



IPI DIVERSITY

STATEMENT

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DELIVERING EXCEPTIONAL CUSTOMER CONTACT THROUGH EXCEPTIONAL PEOPLE

The core of our business is our people. Our team. It is these exceptional individuals that make us the company we are today and the company we aspire to be.

We believe that every one of our people should have an equal voice in defining who we are as a company, whilst shaping our vision for the future.

At IPI, inclusivity and diversity are more than just a tick-box exercise. We are committed to creating a safe place for our people to work in, where they can thrive and be at their best. A place that values and celebrates what makes us unique. A place where people can be themselves without judgement. Where being inclusive and diverse is a natural part of our evolution rather than a reactionary measure.

Companies that are diverse in age, gender, race, sexual orientation, religious belief, physical or mental ability, ethnicity and perspective are proven to perform better. Why? Because they reflect the reality of the rich tapestry of our society. Through taking a broader, and more realistic perspective, we can drive better outcomes for our people and our clients.

By continuing to reflect the diversity of our society within IPI's offices and beyond, we believe that we will create a better workplace that empowers our people and makes them engaged and happy, delivering even greater success to our clients.

After all, we may help our clients to do exceptional things, but it is our people who make us exceptional.

HOW WE DO IT

At IPI we are passionate about promoting our people's individualities whilst celebrating our togetherness as a team. We do this in a number of ways:

- **Job satisfaction** – we want our people to love what they do and love where they work. We regularly check the sentiment pulse of our people to make sure that we are delivering everything we can do to make IPI the company it strives to be. We do this through weekly, company-wide engagement surveys – using the feedback to inform our people strategies and ensuring we answer all questions our people ask. We never run away from a difficult question.
- **Development** – we want to equip all our people with the knowledge they need to confidently perform their role, and provide them with the skills they need to take their next step in building their career. We run regular initiatives to provide additional learning resources, with a monthly learning theme and through providing bitesize, real time learning opportunities to our people outside of their core skillset. We also encourage mentoring – helping our people to learn from the skills of others throughout the business and through our external networks to aid their progression and development. It is a constantly evolving process and one we are firmly committed to delivering.
- **CSR** – an organisation should not be insular. It must be part of something bigger to be truly meaningful. We believe in giving back to the community and we share that ideology throughout our company. We have a long-standing relationship with charity partners including UK Youth, and Restless Development and have recently started working with The Mentoring Lab –sharing our skills and time.
- **Wellbeing** – our people's wellbeing is of the utmost importance to our company. We know we have all been through a period of intense stress throughout the pandemic, and we know the challenges that modern life brings. We hold regular sessions on resilience and stress management, and have weekly 'wellness Wednesdays' which spotlight a particular theme to provide helpful tips and management strategies. We hope to equip our team with the skills to counteract the noise of day-to-day life and to find clarity and focus.

- **Health** – exercise gives us endorphins and makes us happier, creating a happier workplace. We regularly run workplace initiatives which promote a healthy lifestyle in a way that suits all our people and brings us together as a team – irrespective of age, gender or ability – and fosters community spirit. Everyone is always welcome.
- **Training** – as a company we are not prepared to rest on our laurels. We always strive to do better in our endeavours to deliver an exceptional service to our clients, partners and colleagues. We do this by ensuring that every employee feels supported, everyone is educated on issues like diversity and inclusion, and everyone understands the importance of treating everyone with respect.

A FINAL NOTE FROM THE CEO

IPI's CEO, Sat Sanghera, joined the organisation in January 2021 and is committed to shaping the company around its people:

“At IPI we have a purpose and people led culture. Our people are at the heart of this organisation and key to building an exceptional environment. This is a workplace where everyone is welcome and where we know we deliver the best results by working together as a team. We want every person within IPI to feel valued, supported, heard and seen as both an individual and an equal.”

“We know we have something good here but that doesn't mean that we should stand still. Our culture is evolving and every day, we commit to delivering more and doing it better – for our clients, our partners but more importantly for our people. They are the ones who make us who we are and who make us exceptional.”