

Appleyard Lees[®]

Intellectual property law



IP INCLUSIVE
Senior Leaders' Pledge

David Clark



I commit to:

- 1. Providing visible and proactive leadership to improve D&I in my organisation, by:**
 - Being personally involved in, overseeing and contributing to, D&I projects and events
 - Putting my name to a public statement of the firm's commitment to D&I and of its D&I objectives, strategy and policies
 - Acting as an ally to, and champion for, colleagues from under-represented groups
 - Acting as a positive role model for inclusivity in performing all aspects of my Managing partner role

- 2. Taking D&I seriously at the highest level, by:**
 - Appointing, a D&I champion at partnership level
 - Having a Partner lead D&I focus group within the firm, made up of people from different roles within the firm
 - Establishing a Partner-lead team of D&I ambassadors within the firm, with clear lines of reporting back to partner level

- 3. Embedding and valuing D&I throughout the organisational culture, by:**
 - Building a culture in which the whole of the firm is involved in the quest for D&I
 - Regularly communicating with staff on D&I related content
 - Having an open, honest and respectful culture
 - Encouraging and allowing all staff time to contribute to D&I related projects and encouraging time spent on such projects to be captured so that it can be recognised appropriately

- 4. Building trust and safe spaces throughout the organisation, by:**
 - Maintaining our zero-tolerance policy on discrimination and harassment
 - Encouraging all staff, at all levels, to bring their whole selves to work and speak openly about their identities
 - Leading by example in sharing my own identity and experiences
 - Setting up informal mentoring or buddy schemes so that staff have a trusted colleague to speak with one-to-one, separate to their line manager, if they wish

- 5. Educating myself and my colleagues about D&I issues, by:**
 - Introducing training throughout the firm on a range of D&I topics
 - Making the training mandatory, with an emphasis on attendance by staff at all levels, including and especially partnership level

- 6. Sharing my privileges, by:**
 - Encouraging and supporting firm outreach/mentoring projects to improve access to IP professions, including working, where appropriate, with outreach charities and community interest groups
 - Encouraging staff in all roles and at all levels to get involved, and leading by example with my own involvement

- 7. Insisting on equity, by:**
 - Establishing fair, diversity-enhancing recruitment and promotion procedures throughout the firm

8. Working closely with HR and management colleagues to achieve this, by:

- Involving HR personnel in partnership level decision making on D&I-impacting issues
- Encouraging involvement of partnership level colleagues in HR communications, conversations and projects

David Clark, Managing Partner

July 2021