



**Getting the
balance right**

Diversity & Inclusion Training Support



Studio 11, Carliol Studios
Newcastle upon Tyne, NE1 6UF



+44 191 308 2807



info@5050future.co.uk



5050future.co.uk



About **50:50**

50:50 Future Ltd is a Diversity & Inclusion training and consultancy company that values difference.

Our 50:50 mission is to be a catalyst for inclusion by demystifying diversity and providing solutions to break down barriers.

We are different in that we approach Diversity and Inclusion holistically with our Seven Steps to Better Balance framework. There is no silver bullet so we work in partnership with you to improve organisational performance in a way that aligns to your vision, mission and values. It's important to us that the D&I agenda is owned at the top and led from the bottom up to create meaningful change.

Our clients are wide-ranging in size, sector and geography. Our current partnerships include both SMEs and global firms spanning sectors in aerospace, law, engineering, arts & culture and technology.



50 Team



Lyndsey Britton-Lee | CEO (She / Her)

Specialises in the social science aspects of Diversity and Inclusion

T: +447584 037 274

E: lyndsey@5050future.co.uk

Lyndsey has over 10 years coaching experience and became an accredited NLP (Neuro Linguistics Programming) Practitioner in 2014. She specialises in the social science aspects of Diversity and Inclusion. She has recently been part of a national DfE funded research trial with the Institute of Physics focussing on Improving Gender Balance in secondary schools. She is now part of a new inclusion project encompassing all underrepresented groups, taking a holistic, whole school approach to exploring barriers to inclusion for post-16 physics uptake.



Lynsey Harbottle | COO (She / Her)

Specialises in inclusive hiring

T: +447966 430 618

E: lynsey@5050future.co.uk

Lynsey has an extensive background in coaching and mentoring young people in both STEM and tech skills through a wide-ranging variety of activities, programmes and boot camps including; AI, robotics, coding and careers. Since 2015, Lynsey has been raising awareness with our future workforce around career opportunities, increasing aspiration and bridging gaps with visible role models of underrepresented groups in STEM. Lynsey specialises in inclusive hiring and brings her actionable strategies into all areas of an organisation's recruitment and retention processes to really harness their reputation as an employer of choice.

Demystifying Diversity



Let's get everyone on the same page. Diversity & Inclusion has commercial, societal and ethical significance, we frame the session by setting the scene on how society is changing and the importance of understanding how this topic affects us all; personally, in the workplace and beyond. Defining what diversity and inclusion means within that and exploring Intersectionality and privilege with relevant, contemporary examples. Following that, different types of discrimination, bias and the harmful impact of stereotypes. Understanding what we mean by Equality, Equity and Removal of Barriers and the 5G workforce. An overview of the Equalities Act 2010 will demystify protected characteristics and how to mitigate risk both as an employer and as individuals. The session will be rounded off with the benefits of diverse teams and our top tips for conscious inclusion.

Session outcomes:

- Understanding the commercial, societal and ethical implications of D&I
- Mindful of both visible and invisible diversity traits
- Comprehension of different types of discrimination and privilege and how they relate to intersectionality
- Individual responsibility to social justice; Equality, Equity and Removal of Barriers
- An awareness of the Equality Act 2010 including general guidance and understanding of protected characteristics
- Strategies each individual can take away to be more inclusive both personally and professionally

Unconscious Bias



Your unconscious bias has an impact on the choices and decisions you make every day without you realising it. If you have a brain - you have bias! Explore what Unconscious Bias is, how it shows up and why. Exploring real-world examples of common biases and considering the impact they can have. Taking into consideration how we might be responsible for unintentionally creating barriers and challenges for others. Understand what and who may have influenced us, personally, in our biases and how this may manifest in daily encounters and interactions. Recognising some of the more subtle forms of bias and the impact that can have on individuals. Discussing how bias can show up and affect our workplace and then the wider implications of bias on our society as a whole. The session will be rounded off with some self awareness tips that can be used personally and some practical strategies for the workplace to reduce bias and increase the experience of inclusion.

Session outcomes;

- First hand awareness and experience of errors in thinking
- Understanding what unconscious bias is and its purpose
- Perception of common types of bias
- The impact of how our biases are formed and influenced during early childhood
- Uncover ingrained biases which will be explored together in a respectful and safe environment
- How our biases can affect decision making
- Becoming cognizant of our impact on others (even if unintentional)
- How does Unconscious Bias affect individuals, our workplace and society?
- Practical tips for the workplace and individuals to reduce bias



Inclusive Recruitment

Recruitment is a process that is impaired by our human errors and judgement which impacts heavily on diversity and inclusion in the workplace. This is a topic that comes up most often as being affected by low diversity levels, as this is where it appears in the most obvious way. To combat this there are many ways you can implement practical inclusive techniques within your recruitment process to attract and retain a wider talent pool. You will be taken through the whole employee lifecycle from job ads through to interview panels and onboarding.

