# [February 2025] Skill Sessions - Working Groups with NOTHS

## Transcript • 1 hour and 1 min • 06/02/2025 at 3:28pm

### **Claire Dibben -** 01:49

Hello everyone, and a very warm welcome to school. It's very lovely to have you on the call. Um, I don't know if it's just me, but I always dance to that recording at the start. It's a good way to start the webinar. Um, so yes, please say hello in the chat and let me know where you're joining from today.

### **Claire Dibben -** 02:09

Uh, I'm in Bristol. It's nice and sunny. Um, if not a little cold. Hence the fluffy jumper. Um, but yes, please do say hello in the chat and let me know where you're joining from. So, Pete, from Nottinghamshire County Council.

### **Claire Dibben -** 02:25

Hello, Pete Um, Gail. It is very poppy. Yes, I do agree with you. Gail. Waving from Bristol to hello. And just a reminder, the chat. Always gets super busy and we are really proud of the sense of community that we've built on Skill Sessions. So just to make sure that your messages are being sent to everyone and.

### **Claire Dibben -** 02:42

Change your chat settings from hosts and panellists to everyone, and then you can all join in the conversation together. Um, we've got Thomas from Manchester, Claire from Berkshire. Scotland. Lovely Devon. London. Plymouth.

### **Claire Dibben -** 02:58

Fabulous. Um, far reaching school is far reaching. Um, I think some of you have been with us before, so again, let me know if you are a first timer to Skill Sessions or whether you've been to quite a few of these events. We do get quite a lot of people coming.

### **Claire Dibben -** 03:14

Coming back and joining us and just going to keep an eye on the chat as well Um, we've got Peter from Newcastle upon Tyne. Hello. Lovely to see all of your messages coming in. Do keep it coming. Um, I have a feeling that today is going to be a very insightful session, but before I introduce our guest speakers, I just want to welcome you all to Skill Sessions.

### **Claire Dibben -** 03:35

So whether you are brand new to these events or you've been with us before, welcome and thank you so much for coming along. We are nearing two years of skill and there's a community of over 2000 of you now, and we really hope that you're enjoying them as much as we enjoy hosting them.

### **Claire Dibben -** 03:54

The main reason that we do these events is to bring you experts and to bring you speakers on a range of topics around diversity, equity, accessibility and inclusion in the workplace. You can always find information about our next events on the CareScribe website.

### **Claire Dibben -** 04:11

We have a new webinar. Coming up about reasonable adjustments and one for managing employees with dyslexia coming up soon that you can now book onto. And we also have all of our past event recordings available for you to watch back at your leisure with summaries and additional information and resources for you to explore.

### **Claire Dibben -** 04:29

So just head to the CareScribe website by also believe a member of the team is dropping a link in the chat as well Now Skill Sessions events are hosted by the team at CareScribe, so who are care? Well, we're an award winning software company based in Bristol and we create assistive technology to help people who are neurodivergent or who have disabilities to be more productive and confident in their work.

### **Claire Dibben -** 04:55

And in their studies. We have two products. Caption.Ed, which is note taking and captioning software, which helps people capture and comprehend the piles of information that gets thrown at them, either at work or in education. So providing captioned in your workplace can help retain talent, boost wellbeing and bolster productivity and all of which ultimately impacts your bottom line We also have TalkType, which is highly accurate, lightning fast dictation software which works on all platforms so that's Mac, windows, Chromebook, and on mobile as well.

### **Claire Dibben -** 05:30

So if you want to find out more about how either of those products can help improve your organisation or you're just curious to see the product in action, and please drop a message in the chat And one of our team will reach out to you after the webinar today. Okay, so if you've if you've been with us before, you probably know the drill.

### **Claire Dibben -** 05:48

So bear with me whilst I run through some general housekeeping. We'll be sharing the recording of today's session in your follow up email. Tomorrow, and there'll be a feedback survey in the chat. So when you exit the webinar, this is also where you can let us know how you found the session and you can request a certificate of attendance in terms of how to get the most from the next hour.

### **Claire Dibben -** 06:09

Well, many of you are already doing this. Um, but I do encourage you to please join in the chat and talk with other people on the call. Just remember to change the setting from hosts and panellists to everyone. And I do appreciate that the chat can be a bit distracting for some people, so if you need to, you can turn off chat previews and you can meet mute your notifications and if you have any questions for the not on the High Street panel about working groups, today's topics if you can just put them in the Q&A section at the bottom of your screen and what that means.

### **Claire Dibben -** 06:42

Is it doesn't get lost in the chat sometimes gets quite busy. So any questions that you have throughout the next hour, pop them in the Q&A section, which there's a big button at the bottom of your screen. You can also upvote questions so I know which ones to put to the speakers.

### **Claire Dibben -** 06:57

As a matter of priority. And finally, as I mentioned at the start, this webinar is being recorded so you'll receive a follow up email tomorrow with a recording and a full transcript, which is generated by Caption.Ed. Right.

### **Claire Dibben -** 07:13

So I'm just going to check the chat. Just to make sure we've still got people joining us. Fabulous. And what I'm going to do is I'm going to introduce you to our guest speakers for today. So whilst Ben and Noor join me on screen, I'll give them a very quick introduction. Joining us from Not on the High Street is Ben Bushby and Noor Al Naeme So the senior people experience manager and the head of legal at not on the High Street, Ben and Noor are equity, diversity and inclusion advocates as the former chair of their diversity working group.

### **Claire Dibben -** 07:46

Noor has demonstrated firsthand the leadership commitment and the vision required to create a culture where DEI is not just a goal, but a shared responsibility embraced by everyone and Ben.

### **Claire Dibben -** 08:02

Ben. Is an active member of the diversity Working Group, but his passion comes from his role where making sure that people feel supported, connected and respected is integral. So hi, both, thank you for joining us today.

### **Claire Dibben -** 08:18

Um, I'll leave you to it for the next 40 minutes and then I will be back. With everyone's questions by

### **Ben Bushby -** 08:25

Amazing. Thanks to the intro. Claire. Um, no. Can you just give me a thumbs up if you can see that screen? Okay.

### **Noor Al Naeme -** 08:31

I can. Yeah. Amazing.

### **Ben Bushby -** 08:32

Can't really ask everyone else on the call. So, um. Yeah. Hi, everyone. Thanks for joining. So, obviously. Yeah. Where Ben and North from? Not on the high street. Um, today we're just going to talk a little bit around working groups and how that's really helped our kind of like, EDI efforts here at not on the High street. Um, so I think.

### **Ben Bushby -** 08:48

A good place to start before we tell you a little bit about our is probably tell you a little bit about not on the high street. So we are a female founded company. We are founded in 2006 and last year celebrated our 18th birthday. So finally becoming adults.

