

DRIVEN



PR
fest

5 August 2020

Diversity Representation Inclusion Validation Equality Network

PRFest (2020) hosted a session centred around diversity, equality and inclusion in public relations, collaboratively developed with Rax Lakhani and Kuldeep Mehmi, where the **DRIVEN** framework was launched. (Kudos to Rax who came up with the original DRIVE pillars). Attendees from across the world brainstormed solutions to the challenges the PR industry faces, under each of the six pillars.

Out of the responses, the pledge was written and designed in an easy-to-read format and a diverse range of PR professionals were consulted both for feedback and a critical eye. **DRIVEN** is about creating a roadmap for leaders (and individuals) to support behavioural change. Not being too prescriptive means it can live and breathe. We've created something which, given pledges you make, can be measured annually. There will be other initiatives, training and sharing in the industry too, and you should get involved. We need wide-spread change.

Please include your teams and your stakeholders in your conversations around *how* and *why* your organisation is changing. It's important everyone is involved and is brought along. This takes time. Don't rush it. Get it right and ask if you need support.

I'm pleased to share this new, *free* resource and guide with you. Feel free to adapt it to suit your business but please *do not* take away the purpose (I know, for example, freelancers won't have the same pledge as agencies). Then you should commit to it by adopting it and publicly sharing your commitment with all your stakeholders. There's a page for you to complete your goals and deadlines.

It would be a great idea to get your whole team to sign the page so they are invested and committed.

I don't imagine this will be the last revision of this resource... ;o)

Please commit. Please do better. Help be the change we all want to see.

Best wishes,

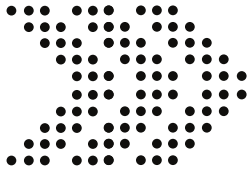


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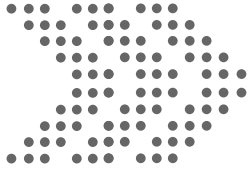
D



Recruitment process open to all
Actively recruit from a wider pool
Consciously look for diversity
Actively discuss and encourage

Consider blind recruitment
Create leadership opportunities
Create role models
Review supply chain and partners

R



Have empathy
Actively listen
Consult
Educate
Mentor

Put forward for speaker and industry opportunities
Include in wider business discussions
Actively promote members of staff and their talents and wins
Consider shared resources with other small agencies e.g. interns

I



Inclusive company culture
Include diverse voices in key discussions
Blind feedback
Industry-wide collaborative initiatives

Consider how you're excluding minority communities and reverse
Consult regularly
Actively invite diverse voices to the table

V



Ensure teams are steeped in values
Share best practice internally and externally
Recognise value of diversity and inclusion and champion different experiences
Ensure it's part of organisational values and all decisions to be tested to see if they uphold the values

E



Scrutinise legislation and ensure it's accessible for all
Communicate workplace equality issues to all
Ensure it's on the agenda at each leadership meeting
Write your pledges and report on them annually

HR function or D&I network/group for accountability internally
Integrate wider stakeholders into the conversation
Be accountable

N



Actively build a diverse network/community
Feed into industry networks and groups
Look outwith the PR industry for good examples
Support initiatives through sponsorship or resource allocation
Amplify voices: platforms, positions of influence, speaking opportunities

Be transparent
Share learning and experiences



roadmap

D



goal

Empty yellow box for goal

deadline

Empty yellow box for deadline

actions and people

Empty yellow box for actions and people

R



Empty orange box for goal

Empty orange box for deadline

Empty orange box for actions and people

I



Empty yellow box for goal

Empty yellow box for deadline

Empty yellow box for actions and people

V



Empty orange box for goal

Empty orange box for deadline

Empty orange box for actions and people

E



Empty yellow box for goal

Empty yellow box for deadline

Empty yellow box for actions and people

N



Empty orange box for goal

Empty orange box for deadline

Empty orange box for actions and people



your pledges

what now?

leaders, you need to...

Share – write your pledges, share them publicly – share with the team, clients and other stakeholders, telling them *why* – this is essential

Add – add it to your website so your stakeholders can hold you to account

Learn – need to learn something new in order to implement? Add to your CPD. Share your learnings, too!

Report – report annually on your pledges and what impact this has had. Share it far and wide!

Inspire – inspire others to follow your example

Thank you. This journey isn't meant to be easy. It's not meant to be quick. It's meant to be an experience which will help change not only the industry, but to help change society.

PRFest is an event designed, created and run by

aura.

Chartered Public Relations
& Communication

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