director, Talent Manager, Head of Culture and Engagement and Employee Engagement Manager.

We appointed our Advisory Council bringing together exceptional minds to support our mission.



ADVISORY COUNCIL



Our Advisory Council

Our Advisory Council's insights will support our growth plans into new sectors and geographies, as they steer us in becoming our clients most impactful DE&I partner.



Ian Workman (He/Him)

Chief Customer Officer
Homes England



Naheed Nazir (She/Her)

Director Equality
Diversity & Inclusion
Manchester Metropolitan University



Raj Morjaria (He/Him)

Global Diversity, Equity
& Inclusion Director
Columbia Threadneedle
Investments EMEA APAC



Nicholas Delasi Zikpi (He/Him)

DE&I Professional
and Thought Leader



Jared Karol (He/Him)

Education Consultant
NetApp



CQ and Scottish Government's Leadership Accelerator Programme

The Scottish Government is the devolved government for Scotland and whose vision is to be a world-leading, diverse employer where people can be themselves at work. Delivering our CQ Masterclass as a core component to their Leadership Accelerator Programme meant equipping their future leaders with the tools and resources needed to cultivate an inclusive leadership practice underpinned by personal impact using CQ.

The purpose:

- Co-design a leadership accelerator programme with CQ as a foundational element.
- Enhance inclusive leadership capabilities with personal impact as a cornerstone.
- Focus on how the programme improves access to leadership opportunities for underrepresented employees.
- Cultivate a new generation of leaders representative of the communities served by Scottish Government

01 WHAT



02 WHY

The business rationale:

- Understanding that to evolve as change agents, Scottish Government need to bridge differences across their diverse communities.
- Recognising that there are gaps in knowledge, experience, perspective, and strategy when it comes to serving their communities.
- Meaningful representation and authentic inclusion remain core to Scottish Government building their leadership pipeline.

What did we do:

- Introduced future leaders to cultural intelligence as one of the six traits of inclusive leadership.
- Deepened their understanding of how CQ is a core element of an inclusive leadership practice.
- Addressed their current intercultural challenges and explored strategies to overcome these.
- Demonstrated the value of CQ in offering a fresh approach to stakeholder relations.

03 HOW



"Great session, so informative and interesting. I felt all areas were relevant and there was good opportunity for discussion etc."

"The session hit the mark and our facilitator was knowledgeable and engaging."

"I found this to be incredibly insightful, with the training materials detailed and an excellent reference source."



Guiding Kellanova's Anti-Racism Journey

Our 2-year partnership with Kellanova saw us designing and delivering their Black History Month (BHM) engagement programmes. This was about fostering a culture of inclusion and embracing anti-racism, building it into everyday practice beyond BHM. It was an opportunity to work closely with senior leadership to connect conversation to action by mapping out their commitments to racial equity and defining how they plan to achieve these.

The purpose:

- Opportunity for senior leadership to publicly engage with BHM and speak to why it matters to them and the business.
- Showcase the drive and ambitions of ERG networks who continue to work in partnership with leadership.
- Equip people and teams with the tools and resources to enable them to role model active allyship.
- Stimulate self-examination critical to DE&I work.

01 WHAT



02 WHY

The business rationale:

- Understanding where Kellanova is at on their racial equity and inclusion journey, beginning to formulate a roadmap to move forward.
- Continuing to cultivate a culture of inclusion and belonging through storytelling to gain insight into how people experience the culture of Kellanova.
- Educating and growing awareness on why curious conversations are needed to respectfully engage with topics of race, racial injustice, racial equity, and anti-racism.

What did we do:

BHM 2022

- A town hall with Kellanova's ELT taking the lead in renewing their DE&I commitments.
- Storytelling sessions with guest speakers hosted by Kellanova's ERGs.
- Weekly Reflective Learning Journals to ignite conversation, educate, and encourage self-reflection.

BHM 2023

- Forum event with ELT & ERGs as change-partners speaking to their intersectional approach.
- Weekly Resource Packs with learning materials and active allyship actions.
- Video short series highlighting Black Gen Z voices.

03 HOW



"Equality Leaders has been our partner in advancing our workplace's dialogue on race. Their guidance has empowered us to navigate these conversations with sensitivity and purpose. Additionally, they've played an instrumental role in helping us shape our events, ensuring they resonate with everyone and making sure it's clear how each individual can take concrete actions towards meaningful change."

– Elena Mancini, EU Marketing Manager, Pringles, Kellanova



What Our Clients Have to Say



It has been so brilliant working with you and the team. Thank you for challenging me, teaching me and your inspiring leadership and friendship.'

Oonagh Kelly (She/Her)
Former HRD, Bank of Ireland



We continue to receive positive feedback on how much people learned and the impact it had on them. Folks left feeling seen, inspired and ready to take action. It's safe to say it was a big success – and you played a significant role in that achievement.