### **Ben Bushby -** 09:04

Um, what how would I summarise? Not on a high street. So I would say we're a marketplace for small brands and businesses. Um, we currently have just over 5000 partners and our partners are the small brands and small businesses that sell across our site. Um those 5000 partners selling just over 350,000 products.

### **Ben Bushby -** 09:23

And we have a customer base of just over 4 million. Um, I'd call us a curated marketplace, which means that we're quite not picky. Isn't the right word, but we, um, make sure that the partners that we bring on site actually align with us. Our mission. Our vision, and actually only 5% of partners that apply make it to site.

### **Ben Bushby -** 09:43

So, um, definitely a curated place. Um, internally, where a team of a hundred people split across six kind of core departments. So and then if I. Transition into us, nor do you want to go first.

### **Noor Al Naeme -** 09:56

Yeah. Thank you. Hi everyone. It's really lovely to virtually meet you. And thanks, Claire for the lovely introduction. So I'm Nur, I'm head of legal at not on the high street. I've been with the business now for almost six years. Um, and I'm born and raised in the UK and Middle Eastern by background.

### **Noor Al Naeme -** 10:12

I'm also Muslim, and those kinds of components have made up. You and I are so important to me. Um, very much from like a lived experience. Point of view. I, you know, didn't have parents that had like, really fancy jobs or anything like that growing up.

### **Noor Al Naeme -** 10:28

So particularly when I entered into my career and when I reflect on my career, there's quite a lot of micro microaggressions that I suffered. Nothing really traumatic. But it's amazing how you don't even necessarily register that until a lot later in, you know, in your career so for me.

### **Noor Al Naeme -** 10:47

Having gone through different workplaces. Different experiences, it's really important that I know as a more of a senior person in a company, have the influence to try and shape and change. That. Wherever I can. So, um, if I just like, reflect on the couple of things that have come out, I'd say from my reflections, its almost two different themes on two opposite ends of the spectrum.

### **Noor Al Naeme -** 11:10

So the first one is this unintentional invasiveness. I'd say on lifestyle. So, um, if I think about being a junior. Lawyer and going to networking events. One of the first things that you're you're often presented with is weighing on the table and maybe what alcohol.

### **Noor Al Naeme -** 11:27

People, particularly like, or that they're going to drink and immediately that would from my side of things, put me on almost a back foot where I'd share that I didn't drink, which was absolutely fine. That's my choice. But then that would result often in a spiralling of questions of why I don't drink.

### **Noor Al Naeme -** 11:44

Have I ever drank? Do I go to a mosque? And this kind of, um, what should be a seemingly surface level initial conversation with anyone? Suddenly feeling really personal? Really invasive, and just a lot of assumptions and again, unintentional.

### **Noor Al Naeme -** 12:00

I'm sure. Judgement. And then again, like the person next to me. With their partner might be talking about something really light touch, like, you know, how they got there. That that day. So for me that's been one reflection of this. Like it almost like over need to justify your lifestyle choices or why you do what you do or what you do.

### **Noor Al Naeme -** 12:20

So, um, I'm really keen on making sure that people don't feel like they have to do that because there's more that unites us than differentiates us. Um, and then the other side of that I'd say, is almost being overlooked entirely. So, you know, again, if I take things like fasting and Ramadan, where you don't drink or eat, um, from sunrise to sunset.

### **Noor Al Naeme -** 12:39

Then it's almost this odd living experience where I'm going through that and maybe no one at work knows that, or if they do, they're maybe, you know, a bit too. Maybe a bit scared to ask anything about it. Um, and it's not really acknowledged or noticed at all.

### **Noor Al Naeme -** 12:56

Despite it taking up quite a lot of my like that month. Um, or maybe I go to an event and actually, it's just a big roll that's on offer for breakfast. And there's not a, there's no non-meat alternative or, you know, maybe it's Prosecco. In champagne glasses ready to serve.

### **Noor Al Naeme -** 13:13

And there's an assumption that almost are scrambling if you're like, if there's any is there anything else you can give me or you get like the secondary tumbler that's almost like a plastic tumbler for kids For the person that's not drinking while everyone else has a lovely fancy, um, fancy glass.

### **Noor Al Naeme -** 13:28

So it's these kind of small things. I know they're small, but it does lead to this perpetual feeling where it has certainly for me in the past of never really belonging anywhere. And always being a bit different. And so, like I said, I'm really keen to change that narrative where I can and really proud of the things that we've done at not in the high Street to really try and move that needle and because for me, it's really important that everyone feels not only valued, but understood, celebrated, represented over to you, Ben.

### **Ben Bushby -** 13:58

Amazing. I think first of all, just thank you for being so vulnerable and honest with that and all that's really personal story. There. Um, so yeah, I'm Ben, I'm the senior people experienced. Manager here at Norton High Street. I've been here for about a year and a half. Um, and I think what I'd say. Whilst I don't necessarily have kind of the, the lived experiences that Nawaz spoken around.

### **Ben Bushby -** 14:17

I've worked in the people space for roughly ten years now, and I think for that time I've like seen firsthand the incredible impact that diverse teams bring to businesses. Um, on a more personal note, I do have two young children, so I have a two year old and a four year old and have kind of seen the importance of inclusive workplaces.

### **Ben Bushby -** 14:37

Both for my partners return to work after the parental leave and the accommodations and the support that she's luckily received. There. But then also more now in terms of the caregiving responsibilities that I have and what our wider team have. So really, really feel strongly and passionate about this space and what more we can be doing as a collective to get there.

### **Ben Bushby -** 14:56

Um, if I go on to this. So I think. First off, before we get into the presentation, I'm going to a bit of a disclaimer is that we are by no means experts in this space. We don't have formal qualifications. We don't have degrees. Um, we've also made mistakes along the way.

### **Ben Bushby -** 15:13

And we've taken lessons from that. And we've built on that, and we've iterated. And I think ultimately how I see this is that we are a group of people here at not on the high street in terms of our DWG and wider organisation that have a passion for Dei and we're all coming at it from a very positive place.

### **Ben Bushby -** 15:30

And we're trying to drive positive change across the business. So as a prerequisite here, I think this is just a bit of a disclaimer up front.

### **Noor Al Naeme -** 15:39

Yeah, thank you.

### **Noor Al Naeme -** 15:41

Important to say, um, so what we thought we would do is maybe start off a little bit with the history of DNI at the high street. And this will come very much from my lens. Just because I've been with the business for six years. So I'll start it from 2019, which is when I joined, um, and when I joined.

### **Noor Al Naeme -** 15:57

Not on the high street, you know, it was a, it was a lovely company. It very much. Matters. The external brand that you see on site. So it's always had a really warm, caring culture full of people who are really well intentioned in what they do. Um, which is obviously an amazing start for me as a new joiner, that was brilliant.

