

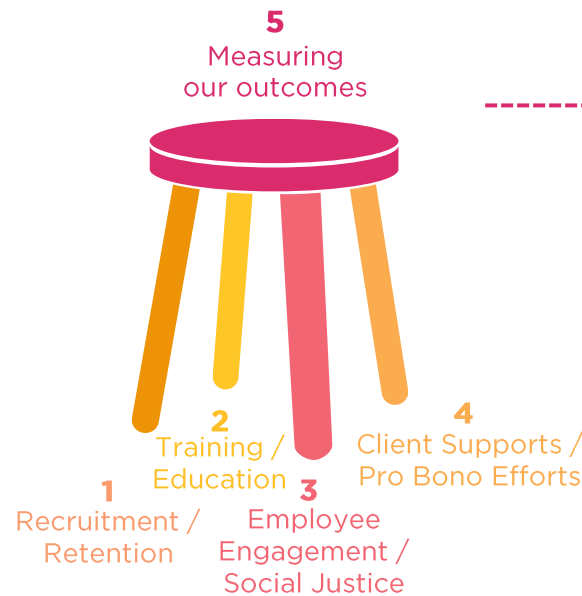


# GOLIN & VIRGO HEALTH LONDON DEI PLAN 2022/23

## DEI THEORY OF CHANGE

We are on a continuous journey to create an inclusive organisational culture that structurally supports equity and diversity across our businesses, both internally and externally.

Concentrating on (1) Recruitment / Retention, (2) Training / Education, (3) Employee Engagement / Social Justice and (4) Client Supports / Pro Bono Efforts (5) Measuring our Outcomes.



**5**

### TRACKING DIVERSITY & INCLUSION DATA

Before we set our representation goals, we need to understand who we are. In Q1 2023 the IPG Diversity Data Project is due to go live, enabling us to track representation in real time for the first time in early 2023.

To drive participation we will initially focus on building comfort and confidence in having conversations about our 'differences'. We hope building a safe environment for colleagues to talk about lived experiences will encourage people to take part in this 2023 data project.

We will also use our existing pulse survey as a benchmark, to understand and track how inclusive we feel as an organisation.

**1 RECRUITMENT / RETENTION**

1. We will share Golin and Virgo Health's DEI journey with potential new employees
2. All new joiners will have a 1-2-1 with our DEI Director.
3. We will talk about what we have achieved and learned with honesty and humility - perpetuating a culture of constant learning when it comes to DEI.
4. We will dedicate resource to developing our Inclusive Hiring Culture - for Senior Leaders and Hiring Managers

**2 TRAINING / EDUCATION**

1. We will use our office move as the catalyst to drive a more inclusive culture, with workshops that create psychological safety, the bedrock of an Inclusive culture.
2. Following our Spring 2022 DEI training, we will run UK-focused DEI competencies workshops (virtual and in person) in Q4 2022
3. In 2023 we will run x2 workshops focused on helping us create an inclusive office space.

**3 EMPLOYEE ENGAGEMENT / SOCIAL JUSTICE**

1. Driving UK colleagues' participation in our existing and new Global ERGs (Employee Relationship Groups - Blk@Golin, Mothers in the Workplace, API UNITE, Cafecito Time and Go All Out).
2. In the UK we will create a cohesive community/ERG for colleagues from the Global Majority.
3. Given the pressure of the UK's Cost of Living Crisis - Mental Health and Wellbeing will continue to be a priority focus. We will dedicate resource and time to support line managers in driving a culture that fosters good mental health.
4. We will create safe spaces for our marginalised colleagues to share their experiences.

**4 CLIENT SUPPORTS / PRO BONO EFFORTS**

1. We will continue partnering with clients, to help them drive their DEI ambitions.
2. But our focus and priority for our 2022/23 DEI efforts and resourcing will be on driving Inclusion in 'Our Own Backyard'