

# Get Inspired!

## All of Us Umbrella pledge guide



All of Us

At **HOWDEN**

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# What is All of Us?

All of Us is a Howden Group wide campaign to attract and retain the very best talent from all walks of life.

## Vision

Use our collective power to create an environment where all of us can thrive, reach our full potential and build a business we can be proud of.

## Mission

Inspire all of us to play our part in making Howden businesses somewhere that everyone wants to work.

## Campaign Goal

We have an ambitious target that as many people as possible across all Howden Group businesses (circa 15,000 people) make a pledge by 1 October 2024.

We want to improve awareness and engagement in Diversity, Equity and Inclusion (DEI) across the Howden Group businesses and amplify the progress and developments we have made in this space.

We want to make Howden businesses somewhere that people from all walks of life want to come to work, and are given the opportunity to thrive, by putting the responsibility of making this a great place to work in the hands of every person in this business.

## Why writing a pledge is important

Why do we want people to make a pledge? Research shows that people who can describe their goals in writing are significantly more inclined to achieve their goals.

By writing a pledge, it reminds people that each and everyone of us play a critical role in the business as the custodians of the culture. It also reminds people that everyone is empowered to make a difference and influence change.

## What is a pledge?

A pledge is a promise to take a specific action that helps create a workplace we, and future generations, can be proud of.

A pledge is structured with a WHAT, a HOW, an OUTCOME and by WHEN it will be achieved. In practice that looks like "I pledge to [do WHAT] by [HOW] to [desired OUTCOME]".

Example: "I pledge to complete mental health first aid training in March 2023 to become a mental health first aid officer at Howden to support the safety and wellbeing of my colleagues."

## **Pledge reach**

A pledge can be big or small, individual or as part of a team. It's important to understand that the reach of a pledge does not determine its impact. Every little bit helps.

## **Themes / Categories**

A pledge can be focused on building a culture where people are proud to belong, creating more development opportunities, or improving representation.

- Culture - Building a global community where people are proud to belong.
- Development - Creating more opportunities to learn, develop and further ourselves.
- Representation - Improving career opportunities for people from all walks of life.

## **What is an umbrella pledge?**

An umbrella pledge is the term that is used to describe an All of Us pledge that many people have joined or replicated. It is a pledge that can expand to include many people, businesses and regions. Whether by expansion or replication, an umbrella pledge results in many people coming together, using their collective power to achieve a common goal.

Often an umbrella pledge starts off as just a standard pledge, but when it's shared, for example via email signature or on the website, others see it and then they too want to make the same pledge or contribute to it so they join it using the 'join' option on the pledge submission form.

While there's no hard and fast rule of what constitutes an umbrella pledge, the general criteria is:

- Be an existing pledge
- Have a rough blueprint on how to operationalise and execute the pledge
- Have existing tools or resources available to support the pledge that are able to be shared with others
- Be able to be modified or adapted to be applicable across different businesses and/or regions
- Be actively shared and promoted
- Multiple people have or are in the process of carrying out the pledge

## **Benefits of an umbrella pledge**

- Make pledging as easy as possible by providing examples that have a blueprint to follow
- Encourage sharing existing knowledge and experiences across Howden businesses globally
- Encourage collaboration amongst likeminded people
- Opportunity to connect like minds and collaborate – collective power
- Providing opportunities for team cohesion by bringing together teams to complete umbrella pledges