### **Noor Al Naeme -** 16:17

Um, but what I'd say it lacked is the internal makeup was largely white, female, and so and then that actually filtered through, I'd say to our cellar base as well. And so I think then what you what you have is this knock on effect of, you know, underrepresented groups, not being seen or recognised.

### **Noor Al Naeme -** 16:37

Um, you know, again, not intentionally, but that's, that's just how it goes. If you have a makeup of maybe opinions are less diverse and particularly we were. We are in the gifting space in terms of celebrations. The largely the celebrations that we would show on site would be Christmas, Easter, Mother's Day, Father's Day, Valentine's Day.

### **Noor Al Naeme -** 16:58

So there were so many other festivals that you know, weren't really surfaced on our website. Um, and as I say, so the reflection from me was seeing the site, the product imagery, the seller base and the internal base was kind of very much fit to one demographic.

### **Noor Al Naeme -** 17:15

Um, and then we sadly had George Floyd's death in May 2020. Um, and that was what I'd say was the real opportunity for growth within the business, because there were it was obviously very topical. There were people in work that were particularly affected by what had happened, and the Black Lives Matter movement that thereafter.

### **Noor Al Naeme -** 17:36

And so there was this opportunity really to get together and to finally make some changes. So we had our senior management team who offered to come together and speak to anyone who wanted to listen. And actually, I think this is a really good starting point for anyone really early on in their DNI journey in a company, because it just gives those people a space to, you know Air their grievances.

### **Noor Al Naeme -** 17:59

It's not necessarily always about the workplace. It just might be their lived experience. So far. Previous career, previous workplaces. Previous career choices. Um, or it could just be something that they really cared about. They might not identify with a minority background, but you know, they feel really passionately and those views are also really important.

### **Noor Al Naeme -** 18:18

So we had this space with senior management where we, you know, we aired our opinions about how we could do better and where we saw kind of the failings and the learnings. And we had an external specialist as well that came in and facilitated some of those discussions to really make them productive.

### **Noor Al Naeme -** 18:35

And to kind of bring forth some really actionable steps and from that, our first DNI group was born and which was amazing. Like first time the business had ever done it. You know. Loads of people who were super passionate about it.

### **Noor Al Naeme -** 18:51

Um, and there were so much to ground to cover. Um, you know, we have as a business multi-layers we have our, our partners, i.e. our sellers, we have our customers, we have our internal colleagues, candidates. If we're trying to diversify our pool. There was just so many different angles.

### **Noor Al Naeme -** 19:06

So it's quite an overwhelming place to start. And I think that certainly like how we approached it in the best way that we could. Wasn't necessarily the best way to get an effective group up and running. And so we split initially into different subgroups.

### **Noor Al Naeme -** 19:22

And, you know, we had like one team focusing on customers one team focusing on staff and there were some great successes from that. Don't get me wrong. Like we finally started to do things. Like build and collections on site that were catered towards, you know, a different festival like Diwali.

### **Noor Al Naeme -** 19:37

We had, um, that data that we started to try and gather on our sale database and like what demographics. Existed and where was their issue or where did we want to try and grow? But as I said, like, um, there were still a lot.

### **Noor Al Naeme -** 19:52

That we could have done around structure. And it was a little bit all over the place. We didn't really have won United Group because we were all in subgroups and actually a lot of the stuff that we were doing still really fell on the diversity. Um, and inclusion.

### **Noor Al Naeme -** 20:08

Group rather than on the wider business. Rather than trying to make it everyone's responsibility. Um, and it lacked a bit of focus. So over time and we'll get to that later, we refined that and really managed to bring in a structure that we think works well for us, and we hope that, you know, you can take inspiration from that.

### **Noor Al Naeme -** 20:26

Um, and I'd say that we started to do that more around July 2023. And we've stuck to that. And iterated it. And evolved it ever since. But, you know, that was really where we where we started to succeed. And I'll pass on to Ben now. He'll talk about the best way to set this up

### **Ben Bushby -** 20:40

Amazing. Thanks, Noel. Yeah. So I think when me and Noel sat down to write this presentation, we wanted to make it kind of as tangible and as actionable as possible. So we've kind of split it into two parts. So we have part one. We'll talk around diversity working groups and kind of a guide.

### **Ben Bushby -** 20:56

There. And then I think a second part around how can we make everyone's responsibility. Um, yeah. Another disclaimer from me. These are our views and this is what's worked best for us within, not on the high street. So you might find that your company, your business, these might not be the best way to to tend to approach this.

### **Ben Bushby -** 21:13

But ultimately, I think we hope it just offers some food for thought or some inspiration for you to take away. Really. So, um, so getting into the best way to set and set up and sustain an effective working group, we've come at it from four key steps. Um, I think step one, which I'll talk around a little bit.

### **Ben Bushby -** 21:29

Is, is finding your passionate people. And when I talk around passionate people, I mean people who might share a minority demographic, but also even more is as important as those that don't. And some ways you can kind of look to identify these passionate people is I would say, one of the things we've spoken about in the past is, look for employees who've shown interest in Dei initiatives or may have voiced concerns from a Dei perspective within your organisation.

### **Ben Bushby -** 21:57

Anybody that may have attended relevant events. Um, and I think you can send a call out for these people. So a company wide message on your slack or teams comms or a five minute, um, slot at the beginning of a company takeover or something like that. It's so, so important that no doubt there are lots of these people within your organisations who feel passionate about this space and want to help.

### **Ben Bushby -** 22:17

And they. Sometimes just need the person to be the catalyst to get this started. Um, I think the other thing that I would say within the passionate people space is diverse representation within there is so, so important and when I talk about diverse representation, I don't just mean like race ethnicity.

### **Ben Bushby -** 22:34

Necessarily. I think diversity across lots of different demographics age, gender, um, education. And then also even within your business. Specifically. So from junior. Levels to very senior. Levels and different departments representation, there, all of those viewpoints become so, so important.

### **Ben Bushby -** 22:53

And when you're looking to kind of build and sustain a really, really effective working group, and I think my final point that I would say around the passionate people is make sure its voluntary and not assigned. So I think the, the voluntary side of things here at Naughton High Street, our diversity.

### **Ben Bushby -** 23:10

Working group is made up of complete volunteers and I think voluntary will be people who naturally care about Dei and more likely to sustain the effort that you're looking to looking to have across your organisation. Step two I'm going to pass over to you now

### **Noor Al Naeme -** 23:27

Thanks. Ben. Um, next slide please. So we spoke about giving. It's structure in July 2023. How we we feel that we brought this together. And I really good and condensed way we had lots of paperwork and lots of documentation before.

### **Noor Al Naeme -** 23:44

But if anything, as I said, I think it was almost overwhelming not only to the group, but also trying to present that to wider business and showing so many different pillars, so many different things to think about. You know, especially if you don't come from a minority demographic, is almost potentially like a bit of a deterrent.

