



## Senior Leaders' Pledge

### Jennifer O'Farrell, D Young & Co

As a Partner at D Young & Co LLP, I, Jennifer O'Farrell, 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.
- Having the courage to speak out about difficult D&I issues and share my own experiences.
- Publicising this pledge, along with our plans for fulfilling it.
- Acting as an ally to, and champion for, colleagues from under-represented groups.

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

- Acting as, or appointing, a D&I champion at partnership level.
- Encouraging my senior colleagues to do as I do to provide visible and proactive leadership on D&I issues.

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

- Building a culture in which the whole of my organisation is involved in the quest for D&I.
- Encouraging and allowing time for staff to work on D&I-related projects and training (including outreach and wellbeing initiatives).

**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:**

- Promoting allyship, privilege awareness and/or unconscious bias awareness for staff at all levels, including partnership level.

- Making myself aware of key D&I-related awareness dates (for example, LGBT+ History Month, Black History Month, International Women's Day) and encouraging staff to learn about and mark those dates.

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

- Involving 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).
- Encouraging staff in all roles and at all levels to get involved, and leading by example with my own involvement.
- Widening the channels through which we advertise vacancies in the organisation, including through external recruitment consultants.
- Ensuring that staff in the organisation are aware of, and ideally involved with, IP Inclusive's Careers in Ideas outreach initiative.

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

- Establishing fair, diversity-enhancing recruitment and promotion procedures throughout my organisation.
- Encouraging a regular review of the procedures with HR colleagues to evaluate their impact on D&I levels in the organisation and if necessary improve them.

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

- Involving HR personnel in partnership level decision making on D&I-impacting issues.
- Encouraging & supporting HR personnel to effect D&I-related changes in the organisation.
- Encouraging involvement partnership level colleagues in HR communications, conversations and projects.