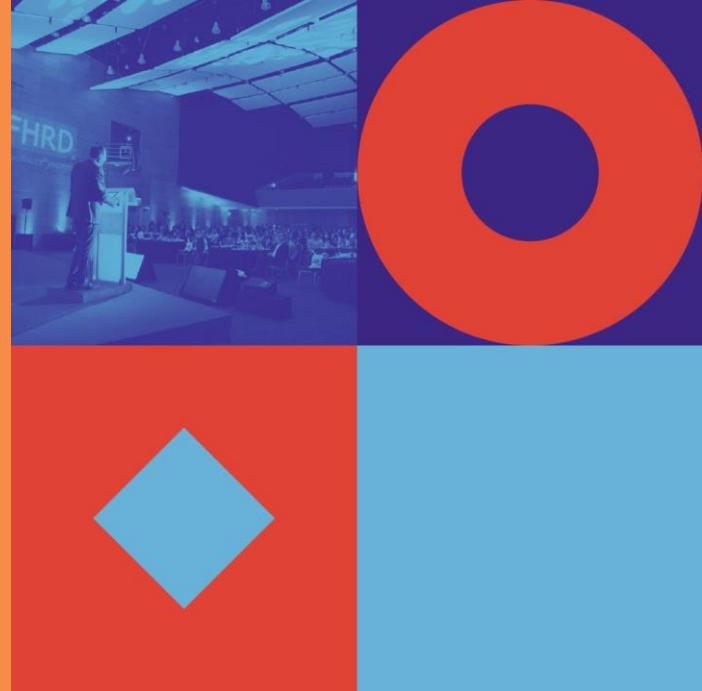


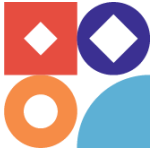
Workshop

# Equality, Diversity and Inclusion (EDI) and Employer Branding

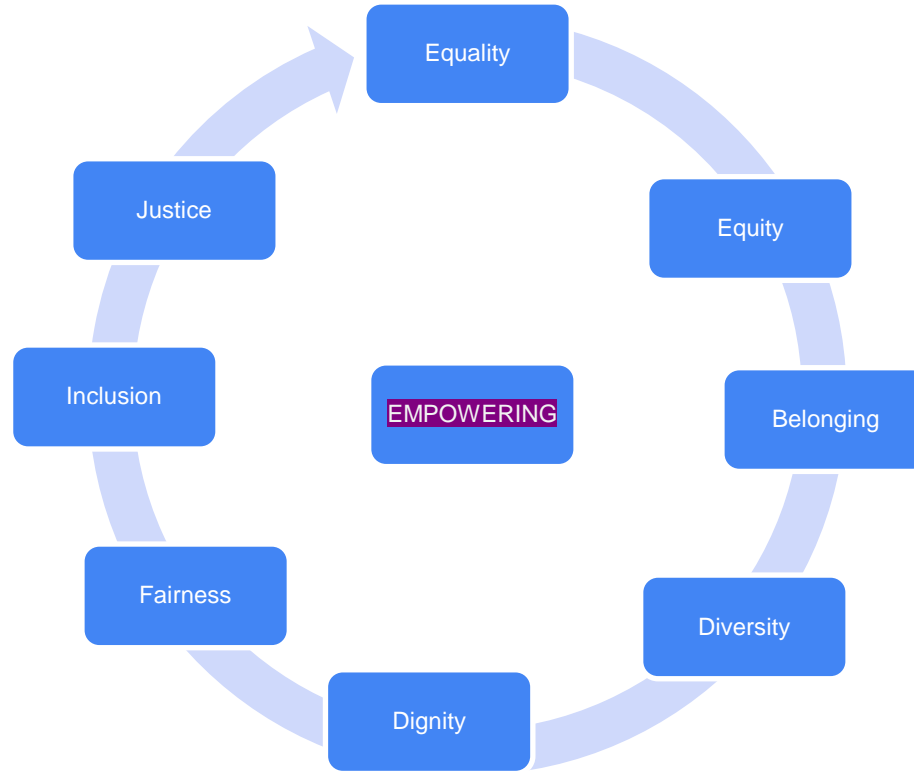
Lutfur Ali  
Senior Policy Advisor,  
Chartered Institute for Personnel Development  
(CIPD)



**Revitalising HR**  
Leveraging Employer Branding



# Terms and Language





# HR Landscape

- Many governments across the world hostile to EDI
- People and businesses taking the lead
- Does diversity deliver equality?

