



Senior Leaders' Pledge

Anna Reid, D Young & Co

As a Partner at D Young & Co LLP, I, Anna Reid, make the following pledges to demonstrate my personal commitment to improving Diversity and Inclusion (D&I) in our firm:

1. Providing visible and proactive leadership to improve D&I in my organisation, by:

- Being personally involved in, and contributing to, D&I projects and events.
- Publicising my commitment in regular corporate communications, both internally and externally.
- Acting as an ally to, and champion for, colleagues from under-represented groups.

2. Taking D&I seriously at the highest level, by:

- Encouraging my senior colleagues to do as I do to provide visible and proactive leadership on D&I issues.
- Using every opportunity that I have to raise awareness and promote D&I within the firm .

3. Embedding and valuing D&I throughout the organisational culture, by:

- Helping to build a culture in which the whole of my organisation is involved in the quest for D&I.

4. Building trust and safe spaces throughout the organisation, by:

- 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.

5. Educating myself and my colleagues about D&I issues, by:

- Participating in any allyship, privilege awareness, and/or unconscious bias training for staff which might be run.

6. Sharing my privileges, by:

- Encouraging staff in all roles, and at all levels, to get involved in any outreach schemes (to widen access to the IP profession), and leading by example with my own involvement.
- Widening the channels through which we advertise vacancies in the organisation, including through external recruitment consultants.

7. Insisting on equity, by:

- Insisting on fair, diversity-enhancing recruitment and promotion procedures throughout my organisation.

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

- Encouraging and supporting HR personnel in implementing D&I related changes in our firm.