

# Appleyard Lees<sup>®</sup>

Intellectual property law



**IP INCLUSIVE**  
Senior Leaders' Pledge

**Yvonne Sanderson**



**I commit to:**

- 1. Providing visible and proactive leadership to improve D&I in my organisation, by:**
  - Being involved in, contributing to and promoting D&I projects and events
  - Writing and publishing my commitment to the firm's D&I strategy
  - Being a representative for all colleagues as individuals and from all groups
  
- 2. Taking D&I seriously at the highest level, by:**
  - Ensuring our HR strategy has D&I at its heart
  - Having a Partner lead D&I focus group within the firm, made up of people from different roles within the firm
  - Working collaboratively with senior leaders, managers and partners in other IP firms to highlight the importance D&I has in our profession
  
- 3. Embedding and valuing D&I throughout the organisational culture, by:**
  - Reinforcing the D&I message from the top level of senior leaders and partners down
  - Abiding by these core values and as evidenced in our behaviours and actions
  - 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
  - Having processes and working practices that show that D&I is one of our core values for both staff and prospective employees
  
- 4. Building trust and safe spaces throughout the organisation, by:**
  - Being available to listen, learn and understand in a mutually respectful and confidential way
  - 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
  - Expand our mentoring program to include mentorship for all staff, and particularly for underrepresented groups
  
- 5. Educating myself and my colleagues about D&I issues, by:**
  - Introducing training throughout the firm on a range of D&I topics
  - Working with IP Inclusive to encourage and promote D&I events in continuing to raise awareness
  - Encouraging staff to arrange internal workshops designed to improve understanding about D&I and to facilitate involvement with raising awareness
  
- 6. Sharing my privileges, by:**
  - Continuing to offer work experience and placements helping to improve access to the IP profession
  - Wherever appropriate working with charities and community interest groups to provide opportunities that may not have otherwise been possible
  - Encouraging engagement at all levels and enlist the help of staff
  - Provide a platform for all staff that embraces discussion, debate and creativity
  - Where feasible, adopting the IP Inclusive guidelines on recruiting for social mobility and on improving social mobility and access to the IP professions

- Ensuring that staff in the firm are aware of, and ideally involved with, IP Inclusive's Careers in Ideas outreach initiative

**7. Insisting on equity, by:**

- Establishing fair, diversity-enhancing recruitment and promotion procedures throughout the firm
- Ensuring that opportunities are visible and open to all in whatever form those opportunities are
- Regularly reviewing our policies, procedures and working practices to evaluate their impact on D&I levels in the organisation and if necessary, improve them

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

- Involving HR personnel in board/partnership level decision making on D&I-impacting issues
- Encouraging involvement of board/partnership level colleagues in HR communications, conversations and projects
- Sharing experiences gained from external sources to improve our understanding of D&I and considering new initiatives and ways of working

**Yvonne Sanderson, HR Director**

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