# Employee shortages: Where have all the workers gone?

**Aldi says deliveries normal despite lorry driver shortage**

By Emma Simpson  
Business correspondent, BBC News

2 hours ago | Comments



“We actually employ more of our drivers directly than a majority of the market and on leading terms and conditions”

staff crisis?  
**shortage' of  
Brexit immigra**

EXCLUSIVE

**BP closes some sites due to lorry driver shortage**

By Oliver Smith  
Reporter, BBC News



CBI Economics  
(@CBI\_Economics)

Labour shortage concerns remain widespread, with the share of firms citing skilled labour shortages as a factor likely to limit output next quarter rising to its highest since October 1973 and concerns regarding other labour near the previous quarter's record high

[pic.twitter.com/1EATAoi1EX](https://pic.twitter.com/1EATAoi1EX)

January 25, 2022

Firms simply refuse to  
how Boris Johnson's NE plans  
are worsening IR35 problems

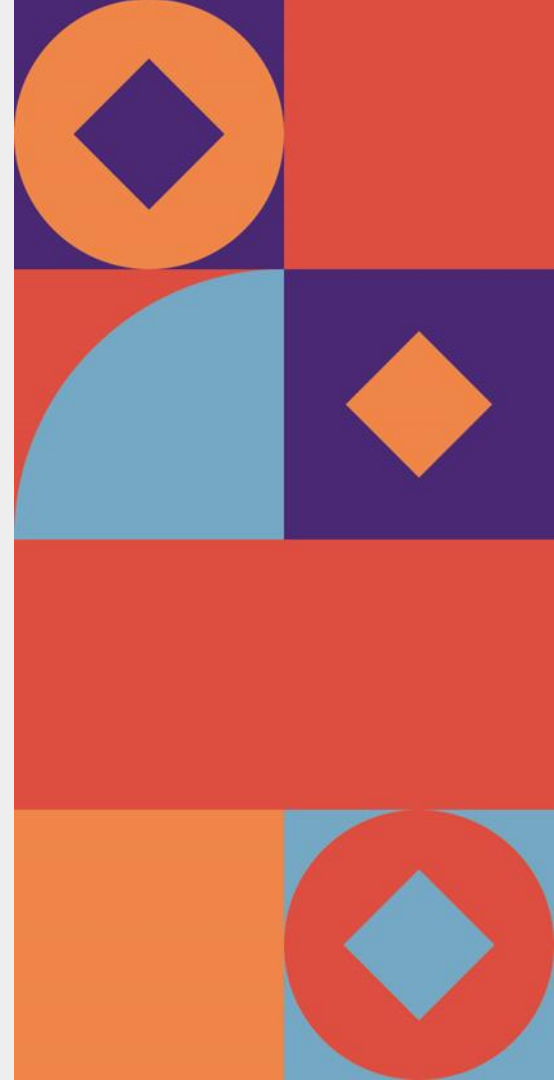
and UK to offer hybrid  
el to staff



setup UK

# Why EDI is Business Critical?

- Economies cannot survive – let alone thrive without overseas skills and talent
- The business case for EDI is overwhelming – legal, moral, environmental, social and governance (ESG)



# Inclusive European Brands

- Biocop – French organic food retailer
- Infeneon – German chip maker
- Booking.com – Netherlands based travel company
- DNB – Norwegian banking and financial services
- Hermes – French Clothing and accessories, sports equipment



# Examples of Inclusive Adverts

- [Google Pixel 2 | The Picture Perfect Life - Bing video](#)



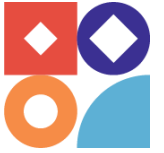
- [Coca Cola Commercial - I'd Like to Teach the World to Sing \(In Perfect Harmony\) - 1971 - Bing video](#)



- [Find Them on Bumble - The Most Inspiring New Yorkers - YouTube](#)