## How to find an umbrella pledge

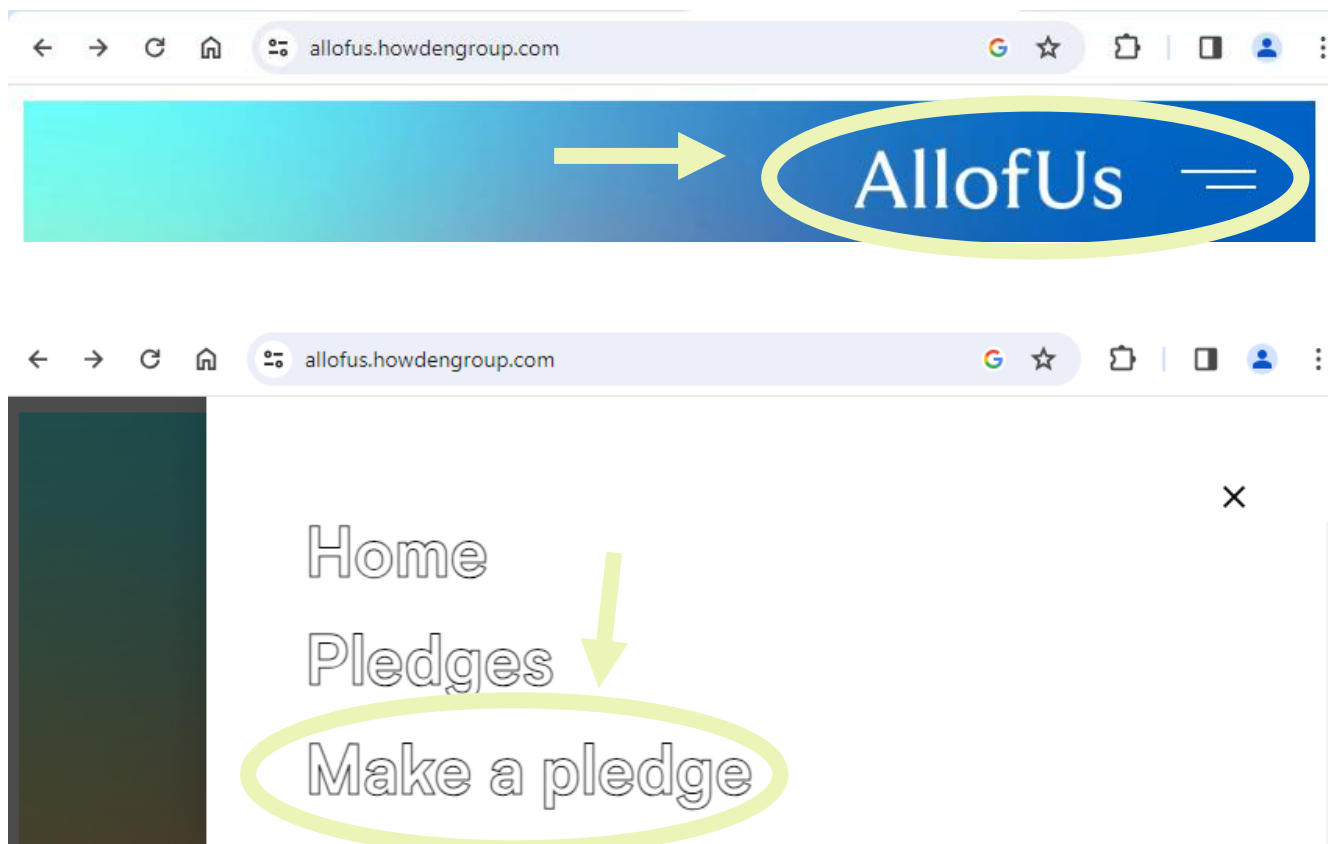
There are several umbrella pledges listed in Annexure A of this document.

An umbrella pledge becomes an umbrella when someone joins it, or when two or more people have made the same or similar pledges. New umbrella pledges are created whenever several likeminded people submit their pledges through selecting 'join an existing pledge' or replicate an existing pledge as their own.

The All of Us campaign team regularly review pledge trends to showcase them on the All of Us website, internal Workplace site and other communications such as the e-mail newsletters sent to all businesses.

## How to join an umbrella pledge

Once you have found a pledge that you would like to join, go to the [AllofUs website](https://www.allofus.howdengroup.com/) (<https://www.allofus.howdengroup.com/>) and select "I want to join an existing pledge" on the [pledge form](#).



# AllofUs

Made with WorkForms

## Make a pledge to make a difference

Are you joining an existing pledge or making your own?\*

| I want to join an existing



How are you committing to join the existing pledge? (In <160 characters) \*

I pledge to join [NAME] pledge to [do WHAT] by [HOW] to [desired OUTCOME].

# Frequently asked questions

## **Do I need to have an umbrella pledge?**

No. This campaign is about making Howden Group businesses the best place to work because we embrace our diversity and differences. We want people to embrace the fact they think and do things differently, and that goes for pledges too. If you have something unique that you would like to do, go for it!

