Inclusive Leadership: 
Creating Truly Diverse and Inclusive Cultures

Charlotte Sweeney OBE
Author, Diversity and Inclusion Expert
October 2017
Workplace culture

- 80% state that inclusion is an important factor in choosing an employer
- 72% would leave an organisation for one that is more inclusive
- 30% of millennials have already left a job for a more inclusive culture elsewhere
- A desire to be authentic at work, 33% did not feel comfortable being themselves at work

Impact on the bottom line

- Inclusion boosts employees’ ability to collaborate by 42% (Deloitte)
- …Innovation by 83% (Deloitte)
- Organisations with inclusive leaders are 45% more likely to increase their market share (Opportunity Now)
- 85% of CEO’s say their D&I Strategy has improved their bottom line (PwC)
Markets

• LGBT market estimated at £6 billion per year in the UK

• Women are the driving force behind over 70% of household purchases

• Purple Pound estimated at £212 billion per year

• Silver Pound estimated at £320 billion per year and hold ¾ of financial wealth
Unleashing Powerful Cultures
Are we getting in our own way?

70% of change programmes do not deliver the aims and outputs they were originally designed to do.
Common reasons for failure…

- Complexity
- Coalition
- Vision
- Communication
- Barriers
Common reasons for failure…

Quick wins

Victory

Anchoring
All for Muharrem to have one day, with no barriers.
An Inclusive Disruptor…

• TRANSPARENT
An Inclusive Disruptor…

- TRANSPARENT
- OPEN

“Describe what you can bring to this company”
An Inclusive Disruptor…

• TRANSPARENT

• OPEN

• COURAGEOUS
An Inclusive Disruptor…

• TRANSPARENT

• OPEN

• COURAGEOUS

• BIAS AWARE
An Inclusive Disruptor…

- TRANSPARENT
- OPEN
- COURAGEOUS
- BIAS AWARE
- CURIOUS
An Inclusive Disruptor…

• TRANSPARENT

• OPEN

• COURAGEOUS

• BIAS AWARE

• CURIOUS

• CONSISTENT
Unleashing Powerful Cultures
Inclusive Leadership:
Creating Truly Diverse and Inclusive Cultures

Charlotte Sweeney OBE
Author, Diversity and Inclusion Expert
October 2017