



## **ENHANCING DIVERSITY AND INCLUSION STRATEGIES**

Integrating support for Work-Life Balance into Diversity and Inclusion activities will upgrade your organisation's existing strategy. In today's dynamic global marketplace acknowledging the need for flexibility can enable more inclusive employment practices – particularly where employees are unable to work standard hours.

Here are some examples of how my skills can support your Diversity and Inclusion Champions:

### **Boosting Women's Careers**

Managing Work-Life Balance in the face of deeply embedded but outdated corporate working practices remains one of the biggest challenges to women's careers – particularly when progressing to senior levels. Women in management positions often find themselves frustrated by Second Generation Gender Bias and Stereotype Threat. I provide bespoke coaching for High Potential women wishing to continue their career while maintaining balance and managing their caring responsibilities. If your initiatives around women have stalled and too few talented candidates are coming through the pipeline to senior roles I can work with you to integrate support for Work-Life Balance into existing plans and help regain the momentum.

I also offer training for both in-house Diversity Networks and senior managers providing them with tools to both develop a robust business case and support new ways of working.

### **Supporting a diverse workforce and Inclusive working**

More flexible ways of working not only benefit women but also others sectors of the workforce such as carers of adults – a growing percentage of the workforce and often likely to be older workers representing valuable organisational capital; as well as those with disabilities.

### **Integrating Diversity and Talent Management initiatives**

When it comes to attracting and retaining High Potentials the business case for a more flexible attitude is clear. I will work with you and your Talent Management colleagues to integrate Work-Life Balance practices for a more inclusive Talent Management strategy.

## Evaluating Success

I will agree targets and outputs with you at the outset – which might include: more visible role models, attraction of more diverse candidates, higher retention rates, promotion of more women and minority groups and better reputation as an Employer of Choice.

None of these activities are likely to result in increased costs, but all will give rise to changes in working practices that will both upgrade your employment proposition and positively impact your organisational culture.

### Client Case Study: Brent Council

When the London Borough of Brent chose to upgrade its support for employee Work Life Balance the decision was made to brand it an Equality and Diversity Initiative. The Council wanted an inclusive approach where all employees would have the opportunity to work more flexibly. In addition to supporting working parents, their approach had particular benefits for disabled staff needing to travel to and from work outside core hours or to work reduced hours at home; and for staff wishing to observe religious beliefs such as Jewish staff leaving early on Friday to observe the Sabbath and Muslim staff working flexibly during Ramadan.

All Council staff can work flexibly in agreement with their manager and provided it meets service expectations. There's no need for formal applications and staff can also make temporary changes to cover sudden domestic emergencies – such as having to care for a sick relative.

A by-product of the project was a 10% increase in the number of women in senior roles – raising the overall total to 40%. Among the high profile mothers working flexibly were the Head of Revenue and Benefits and the Head of Library Services.



### Anna Meller MSc BSc Chartered FCIPD

I'm a specialist HR Consultant with a passionate commitment to balanced working spanning more than twenty years. My early career in line HR roles and Masters Degree in Organisational Psychology provide the basis for pragmatic evidence based support to clients wishing to integrate support for Work Life Balance into broader HR initiatives.

For more information take a look at my website: [www.sustainableworking.co.uk](http://www.sustainableworking.co.uk)

Or email me: [Anna@sustainableworking.co.uk](mailto:Anna@sustainableworking.co.uk)