### **Noor Al Naeme -** 24:00

So we've went back to kind of the basics as a group and thought, okay, look, what is our purpose here? What are our values? What are we trying to achieve? Who do we support? What does the group actually do here? You know, what's your role as a champion? A DNI champion, but also what's within our decision making remit.

### **Noor Al Naeme -** 24:17

Like we need to be realistic but also there is enough here to have some impact. Um, and as Ben kind of alluded to, you know, what are our ways of working like, do we have can. We define some rules here. So I was informally the chair, but actually in July 2023, I became the formal chair rather than just being something that you know, as someone who is passionate about, had been their from a very early stage of the DNI journey had taken it on, um, and having someone from the very top to be the sponsor.

### **Noor Al Naeme -** 24:49

So a senior leadership team sponsor, which meant that you know, you would have this buy in right from the top, you'd have someone listening to those discussions and that could feed back, that could influence as well. And also we had leadership representation as much as we could. So next slide.

### **Noor Al Naeme -** 25:04

Um, and then this is our genuine strategy. But again, as Ben said before, this is just what we think works for us as a business. And we hope you can take inspiration from it. And there might be things that you would like to use, which is, you know, great. But please. Like it's not you know, it's not gospel or anything like that.

### **Noor Al Naeme -** 25:21

It's very much for, for you to, to use and to, to take inspiration from, for your business. So if I bring this to life, then we came up with our purpose as being. It's to unite and empower. We foster diversity and inclusion.

### **Noor Al Naeme -** 25:36

We strengthen belonging, allyship and visibility for underrepresented groups amongst colleagues, customers and our partners and from my perspective, inclusion really needs to be at the forefront of anything to do with purpose. Because you can if you want to have more diverse, you know, make, let's say, internally or externally.

### **Noor Al Naeme -** 25:58

From a customer perspective. People are, you know, not going to stay unless they feel that they are included. It's really the crux of in my opinion. A good purpose. So, um, if you build like a say, if you build on diversity without inclusion, it won't last very long.

### **Noor Al Naeme -** 26:15

If you start from inclusion, you start from this belonging. You're more likely to sustain, um, sustain the diversity. And then obviously we came up with different values as a team. And this is really important because even if you're in one group, we come from so many different teams, we think very differently.

### **Noor Al Naeme -** 26:32

We have different motivations for being there. Different demographics that make up who we are and actually that in itself can breed a lot of challenges, which I think we need to as a group. Anyone in a DNI group just needs to be welcome that. Like that. It's meant to be somewhere that you have those difficult discussions.

### **Noor Al Naeme -** 26:49

It's not the same as, you know, a buyer. You work project that everyone gets involved in. It's much more emotive at times. And things can sometimes get lost in translation or you know, they're can be differing or competing aims. So it's really important.

### **Noor Al Naeme -** 27:05

I think, to have values that you all adhere to, all agree to and all remember. So that if actually, maybe something is lost in translation, you remember that actually we all agreed that everyone has positive intent here, that we're going to respect one another, that it's a really open space. So that's kind of our way of bringing that together.

### **Noor Al Naeme -** 27:23

And it's very much different from what our company. Values are. It's our own group values. Um, and as I say, really important for us to try and make sure that we cultivate that psychologically safe space within us. Um, and then again, who are we there to support? I mean, it's self-explanatory, but it's good to be explicit about it.

### **Noor Al Naeme -** 27:40

We're there to support our colleagues, our customers, and our partners. And by colleagues. We mean candidates as well. It's really trying to have that ripple effect in society and because again. Like if you have if people feel like they belong more in a workplace or if people even just feel that they understand maybe a different, um, you know, someone else's different experience, they have neighbours or friends or people that they know who may also share that demographic.

### **Noor Al Naeme -** 28:04

So to really powerful, it's a really powerful message. And a really powerful thing to get involved in because it has such a ripple effect. Um, and then we all, we spoke about what our groups role was. So we came up with three pillars of inclusion, which is to amplify voices to foster a community and to lead by example.

### **Noor Al Naeme -** 28:25

So if we talk about amplifying voices. Thanks, Ben. We mean there that we champion underrepresented voices. You know, we share different experiences. We listen to different perspectives. We provide visibility and resources to try and strengthen that belonging piece so that people feel that they're represented within the company.

### **Noor Al Naeme -** 28:43

Um, whether that's internal or external in terms of what they see, we fostered a community. So again, that's trying to make sure that people, you know connect with one another, they learn more as you can see there, we decided to mark certain dates in the calendar, which I'll come to later.

### **Noor Al Naeme -** 29:02

Um, to really try and focus on. Okay, how do we build this community from all the different demographic angles? And then we lead by example, you know, we serve as role models. We uphold those values that you saw. We hold each other accountable to and we make sure that we have an open feedback loop with maybe the people team.

### **Noor Al Naeme -** 29:21

Um, leadership, senior leadership, making sure that we're able to constantly, you know, have that impact. All the way up. You know, to the team's maybe that are more traditionally responsible for DNI. Um, and again, like really, really making sure that there's this open dialogue and this impact that we're having.

### **Noor Al Naeme -** 29:40

Next slide. Um, oh, sorry. Actually, just maybe a if you go back one slide because I think what's important here as well is that we've also called out within those inclusion pillars. So examples. Real initiatives that you can use within those pillars to to bring those um to bring those aims to life.

### **Noor Al Naeme -** 29:59

So as I said, the feedback loop we mentioned under fostering a community. You can't expect a business to automatically know what what they should do, as in the staff within it. If they're maybe particularly if they're not from a minority. Demographic. So you've really got to educate people and provide that training and empower the managers to feel comfortable enough to have that conversation with their direct report that may observe Ramadan or that may be celebrating Diwali for example.

### **Noor Al Naeme -** 30:26

Um, and then, you know, we wanted to build on, on, on amplifying voices by building resources of like, here's how you can get involved if you want, if you want to share your story. Please feel free to. Here's how you know. Here's how to get in touch. Um, can we have a company wide meeting where we take all where we have a bit of a takeover and we focus on something that's coming up and event or even what the group has just been doing.

### **Noor Al Naeme -** 30:49

And again, like, have this call to action of please get involved. Um, so that's kind of the, the kind of real world, I guess. Initiatives under each of these pillars to bring it to life. Next slide. And then as I said, I don't know if anyone here has ever looked a DNI calendar online, but it can be really overwhelming.

### **Noor Al Naeme -** 31:08

It is full of events and it can be almost. I think, again, a bit of a deterrent in terms of starting because you don't know what you should mark. And so that was definitely a challenge that we had as a group. Early on. You know, we were trying to make sure we were being everything to everyone.

### **Noor Al Naeme -** 31:25

And, and it's been much more effective for us to just pause. Look at the events and come up as a group with maybe 13, which is what we've come up with events which which we would like to mark from different demographics.