# Other learning examples



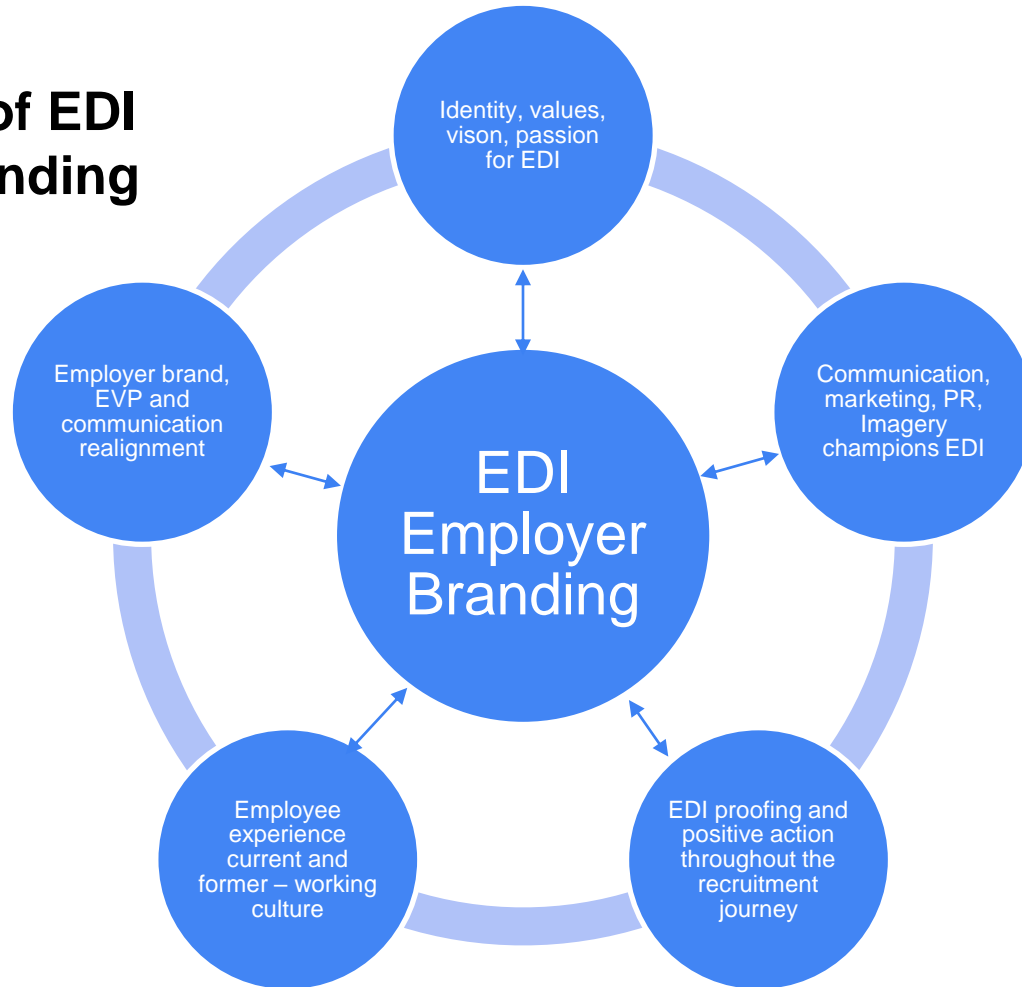
Tesla

Starbucks

UK. Met Police Service



# Key features of EDI Employer Branding





# Effective EDI Strategies

- No one size fits all
- Holistic and integrated
- Culture change is key
- Recognise and tackle bias
- Take Positive action
- Aspirational
- Transparent and accountable
- Power of the small

# Concluding thoughts



**Rethink  
employer  
branding as  
we know it.**



**Keep it real  
and honest**



**Be bold and  
communicate  
an authentic  
vision**



**Engage,  
value and act  
on existing  
employee  
experience**



**Reach  
outside of  
existing  
networks**



“In order to build a rewarding employee experience, you need to understand what matters most to your people.”

Julie Bevacqua

# Thank you

**Lutfur Ali**

Senior Policy Advisor

[www.cipd.c.co.uk](http://www.cipd.c.co.uk)

