



# The Worshipful Company of Entrepreneurs

DEI Committee

"A pocket of good practice"

# Diversity, Equity & Inclusion Committee



**Veronica Heaven**

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*The Heaven Company*



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Freeman  
Entrepreneur  
Director *Cadence, Industrial and Technical Communications*



**Kate Jolly**

Past Master  
Co-Founder and  
CEO *Rutherford Glen Global*



# Leading with DEI

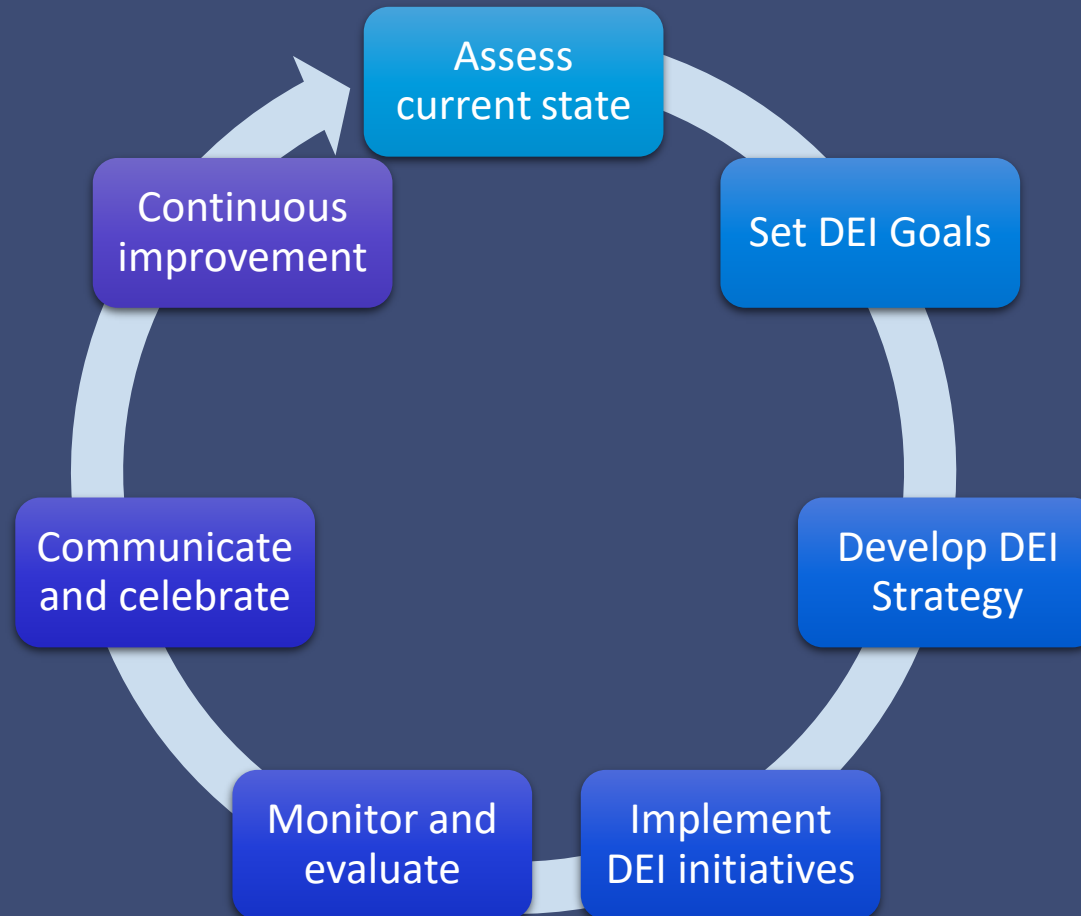
## Key Diversity, Equity and Inclusion statistics:

- Diverse leadership teams boost innovation and deliver greater innovation revenue, (Boston Consulting Group)
- Diverse organisations **70%** more likely to capture new markets and audiences (eduMe)
- Diverse organisations **35%** more likely to have financial returns above their respective national industry medians (McKinsey)
- Representation of women exceeding **30%** (top quartile), significantly more likely to financially outperform those with 30% or fewer