### **Noor Al Naeme -** 31:40

You know, we've got mental health Awareness Week, pride, Black History Month, Diwali. Christmas, Ramadan and Eid. Women in tech because we want to, you know, build an on the gender diversity point There. Um, purple Tuesday lots of you know, lots of events.

### **Noor Al Naeme -** 31:57

But enough that all sorts focussed where we feel that we can actually make an impact and we'll show later how we've tried to do that in practice as well. Um, but again, I'd say that's been another really good way of kind of focusing and having a real impact as a group. And I'll pass on to Ben to cover the other steps

### **Ben Bushby -** 32:13

Amazing. Thanks, Noel. Um, yeah. So, step three for us is the key. Communicating part. And when we say around this, there's like the age old saying you need to repeat something seven times to land the message. I think even more so in this space where we need to be talking about it and embedding it and constantly referring back to the work that we're doing.

### **Ben Bushby -** 32:30

So some of the ways that we've done this and we would suggest is just regular internal updates and sharing progress with the wider company in terms of what you're working on, what you're working towards, some of the, um, dates that norm mentioned a second ago, like signposting to them and explaining around that.

### **Ben Bushby -** 32:48

Um, I think another thing around. Communication is that leadership buy in element and keeping leadership teams or senior leadership teams informed and ask for their support. So like Noor said, in terms of structure for us, we have an SLT representative who is part of the group and that really, really helps that from top down, Dai is being considered as the business.

### **Ben Bushby -** 33:09

Um, and then a big part is like celebrate the wins along the way. So I think it's so important to acknowledge progress that you make on it. And even small steps like have a bigger impact over a period of time. Right? So celebrating it helps maintain that motivation and talks around all of the great things that you're working towards.

### **Ben Bushby -** 33:27

And then finally, I think it's that the product. Head in me a little bit is the feedback review. And iterate part to it. So, um, nothing changes if nothing changes, right? So you need to constantly review it. How do you. Progressing? What more needs to be done. And some of the ways like collecting feedback.

### **Ben Bushby -** 33:44

So we've created like anonymous feedback loops from people. So whether that's during offboarding when people are leaving organisation, whether it's through checking surveys, whatever that might be, we created channels for that to happen. Um, and we regularly meet to assess our impact. See what the initiatives we're talking around are meeting, what we're trying to do in terms of goals.

### **Ben Bushby -** 34:04

We we weren't run retrospectives as a team to talk around like, what do we need to continue? What do we need to stop? What do we need to invent and what action are we going to take forward from this? And having those conversations alongside a more of a structure, we feel really sets ourselves up for success in terms of running an effective working group.

### **Ben Bushby -** 34:23

So hopefully there's some inspiration there. I think what I will say is there have been some learnings along the way. There, and just a few ones I would flag is that we are all volunteers, that do this, so we still have our jobs that we do on um, alongside all of this, obviously.

### **Ben Bushby -** 34:39

Um, so getting like the cadence, the frequency of meetings is really, really important. And also using that time wisely for when you do come together. So what do you do? During meeting time versus what do you do with asynchronously? Um, and what can be achieved outside of that meeting has been a really big learning, um, I think there's two ones that really, really stick with me in terms of learning.

### **Ben Bushby -** 35:00

So one is recognising that, like business performance can actually have an impact on what you're trying to achieve. So there's times where there's pinch points, there's deadlines. It's really, really busy and its understanding that you don't want to overpromise and under-deliver necessarily, but it's about being realistic with yourself that you're a group of volunteers.

### **Ben Bushby -** 35:19

You can only achieve so much, but knowing that small things over a period of time actually have a really, really positive impact and that consistency. Piece is so key because I think all of us on this call will probably know that when we're talking around, Dei, there isn't a silver bullet there isn't like the one way to address absolutely everything it is these smaller, incremental changes over a period of time done well that actually have a more significant impact.

### **Ben Bushby -** 35:46

Um, and the last big learning for me, nor spoke about this a second ago, but embracing those diverse perspectives. Is recognising that there's going to be uncomfortable conversations. So we've had it recently and DWG, where there might have been some conflict views. Um, but having a structure and having values, having your expectations within the group really, really help to bring it back to that because we all coming, we are all coming at it from a positive angle, but pulling it back to those values, those expectations actually is getting a bit more comfortable being uncomfortable with one another.

### **Ben Bushby -** 36:20

So there are just some learnings that we've we've had along the way. There. Um, hopefully that's useful part two. We're going to talk around how to make it. Everyone's responsibility and I think previous places that I've worked, Dei is almost been a HR.

### **Ben Bushby -** 36:36

People team responsibility. And I think all of us here know that that isn't the case. And while HR people does play a key role in supporting that, it can't thrive in isolation. Like it needs commitment from everybody and this is something that we're still working on as a business.

### **Ben Bushby -** 36:52

Right. And as a diversity working group, when by no means the finished article here. And I think I mentioned it earlier, but I believe like nothing changes if nothing changes. So it's really important that we continue to evolve. We continue to make everyone's responsibility. And here's just a few of the things that we've noticed.

### **Ben Bushby -** 37:09

Like recently, that have had a significant impact. Um first of all, that upskill and educate piece is like, you don't know what you don't know. So actually having these conversations, bringing it front and centre. Looking to educate the business around it can be really, really useful.

### **Ben Bushby -** 37:26

So whether that's, I don't know, you might provide some workshops around unconscious bias or inclusive leadership. You might choose to do a company wide. Takeover. It might be part of the ongoing communication that you share internally. I think it's really, really important to actually bring attention to this and create dedicated time and space to focus on this stuff.

### **Ben Bushby -** 37:47

So one area for us, upskill and educate. So, so important. And I think that feeds really, really nicely into the the setting, the clear expectations. So once you've got everybody kind of on the same page. A universal language of how we're going to talk about this across the organisation It's setting the clear expectations.

### **Ben Bushby -** 38:06

So that is clear expectations within the diversity Working group that we have. So like Neil mentioned, we have a rotating chair person. We have an SLT representative. We have dedicated actions that we take away that is self. Helps to build a for the initiatives that we're driving and that we're looking to achieve.

### **Ben Bushby -** 38:25

Um, I also think defining defining the objectives. So like what are we looking to focus on. What's the problem? We're trying to solve. And having those conversations is so, so important. So that's where I think the diverse representation within the DWG really starts to feed all of this.

### **Ben Bushby -** 38:41

Um, and then now where we've got to a place where we are setting clear expectations. Each team are now beginning to own their Di efforts for their own department. So we look at marketing for example, marketing are now starting to own differs from the work their.

### **Ben Bushby -** 38:57

Producing. Our commercial teams are starting to own it from representation on site and things like that. And I think it's these expectations that we're setting of people across the business, and we're talking about it across the employee life cycle. So whether that's onboarding in the Elle and.

