



# Diversity & Inclusion

We are the path to being you



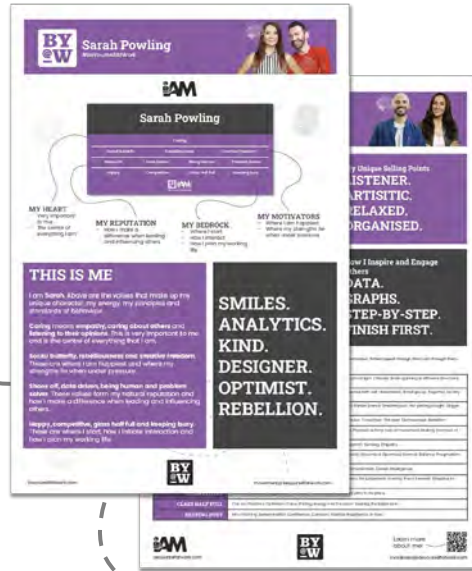
We know that **performance can be positively impacted by up to 85%** when people feel themselves at work.

**Just 25% of employees** from lower social-economic backgrounds feel included in the workplace. (Accenture, 2022)

Ethnic minorities hold **only 1 in 16 top management positions.** (Drüthers Search, 2022)

## BRING YOUR AUTHENTIC SELF TO WORK

We find greater and happier workplaces when we celebrate difference, not diminish it. You are not your labels, gender or ethnicity. You are you.



### WHY?

People of colour and underrepresented groups face so many barriers in the workplace and often feel their 'otherness' is something that needs to be suppressed or played down for work. Ultimately, this damages their happiness and their ability to thrive. Smart businesses value truly diverse workforces, who bring unique perspectives and energy.

### HOW?

iAM gives individuals the confidence to be truly themselves in the workplace – to play to their strengths, to revel in their uniqueness and to find greater success and productivity because of it. We're giving individuals the confidence to see their uniqueness as a powerful strength and encouraging leaders to nurture that change.

#BeYourselfAtWork is a movement to free the workplace from **expectations of conformity** and uniformity and **celebrate difference.**

We know that organisations **who value truly diverse workforces** enjoy better productivity and **better happiness** in the workplace

So, we're driving forward change – and letting all kinds of **individuals shine.**



**BOLD. BRIGHT,  
CONNECTED  
AND  
INFLUENTIAL.**

**By offering your teams the iAM programme, you're providing a nurturing environment, and building a team made stronger by its differences.**

iAM is a short, easy and convenient experience designed to help individuals know and understand their core values - the qualities that make them unique, and all the better for it.

You are not your labels, cannot be defined by your gender or ethnicity. You are uniquely YOU.

[For more information, click here](#)





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When people are **not pressured to shape their personalities** and background to fit a norm, their productivity is **positively impacted**.

For people of colour and underrepresented groups, it's more difficult to enjoy that kind of professional freedom. They **lack representation** in boardrooms, they face unconscious bias, and **pressure to conform** can ultimately stifle their ability to perform.



Ethnic minorities experience a higher degree of stress in everyday life. 63% compared with 47% (Health on Demand Report, 2022)



## Effect on the Underrepresented

Free the workplace from expectations of conformity by asking questions to explore how much you are able and confident to be you.



## Watch the iAM Film

Discover how iAM is changing the workplace for everyone.



## Read Our Manifesto

We're on a mission to propel true diversity within work culture.

## Be Part of the Change for Yourself and Others

Learn, contribute and share how we can all change the working world for everyone.

Twitter | @BeYOUatWork  
LinkedIn | @BeYourselfAtWork  
Instagram | @BeYourselfAtWork



Celebrate #BeYourselfAtWork in your workplace