## **Can I create an umbrella pledge?**

Yes. There is no secret recipe for a pledge becoming an umbrella pledge. It's based on trends and appetite. An umbrella pledge only becomes an umbrella when someone else joins it, or when someone else makes the same, or a similar, pledge.

The All of Us project team run regular pledge check-ins on the new pledges submitted. While the team can't possibly get to all pledges (as we're hoping to have all circa 15,000 employees submit at least one pledge), they will highlight those they see repeatedly, and pledges submitted as 'joining a pledge'.

If you would like your pledge to gain more joiners, we recommend sharing it regularly through your email signature, post progress updates on Workplace, and send regular updates to the project team to include in the newsletters. People are also more likely to join pledges that have existing resources that they can use, so if your pledge has resources that are available to everyone, be sure to share those in your updates.

# Annexure A – Current Umbrella Pledges

## Partnering with schools

- I pledge to sponsor a careers fair for schools with populations currently under-represented in insurance.
- I pledge to attract young talent by promoting insurance as a destination career and by attending and speaking at career fairs.
- I pledge to promote insurance as a destination career and attract young talent to the industry by partnering with schools.
- I pledge to support partnering with schools that will bring a diverse range of graduates to Howden. I will connect with the Howden early careers programs.

## Knowledge exchange programs

- I pledge to participate in the Knowledge Exchange Program to support the diversity & inclusion commitment of Howden Group.
- [For Managers] I pledge to support diversity of thought and internal networks and collaboration by launching a Knowledge Exchange Program in my business.
- I pledge to participate in the Reciprocal Mentoring Program to support the diversity & inclusion commitment of Howden Group.
- [For Managers] I pledge to support diversity of thought and internal networks by launching a Mentoring Program in my business.

## Inclusive leadership training

- I pledge to support an inclusive working environment by completing inclusive behaviour training to build greater self-awareness and create a more inclusive culture.
- [For Managers] I pledge to support an inclusive working environment by partnering with Group Human Resources Learning and Development and making inclusive behaviour training available to all employees to build greater self-awareness and create a more inclusive culture.
- [For Managers] I pledge to support an inclusive working environment by working with local Human Resources to implement inclusive behaviour training available to all employees to build greater self-awareness and create a more inclusive culture.



## **RESPECT Groups/Employee Representative Groups (ERGs)**

- I pledge to start a RESPECT: Parents at Work / Parents at Work ERG in my region.
- I pledge to join the RESPECT: Parents at Work / Parents at Work ERG.
- I pledge to start a RESPECT: Health & Wellbeing / Health & Wellbeing ERG in my region.
- I pledge to join the RESPECT: Health & Wellbeing / Health & Wellbeing ERG.
- I pledge to start a RESPECT: Disability / Disability ERG in my region.
- I pledge to join the RESPECT: Disability / Disability ERG.
- I pledge to start a RESPECT: Our Behaviours / Our Behaviours ERG in my region.
- I pledge to join the RESPECT: Our Behaviours / Our Behaviours ERG.
- I pledge to start a RESPECT: Gender Balance / Gender Balance ERG in my region.
- I pledge to join the RESPECT: Gender Balance / Gender Balance ERG.
- I pledge to start a RESPECT: Multiculturalism / Multiculturalism ERG in my region.
- I pledge to join the RESPECT: Multiculturalism / Multiculturalism ERG.
- I pledge to start a RESPECT: Indigenous Peoples / Indigenous Peoples ERG in my region.
- I pledge to join the RESPECT: Indigenous Peoples / Indigenous Peoples ERG.
- I pledge to start a RESPECT: First Nations & Allies / First Nations & Allies ERG in my region.
- I pledge to join the RESPECT: First Nations & Allies / First Nations & Allies ERG.
- I pledge to start a RESPECT: LGBTQIA+ / LGBTQIA+ ERG in my region.
- I pledge to join the RESPECT: LGBTQIA+ / LGBTQIA+ ERG.

## **Neurodiversity**

- I pledge to increase my understanding around neurodiversity by listening to the Parenthood and Neurodiversity podcast.

**Submit your pledge and use the assets to share your pledge.**

[www.allofus.howdengroup.com](http://www.allofus.howdengroup.com)

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At **HOWDEN**