### **Ben Bushby -** 39:13

Side of things that we spoke around on the slide before, where it's company wide comms engagement surveys, Offboarding Dei is showing up across the business and we're having these conversations and it becomes more front and centre. And these things become way more natural to discuss.

### **Ben Bushby -** 39:28

So having those expectations is so, so important. And then the final thing I think for me, as a point in terms of making everyone's responsibility is actually celebrate those diverse perspectives. So nor should our calendar. Recognising those cultural holidays and marking those we have 13 events across the year.

### **Ben Bushby -** 39:47

These are normally like. Educational pieces explaining what it is, why it celebrated, how it's celebrated. It's so, so important to be talking about these in a public open forum. And the most impactful way that we've had around celebrating diverse perspectives is have having employees who are outside of our diversity working group telling their stories.

### **Ben Bushby -** 40:09

So whether that's slack updates, company meetings and I know nor will touch on this in a minute, but having that outside of your working group actually starts to ingrain, itself across the business as well. Um, so there's some kind of like ways to do it. I think what we're going to do now is give you hopefully some ideas and inspiration about what we've been doing to try and bring this stuff to life and not in a high street.

### **Ben Bushby -** 40:31

So and how this kind of ties into our pillars as well. So I'm not going to talk to all of these. I'm just conscious of time. But I think one of the bigger projects we've had probably over the last 6 to 12 months, was a follow up from Unconscious Bias Workshop that we ran across the whole organisation.

### **Ben Bushby -** 40:46

But was reviewing our whole recruitment process and we've had lots of discussions, conversations as a group wide group, taking everybody's views on board here, and we've got to a place now where we run our job adverts via um, gender language checkers.

### **Ben Bushby -** 41:02

We anonymize screening on all of our applications. So no identifiable information around name, age, gender, location, education to eliminate those kind of potential unconscious or conscious biases. Um, and then I think the, the other one that I'll kind of touch on a little bit is that slack updates and sharing communications being front and centre and showing up constantly from a Dei perspective.

### **Ben Bushby -** 41:29

And Noor

### **Noor Al Naeme -** 41:31

Thanks Ben. Um, and so what I thought we would do as well is just to bring some of this again. A bit more to life. Give you some examples. Um, around some of the events that I previously showed you. So, um the first thing is around education and celebration, which I think Ben's already spoken about quite a lot.

### **Noor Al Naeme -** 41:48

But just to kind of bring this a bit more to life, I mean, we had Chinese New Year. Very recently, and we had a, you know, a Chinese employee who is not part of the diversity and inclusion group, who is willing to share their experience of what they do. But then we also had someone from our senior leadership team who, again, isn't part of the diversity working group.

### **Noor Al Naeme -** 42:08

Um, but had lived in China for a few years and was, you know, a white man who could offer a completely different perspective into you know, actually what he learned from living in China and what he learned from Chinese New Year. And bringing that together again, we think has a much more impact, much more of an impact on the business.

### **Noor Al Naeme -** 42:29

Um, there's never any compulsion again. With sharing. And we're trying to make sure in order to make it, everyone's responsibility, that it's not always just on someone from DWG to signpost and share their own experience, but very often people in that group are also really wanting to share.

### **Noor Al Naeme -** 42:44

So we've had a lot of that to we've had company. Takeovers where, you know, people have explained how they observe Ramadan and maybe shared family pictures. We've had, um, people talking about pride, uh, we've had people talking about how colour can affect everyone.

### **Noor Al Naeme -** 43:01

And kind of the accessibility issues with that. So that's just one thing. And we also have celebrated the event. So you can see, I think in the picture below, you know, for for Eid, once fasting was over, we had a whole spread, um one day in the business and it was a chance as well for people to try different cuisines that are maybe more associated with that faith.

### **Noor Al Naeme -** 43:22

So it's an experience that we're trying to bring to everyone, to, and we think that that makes it much more long lasting. Um, and then if we look at our sailors, what we've tried to do is make sure that we're recognising them as well. So we we've done many call to actions to say, hey, you know, we know Diwali is coming up.

### **Noor Al Naeme -** 43:42

It would be if you do celebrate this, it'd be lovely to hear from you or let's say it's Pride Month. We'll, you know, we'll do a call to action. Um, and there's multiple different. Layers to this. So one way we might be that we've rewarded some of those, um, sailors by, you know, offering them credits for, for our platform that would allow their, their listing to be higher up in the rankings.

### **Noor Al Naeme -** 44:03

Just as a way to say, like the way that you would give a Christmas present. Someone in a different capacity. Um, we might have also invited those sellers to come and speak at our company. Wide takeover. So we had that for pride or we had you know, some LGBTQ plus partners come on, share their story.

### **Noor Al Naeme -** 44:21

Um, and again, like, we might surface those sellers specifically around those occasions. So, you know, if we are maybe in black History Month, we're showing small owned black owned businesses and again, there's just what we've found is one of our challenges. But a really interesting challenge is making sure that we're being authentic about who we're bringing forward and who we're championing at those times.

### **Noor Al Naeme -** 44:43

Because as you can imagine, you know, when it comes to something like Chinese New Year, there might be lots of sailors that don't celebrate Chinese New Year, that, you know, that might have, let's say, a biscuit with with a snake on it. Um, and actually, we're trying to make sure that we're being more mindful about who we select to have, um, that platform at that time and maybe be on front, front page on our website or on our socials.

### **Noor Al Naeme -** 45:06

Um, and then we've got recognising all of our customers as well. So having the authentic collections and learning from that. Like I've touched on that a little bit there with the sailors, but also, you know, it's learning. Like what would you know if you have like a Ramadan collection, something maybe that has gelatine in it might not be appropriate in that.

### **Noor Al Naeme -** 45:26

And we've had like I've been said, we've made mistakes on the way and really learned and made sure that those collections are actually representative of what people are more likely to buy at that time of year. Um, and again, it's been wonderful to kind of see that representation. Particularly for someone like myself, who saw the very much beginning of it in 2019 when that just wasn't there.

### **Noor Al Naeme -** 45:46

And then we've weaved in inclusion wherever we can. So, um, that with our colleagues, that includes like more creative ways, like we have a quarterly offsite and what we try and do is make sure the catering in that is always is always catered to.

### **Noor Al Naeme -** 46:02

Um, an event that's maybe nearby or has just passed. So for Chinese New Year, we had our offsite, um, at the end of January and we had Chinese food to celebrate that. And it's a really lovely way again of bringing that experience element in for staff, giving that talking point and making sure that we're giving back as well to those small owned businesses that celebrate those events.

### **Noor Al Naeme -** 46:24

And recognising them in that small but impactful way

### **Ben Bushby -** 46:29

Amazing. Thanks, Noel. Um. Last slide from me. I feel like we've done a really quick whistle stop tour. I feel like me and Noor could have talked for hours and hours on this area, and given some more practical examples and a bit more detail. Um, what we will do after is we've got a few resources that we are just going to share. So CareScribe have these.