Desirée Arevalo (She/Her/They/Them)
Culture Transformation Partner, Novanta



Over the course of nine months, we collaborated with Equality Leaders to explore how to better integrate equity, diversity, and inclusion into our campaigning efforts at Asthma + Lung UK. Their expertise guided us through an important area, helping us achieve the goals outlined in our initial brief. The process was truly enriching, offering valuable learning experiences and encouraging us to think differently and more intentionally about our work. We engaged in challenging conversations that were crucial for reflecting on existing barriers and holding ourselves accountable. We are deeply grateful to Minaxi and her team for starting us on this journey and for all their invaluable contributions.

Asthma & Lung UK





Redressing Lung Health Inequities with Asthma + Lung UK

We partnered with Asthma & Lung UK (A+LUK) – a leading UK lung charity whose vision is for a world where everyone has healthy lungs. Our consulting took a closer look at health disparities across marginalised communities to help A+LUK connect and serve them better, as well as ensure there is inclusive policy development moving forward. This was about changing the way lung health is perceived, particularly with underserved communities.

The purpose:

- Co-design principles and intervention recommendations to support understanding why underrepresented groups face significant disadvantages to air pollution.
- Build inclusive and equitable decision making in policy development, whilst understanding barriers, biases and how to navigate them.
- Shape localised outreach programmes to connect and engage with communities, whilst recognising cultural nuances and breaking down stigma within community spaces.

01 WHAT



The business rationale:

- Recognising underserved communities face significant disadvantages and find themselves on the margins of policy agenda and are underrepresented when developing policy interventions.
- Addressing the healthcare disparities that affect underserved communities by better understanding their lived experiences, barriers, and cultural stigma.
- Ensuring they provide culturally appropriate services, programmes, outreach to ensure their products and services reach all corners of society.



02 WHY

What did we do:

- Engaged community pharmacies, community spaces, places of worship, digital channels to bring together community members.
- Workshopped with community members to better understand their lived experiences as sufferers of air pollution: including carers, parents of children, and those from lower socioeconomic backgrounds.
- Delivered insights and recommendations in to Impact Reports highlighting immediate and long-term priorities.

03 HOW





Allyship and CSG's Global DE&I Council

We delivered our Allyship Unlocked learning experience to the newly formed Global DE&I Council at CSG International – a purpose-driven, high-growth SaaS platform company helping some of the world's most recognisable brands solve their toughest business challenges. The aim was to bring Council Members together to connect and support them in deepening their knowledge and understanding of impactful allyship to become effective change-partners.

The purpose:

- Equip DE&I Council members with the tools and resources to enable them to role model active allyship.
- Cultivate psychological safety to share their allyship journeys and speak openly about barriers/opportunities in stepping up as active allies.
- Enhance their understanding and deepened their knowledge of what impactful allyship looks like in practice.
- Stimulate self-examination critical to DE&I work.

01 WHAT



02 WHY

The business rationale:

- Acknowledging the DE&I Council play a vital role in fostering a culture of allyship.
- Recognising that Council members were at different stages in their allyship journeys and could learn from one another through reflection, dialogue, and knowledge-sharing.
- Understanding that the DE&I Council is key to affecting change across the organisation by supporting leadership and ERG chairs.



What did we do:

- Crafted a safe space for respectfully curious dialogues.
- Challenged members to do the self-work and commit to discomfort to catalyse change using accompanying Learning Journal.
- Introduced participants to foundational DE&I concepts.
- Enhanced knowledge-building by sharing research and data.
- Encouraged continued learning journeys by signposting to additional resources.
- Mapped out members' commitment action plan.

03 HOW



“While we are already a diverse multicultural team who are globally dispersed, there is always room to increase our levels of knowledge and step into becoming active allies – this training programme helped us map out what that looks like for us.”

– Oge Ejizu, Senior DE&I Business Partner, CSG International



Looking To The Future



I believe organisations that prioritise making DE&I part of their everyday business practice, woven into their cultural fabric, will flourish, as will the communities they serve.

Those who invest in DE&I as their culture strategy will not only win the war for talent but will also go on to create thriving places of work where employees feel heard, valued, respected, and empowered, as a result of systems and processes designed to work for everyone.

Achieving DE&I is now a business imperative, with conversations having moved beyond that of the business and moral cases; to those centring enablement, wellbeing, purpose, and sustainable impact. Focusing on equitable outcomes by design enables people to do their jobs better and more effectively through improved collaboration, leadership, and communication.

As we look to the future and beyond, continuing to partner with clients to grow their capacity for action, we aim to expand our consulting services by deepening engagement with existing clients and targeting new ones through a strategic marketing campaign. We'll also leverage client testimonials to demonstrate our success and attract new business.

Secondly, we'll enhance our learning and development offerings by creating innovative products utilising technology to scale learning across teams, functions, and geographies.

Ireland is a key growth market for us, especially given its lower maturity in DE&I. By broadening our reach, diversifying services, and improving client engagement, we will achieve sustainable inclusive growth.

The future with Equality Leaders is one driven by innovative, transformation, and impactful change.

Minaxi Mistry

Minaxi Mistry (She/Her)

CEO & Founder
Equality Leaders



Trusted By





**We make diversity, equity and
inclusion your culture strategy.**

www.equalityleaders.com

