

The PPA Guide to Writing ED&I Statements of Intent

To create an equality, diversity, and inclusion (ED&I) statement of intent, it is important to follow a few key steps to ensure that your strategy is well-aligned with your overall business vision.

What is an ED&I statement?

An ED&I statement is your positive affirmation of your commitment to equality, diversity, and inclusion. It is a publicly available statement that creates a first impression and helps to hold your people accountable by providing a constant reminder of your commitment. It can be used to guide your culture change communications, policy documents, career website, and advertisements at each stage of the employee life cycle.

Why is an ED&I statement important?

An ED&I statement of intent is an important step in demonstrating your commitment to equality, diversity, and inclusion. It provides a consistent and clear message for your people, customers, local communities, and suppliers. It also helps to build an attractive employer brand that can help you attract, retain, and grow amazing talent.

Here are some tips to get you started:

1. **Start with your vision:** Begin by defining your organisational-level vision statement, as this will serve as the foundation for your ED&I strategy. Think about what good ED&I looks like for your organisation and how it aligns with your overall business goals.
2. **Prioritise people:** Define the people strategic priorities that will help you achieve your vision. Consider what values or guiding principles will show the way you will work to achieve your goals and hold your people accountable for behaving in this way.
3. **Conduct an ED&I audit:** If possible, conduct an audit to gain insights into your current state of equality, diversity, and inclusion. This evidence can inform your ED&I strategic priorities and help you focus on areas that have maximum impact on creating an inclusive culture.
4. **Write a summary statement of intent:** With these steps completed, you are ready to write your ED&I statement of intent. This statement should be a clear and concise summary of your commitment to ED&I and the actions you plan to take to achieve your goals.

Some final last tips for a great ED&I statement

1. **Make the connection:** Your statement should align with and help achieve your overall organisational vision.
2. **Be clear:** A clear, short, and concise message helps everyone understand how ED&I reflects what the organisation stands for.
3. **Look ahead:** Think about what you aim to achieve and what a just and equitable workplace would look like for your organization. Ask yourself why these goals are important to you and include that answer in your statement.
4. **Look within:** Involve key stakeholders, such as the well-being and mental health teams, and employee networks, to gain new perspectives and a better understanding of a culture that is inclusive of everyone.
5. **Be honest:** Admitting shortcomings is necessary to maintain transparency and stay focused on the end goal. Keep the statement grounded in reality and remember that increasing diversity, equity, and inclusion is a journey that takes time to establish and maintain.