### **Ben Bushby -** 46:44

Hopefully you'll receive them afterwards, but we've got a copy of our strategy template. Just if it can help give you some structure in terms of how to get started or maybe you're already doing this and it might need a little bit of tweaking or fine tuning. Hopefully that could be useful. Um, all kind of events, calendar that we work towards, like like Noor said, the ones out there on the internet can be very overwhelming sometimes.

### **Ben Bushby -** 47:05

So having a few less to focus on might be helpful. And then just like a retrospective retrospective template. Like we found this. So useful for people to fill out asynchronously. On a miro. Miro board. Um, and then we would come together and work through that and discuss it. So, um.

### **Ben Bushby -** 47:20

Thank you for listening. Like, that's very, very quick whistle stop tour. I'm gonna hand back to Claire now. And if there's any questions. Yeah.

### **Claire Dibben -** 47:30

Brill, Thank you both. So much. That was such a polished presentation. Um, with loads of really, really brilliant, actionable things for people to take from it. We've had a few messages in the chat, which you may not have seen as well. I've got message from Susie saying thank you so much for all and Ben, super helpful.

### **Claire Dibben -** 47:50

Getting lots of thank yous in. And also a few people at the start as well. Noor, who um, some people were just saying that everything you say is resonating. Um, and thank you for your powerful comments and for sharing your experiences. So just wanted to make sure that you both heard that and saw that, um, we've got a couple of questions in the Q&A.

### **Claire Dibben -** 48:11

Um I have one first for you. Selfishly, I'm going to jump the queue, which is, um, just a question around. Obviously, you know, these these working groups that you created, um, you're asking people to talk through their lived experiences. So I just, I was curious to know how what strategies you use to create and instil trust in like a psychologically safe environment for people to be willing to share and to voice their opinions and concerns and I don't know who wants to take who wants to take that question.

### **Ben Bushby -** 48:42

I don't mind. Jumping in. No.

### **Noor Al Naeme -** 48:44

Go for it. Yeah.

### **Ben Bushby -** 48:44

Cool. So, um, I've worked in a number of organisations and I actually think the psych safety that we have at not on the high street is the best. I've ever worked anywhere. And I think, like there's a few reasons that comes down to one is like. Honesty. Like I think we have these discussions. We talk around it, we address these things when they come up.

### **Ben Bushby -** 49:01

And I think it's not one of those things that. Oh, I don't know what to say. Am I going to say the wrong thing? Like, nobody's penalised or scrutinised? Like I think that we have those open, honest conversations. I think the other thing around, not on a high street as well, is like trust is so high, like to each other.

### **Ben Bushby -** 49:17

And I think those two elements, honesty and trust, really help to build like safety. So when it does come to not necessarily being direct and asking people to share their stories, but people are more forthcoming with that. They feel comfortable, they feel at ease to be very honest with their lived experiences, their struggles, their the information they might want to share.

### **Ben Bushby -** 49:38

I think it's so, so important that yes, like safety is great, but that also supports the Dei efforts across the company as well

### **Noor Al Naeme -** 49:45

So yeah, I would just I would build on that a little bit too. But I totally agree. I think, um. From my perspective, how we, how we probably started it was we started it off. Being it's voluntary come and join with the senior. Leadership team. If you want to air your views, but you're absolutely right.

### **Noor Al Naeme -** 50:02

Not everyone is immediately going to feel comfortable that. Especially if they've had maybe a bit more of a traumatic experience in the past and so we also then had these anonymous listening sessions with this. External expert, external specialist who was never going to identify who who said what.

### **Noor Al Naeme -** 50:18

And you really need the people at the very top to kind of I think show that vulnerability. First. So we had we've had people from senior leadership and talk about their mental health struggles. We've had, you know, leadership. Like, I'm in leadership talk first about actually, here are the things that I've gone through.

### **Noor Al Naeme -** 50:35

And I think it's that typical Brené Brown, if you listen to her, which is, you know, share your vulnerability and you it reaps, it reaps back, it comes back, it takes away that shame and it makes sure that people know that this is a safe space

### **Claire Dibben -** 50:49

Didn't agree more. And that's a theme that comes up quite often, actually. North to the various skill events that we've hosted. It's around, um, really leading with intention from the top. And that's setting the standard for the culture throughout the business. It's it's so hugely important.

### **Claire Dibben -** 51:05

Um, right. So we've had a question come in from Jane, who has said, um, firstly, really interesting presentation. Thank you. Um, in terms of feedback, do you have any tips in getting more people to answer your survey? So, Jane's experience is that they found when asking for feedback or sending out a survey, they actually get quite a low response.

### **Claire Dibben -** 51:26

So I don't know who wants to take that one first.

### **Ben Bushby -** 51:29

I can jump in because I hate surveys. If I'm being really honest, there's probably an easier thing for me to talk around. Um, thanks to question Jane, I think like for me it's about getting creative in terms of how you capture that information and at what point you capture that information. So I think we've all experienced like survey fatigue and I've got another one that I need to fill out and so on.

### **Ben Bushby -** 51:49

Some of the things that we've been trying as a people team, and we will roll this out into. Like wider company and DWG as well, specifically is how do we get that information? So one idea we're using Miro boards at the moment that people can just go and drop their thoughts on asynchronously.

### **Ben Bushby -** 52:04

So we can leave that running for two months. Three months. Or however long it takes Sorry, two weeks, three weeks before we kind of close that and then start to collate that. Um. Rather than going, oh, here's a Google form, here's a web. Link that I need to go and fill that out. So one advice would be like, look at where you're capturing the information and the, the moments in your business where it shows up.

### **Ben Bushby -** 52:26

So is it I don't know. We're in-person. Every Thursday and getting everybody to do a quick pulse check and ask them a question in the office or is it a mirror board? And you do it? Asynchronously, rather than a oh, I've got another check in survey or oh, I've got to do this or I've got to do that. So I would say get creative and look at those touch points across your business where you can capture that information

### **Noor Al Naeme -** 52:48

Yeah I think as well. The other thing to add to that, Ben, um, for us, a DNI. Survey perspective, though obviously you're the absolute expert when it comes to people surveys. But we found that if we can communicate that timely, so like we've gone out before and said to the whole business, hey, here's our strategy.

### **Noor Al Naeme -** 53:06

This is what we're looking to achieve. You know, here's our values here. Here's the pillars. Here's what you're going to hear from us. And then there's been a survey quite soon after it. And as part of. Maybe just a general engagement survey, but part of that will cover DNI and say, like, what do you think about DNI? What did you think?

