



## Senior Leaders' Pledge

### Catherine Keetch, D Young & Co

As a Partner at D Young & Co LLP, I, Catherine Keetch, 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

- Being personally involved in, and contributing to, D&I projects and events.
- Publicising my commitment in corporate communications, both internally and externally, including publicising this pledge.
- Providing D&I-related content for those communications.
- Having the courage to share my own experiences.
- Acting as an ally to, and champion for, colleagues from under-represented groups.

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

- Working with the partnership and other senior colleagues to improve D&I.
- Raising D&I issues at partnership meetings and with our human resources team.

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

- supporting a culture in which the whole of my organisation is involved in the quest for D&I.
- Encouraging staff to work on D&I-related projects and training (including outreach and wellbeing initiatives).
- Recognising D&I-related achievements in performance evaluation and professional development.
- Ensuring that internal communications regularly include D&I-related content.

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

- Continue to contribute to our "D&I working group" and explore options for other groups or opportunities to provide safe spaces for under-represented groups.

- 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:

- Working with other senior leaders to provide training for staff at all levels on D&I issues.
- Attending IP Inclusive and other D&I events to educate myself.

#### 6. Sharing my privileges, by:

- Supporting the involvement of my organisation in some form of outreach scheme to improve access to the IP professions (for example, a work experience, internship, sponsored placement or similar scheme).
- Personally taking part in a mentoring scheme to improve access to the IP profession.
- Assisting in the organisation of open day events and making sure these are widely advertised.

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

- Working to establish fair, diversity-enhancing recruitment and promotion procedures throughout our organisation.
- Regularly reviewing the procedures with HR colleagues to evaluate their impact on D&I levels in the organisation and if necessary improving them.

#### 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.