

# the alliance

## The Alliance: Checklist for Change *Compiled in partnership with your future talent*

### Before we join please:

- 1 **“Do your homework”**  
Agencies need to work with experts, otherwise, you don't know what you're doing. Be committed and work with the experts in field. Look inwards and acknowledge the work to be done.
- 2 **“Make sure our work environment is a safe space for all”**  
There needs to be a clear and safe reporting process for when something goes wrong. Ensure there is a clear and proper process in place with multiple options, not just a singular HR contact.
- 3 **“Don't assume prior knowledge”**  
Consider expanding your induction process, which for many assumes a level of knowledge garnered from networks and connections within adland and a traditional route in via SCA etc
- 4 **“Represent at all levels, not just at entry”**  
Ensure diverse talent is present across your business – at all levels including senior leadership positions. We understand this is challenging, but this shows commitment from the top.
- 5 **“Have your internal processes set up”**  
Ensure you have already thought about career plans and set up a process around the opportunity. This requires commitment from people in terms of their time and a professional mentoring programme in place to ensure both parties get the best results from this.

### To ensure we thrive:

- 1 **“I am not your 2021 diversity hire, to be replaced by your 2022 hire.”**  
Don't shine a spotlight on me as a diverse pick, I am not a token hire. Please don't wheel me out for your press highlights on diversity, give me a voice to talk about the work and my role within your agency. Please remember that I'm diverse AND I'm talent, I'm both those things, so don't just make me about one of them.
- 2 **“Listen to us”**  
Ensure reverse mentoring for senior staff to ensure they fully understand where we're coming from.
- 3 **“Don't show us your data, show us your progress”**  
- what are you doing, not doing etc. show us the data - show us the journey
- 4 **“Senior leaders have to be central to it all”**  
SLT involvement – this is not about one person to buddy me. For this to really work across your organisation, it needs to be a prepared programme, with structure and access and time from the senior leadership team. A member of your SLT needs to be directly involved, with scheduled catch-ups.
- 5 **“Give me time to make my mark”**  
Give me time to make my mark - we're coming into a completely new environment. There is a hidden code in adland, a language known to you and to those that know, give us the time to learn what others have had access to – from inner networks and connections.