### **Noor Al Naeme -** 53:22

Is there anything else we should be adding? I think when it's front of mind, you might you're more likely to get that feedback there. And then and sorry, the other thing I'd add is if you have people in a group that represent the DNI group, you can get feedback that way. It doesn't. You know, it can be like. Come and speak to if there's someone that you're more friendly with or you feel just a bit more comfortable with, speak to that individual person.

### **Noor Al Naeme -** 53:41

They can be the one to surface your feedback and without you having to be identified

### **Ben Bushby -** 53:47

Yeah. One last thing I would say as well. And all kind of hints to it is close the feedback loop like you've got this survey, you've got this information, feedback to people, what you're doing with it as well. Because there's nothing worse than giving your feedback. And then you don't hear anything. So I think actually seeing traction behind people's feedback will encourage people to give more feedback itself.

### **Claire Dibben -** 54:08

Brilliant answers and tips. Thank you both. Um, we've got time for another question, which is from Tom. Um, so Tom said, based on your experience of working at larger employers, would you say it's important to embed EDI and I into the culture whilst the business is still small enough to get full engagement from everyone?

### **Claire Dibben -** 54:28

I don't know if you have a view on that either of you

### **Ben Bushby -** 54:32

Do you want me to jump in?

### **Noor Al Naeme -** 54:34

I'm trying to understand the question. I mean, it's important. I think regardless of size

### **Claire Dibben -** 54:40

Yeah, so so I guess Tom's question is around, um, and Tom. Lees comment in the chat. If I've misunderstood. Um, but so, like, larger employers, I suppose the question is around, like the impact that you can have at a smaller employer is like the assumption would be bigger because there's maybe less red tape and process to go through versus at a larger employer.

### **Claire Dibben -** 55:03

Um, so the question was around, is it important to embed it in whilst your business is still small enough, but from the presentation that you've just given Norm, Ben, it really seems as though it doesn't matter. The size of the business. You just maybe need to tweak your and formalise your strategies and tactics to make it on the agenda.

### **Claire Dibben -** 55:21

Tom. Um. Oh, and Tom's responded. Now, um, in the chat. So I can just add some clarity. Um, what I meant was, is it important to focus on E-dna early on in the business whilst you're less likely to have blockers. Particularly at a senior level

### **Ben Bushby -** 55:36

Yeah, I think I would say it's important that any level of size of organisation, whether you're one person, Start-Up and like looking at your customer base, all the way through to enterprise level organisations. I do agree it's probably once they're is like. Less red tape, there's less blockers, there's less structures.

### **Ben Bushby -** 55:53

You might be quicker to get off the ground with this. I think my advice would be just making sure you sustain those efforts because I think, like I said earlier, there's no real silver bullet to this. And it's about the sustained effort over a period of time. Um, you can do that. Small or large scale, but that consistency piece is key to me.

### **Noor Al Naeme -** 56:11

Yeah. I think I think and Tom, by the way, we used to work together, um, I think, I think what I'd say is that you might The suggestion from me would be to pivot slightly differently and that we've, we've shown the strategy and that probably does work more for a small medium business. I think if you're a larger business, what you tend to find is that you can start a groups.

### **Noor Al Naeme -** 56:31

So you know, everyone who maybe, um, shares one demographic is together and they have their own group. And I think that you would probably approach the strategy. Maybe with more of a representative from each of those coming together, building that strategy that we've seen already.

### **Noor Al Naeme -** 56:46

Then going back and feeding into those groups. They're probably is a bit more red tape, but is absolutely something that you can still do at any. I think, regardless of the size, my my genuine opinion is you can always make a difference. Um, no matter what you don't need budget.

### **Noor Al Naeme -** 57:02

You do not need. Like senior leadership. Buy in though, it's great. There are definitely ways that you individually can make a change within your own team

### **Claire Dibben -** 57:12

Brilliant. Thank you very empowering. Sort of. Very empowering message to sort of sum up the the webinar with no, um, I will just ask, we've got three minutes left. Um, so before I wrap up the webinar. Ben, I'll start with you first.

### **Claire Dibben -** 57:29

Um, if you had to choose one key takeaway, people should leave this session with, what would it be?

### **Ben Bushby -** 57:36

Yeah. Good question. I thought about this. There's probably a few different things I would want to say. I think my probably overarching one is that you don't need to be from a minority demographic to go in and support and actually make a difference. So I am white, male, and I don't like I don't have any kind of, um, identifiable minority.

### **Ben Bushby -** 57:54

Demographics are associate to that. So I think sometimes there's this stigma or stereotype around that, that oh. Because of that, I can't go and get involved or I can't go and make an impact when actually I'm coming at it from a really positive. Place. I want to make it a positive change. And I want to support others in the organisation to do that.

### **Ben Bushby -** 58:11

So my advice would be don't let that be a blocker to going in and making a start on this stuff.

### **Claire Dibben -** 58:18

And Noor, what's your one actionable takeaway for people?

### **Noor Al Naeme -** 58:22

Yeah. Thank you. Um, I think main would be a mixture of like I said, you do not need. Budget to make a difference. I think often we look at the barriers first when it comes to something like this. And it can then feel secondary because you know, the businesses revenue and they're their commercial aims always feel like it's going to trump what DNI is trying to do.

### **Noor Al Naeme -** 58:42

But actually there are so many small changes that you can make, you know, you can empower managers to have simple conversations with their teams, which make them automatically feel like they belong more. You can offer flexibility as a manager that, again, just has that ripple effect and makes someone feel like they're valued and a company, um, and I think in terms of making it, everyone's responsibility.

### **Noor Al Naeme -** 59:04

My biggest tip would be keep things on rotation. So our error SLT sponsor isn't just one. They rotate so that everyone has a responsibility to learn and to share and to kind of take on some of that load. And the same with the chairs rotating, same with when we've had note takers in the past and it means that everyone a comes at it with a completely different lens and a different way of doing things, which is amazing.

### **Noor Al Naeme -** 59:29

But also it makes it everyone's responsibility

### **Claire Dibben -** 59:33

Well, What a way to end the webinar. Thank you both. So much for your time this past hour. Really, really appreciate you giving us an insight into what you've done at not on the high street. Um, I will just quickly wrap up in the last minute so thank you to all of the attendees for joining the call and being engaged in the chat.

### **Claire Dibben -** 59:52

It really makes a difference. Um, if you enjoy today's webinar. Please help us spread the word and share Skill Sessions with your LinkedIn network or your peers. Um, every bit of word of mouth helps, and we're really keen to grow the community. Um, the next two skill sessions events are live on our website.

### **Claire Dibben -** 01:00:08

You'll get an email. Tomorrow with more details about those. So please keep an eye out. Um, and yes, as I said, go check out those sessions that are live for March and April. We'd love to see you join us and thank you. Once again for joining us for February's skill session.

### **Claire Dibben -** 01:00:24

We'll see you again next month. Cheers, everyone. Bye bye.

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