Session outcomes;

- Exploring the benefits of having a diverse workforce
- Practical tips on how to use inclusive language and eliminate bias in our job adverts
- Where and how to market our vacancies to attract a diverse candidate pool
- Common hiring biases and how to reduce subjectivity in shortlisting
- Legal requirements and reasonable adjustments
- Interview prep including scorecards and matrixes
- Exploring the benefits and pitfalls of psychometric testing, presentations, and assessments.
- Shortlisting processes and inclusive onboarding.

Effective Communication & Inclusivity



Not only is this topic central to the heart of any organisation's values & culture, it's crucial that there is a cohesive approach and mindset towards diversity and inclusion across the business. It's everyone's responsibility to make sure that they are accountable for the way in which they communicate. This training provides colleagues with tools to have open conversations without being fearful of saying the wrong thing and how to challenge in the right way to create an environment of education and support. How we communicate is not only important to colleagues across the business but in exchanges with customers, stakeholders and suppliers. Considering the ways in which we communicate, e.g. the copy on the company website and marketing materials, the language we use - ultimately it all reflects on the company's reputation, values and perception as a brand of choice. It affects so much of our day to day lives and interactions with everyone whether verbally or non verbally. It has a much wider impact than we may be conscious of, in the workplace and beyond. This is why it's important to get our approach to effective and inclusive communication right and the purpose it serves in D&I.

Session outcomes;

- How can our workplace be more inclusive?
- Effective communication techniques for uncomfortable conversations
- Intent vs Impact
- Language is powerful
- Strategies to tackle inappropriate language and behaviour
- The impact of indifference & how to become a better ally
- Scene setting: your communication is making an impact
- 'Us & Them' bias
- Avoiding cultural stereotypes & appropriation
- Cross cultural communication
- Bridging the gap
- Strategies for inclusive, effective communication (personally and in our workplace)

Further Learning

In addition to the training we deliver, we provide a variety of relevant resources for further learning and development including; blog articles, self directed activities, TEDTalks, podcasts, digital handouts. They are designed to spark interest and stimulate independent research / exchanges.

We believe 'Reflection and Review' practices are extremely important to;

- Adopt an independent / proactive approach for each individual from the off-set
- Foster a culture of open communication
- Motivate continual learning
- Maintain connectedness and alignment across the business



Format & Costs;

All of our training packages can be run face to face or virtually, with flexible timings and formats to suit your needs.

As standard, two consultants deliver content for training to keep up the energy and enthusiasm in the room (including virtually). Our delivery style is warm and friendly to put participants at ease from the get-go.

We recommend a maximum of 30 participants per session if delivering in-person. Larger groups can be accommodated when delivering virtually.

All of our content can be adapted to run from anywhere between 90minutes and 3 hours. We like to ensure each session is bespoke to the organisation we're working with, their values, challenges and ethos. This helps ensure maximum impact.

Sessions start from £750 for 90mins and incur incremental costs for longer durations up to £1200 for a half day (no VAT). Session costs are the same for face to face and virtual delivery.

Additional support;

- Bespoke Training, including; Demystifying Diversity, Unconscious Bias, Effective Communication & Inclusivity and Inclusive Hiring
- 'Critical Friend' monthly support from our consultants
- Facilitation of creation and framework(s) of D&I group / affinity groups
- Facilitating listening groups with findings reports to inform key areas of improvement
- Monthly coaching sessions with HR and other key functions, colleagues
- 1:1 drop in sessions to support colleagues with any D&I issues, queries or concerns which can then be aggregated and communicated to HR and key members

Grant funding;

RTC
inspiring growth



50:50 Future is now a registered provider for NBSL's North East Business Support Fund and RTC North East. This means organisations in the North East of England could be eligible for up to 40% funding towards training and consultancy projects.

Get in touch with us for more information.



"Thank you so much Lynsey and Lyndsey for such a fun and engaging training session. We loved having you visit The Alnwick Garden and are looking forward to your next session in a couple of weeks. Every member of staff I've spoken to came away informed and inspired to embed the approaches to diversity and inclusion into our workplace. Thank you again."

Stephen Telford

Head of People Services and Development, The Alnwick Gardens



"This goes beyond the usual skill building you get in a corporate training and helps you learn about you. I feel like I now acknowledge my skills more confidently and can rationalise previous behaviours, perceptions and those of others. And it's super fun!"

Gemma Carlile

IT Manager, Procter & Gamble



"Thank you both for that. It was great to see the attendees engaged and joining in – The session was thoroughly engaging and challenging, even for those who felt they were already cognisant of Diversity and Inclusion in the workplace. Everyone was encouraged by the opportunity it has presented to make our organisation a better place to work for all."

Rob Hankin

Chief Executive Officer, Perfect Image



"This session isn't a case of judging each other for having certain biases, it's more about learning to identify them ourselves, become more self-aware, and being able to challenge our own unconscious bias. Really helpful, both personally and professionally "

Paula Donnelly

Director, Layers Studio



"I really appreciated the informal style of the session, and believe that this helped everyone to engage more actively on each topic. It's been a lot more useful than I had anticipated, and I'm very grateful!"

Katie Martin

Operations Supervisor, Tyneside Cinema



50 Training

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