# Delivering Diversity, Equity & Inclusion



## The Process

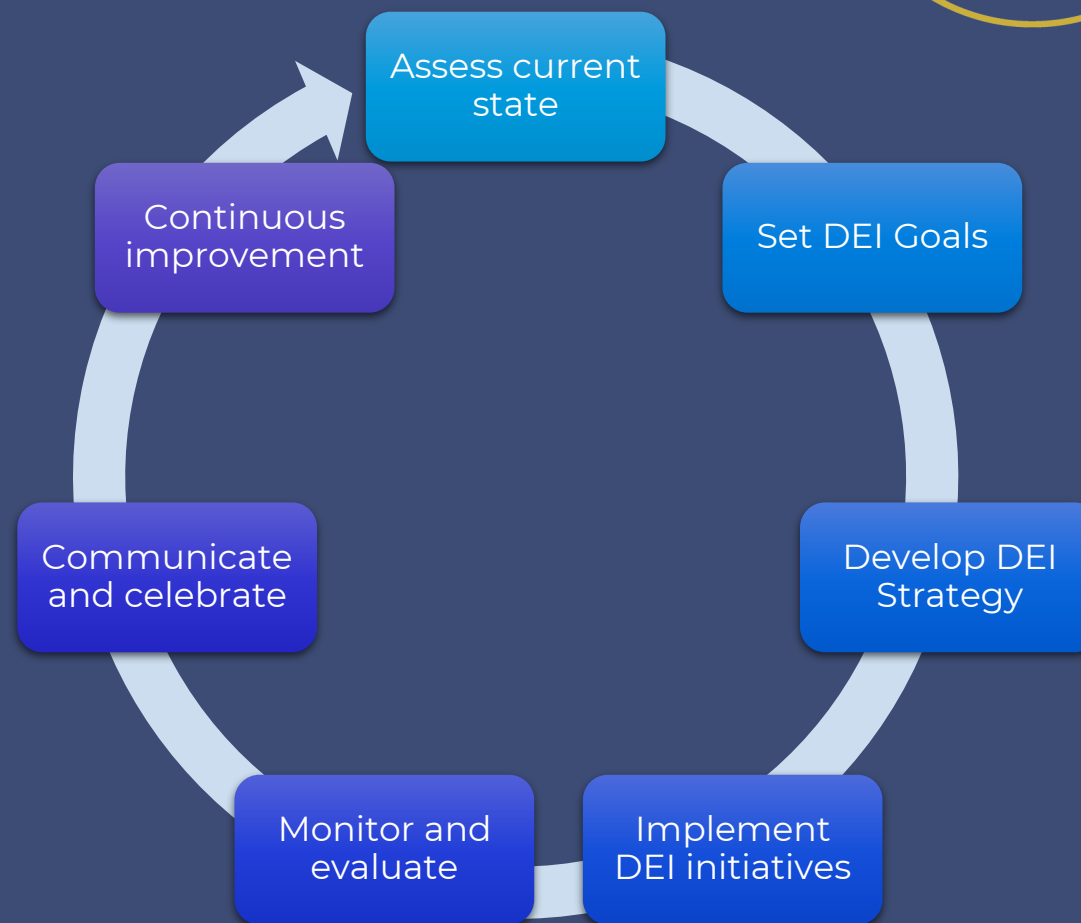




# Delivering Diversity, Equity & Inclusion

## Getting started...

1. Collect Data
2. Set DEI goals aligned with mission
3. Create a task force & action plan
4. Recruitment, training & policies
5. Track progress & share
6. Ensure transparent communication
7. Foster evolving inclusive culture



# Belonging

Diversity, Equity and Inclusion  
A Deeper Dive



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The Company of Entrepreneurs

An extract from forthcoming title:

**"The Sustainability Playbook"**

By Freeman Entrepreneur and Chair of DEI, Veronica Heaven FRSA

## The Essential DEI Programme

Please feel free to take a copy  
of our guide, in exchange for  
a donation to The Company  
of Entrepreneurs Trust.

On behalf of the Diversity Equity and Inclusion Committee  
Company of Entrepreneurs Charity Number: 1166513



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