



Multicultural Inclusion Network

Relaunch Plan



Today's agenda

- Today's Reality
- The Strategy
- The Campaign Idea
- Our Mission
- The Launch Comms Plan



Before we start,

let's reflect

on the few recent key
milestones that has

changed

the world and our lives forever...





#1

Business as usual...

"See no evil. Hear no evil. Speak no evil." This used to be the Norm.

#2

WORLD

THE WORLD IS
TEMPORARILY CLOSED

Unscheduled time-out.

Global pandemic, Covid-19 happened. Unprecedented times.

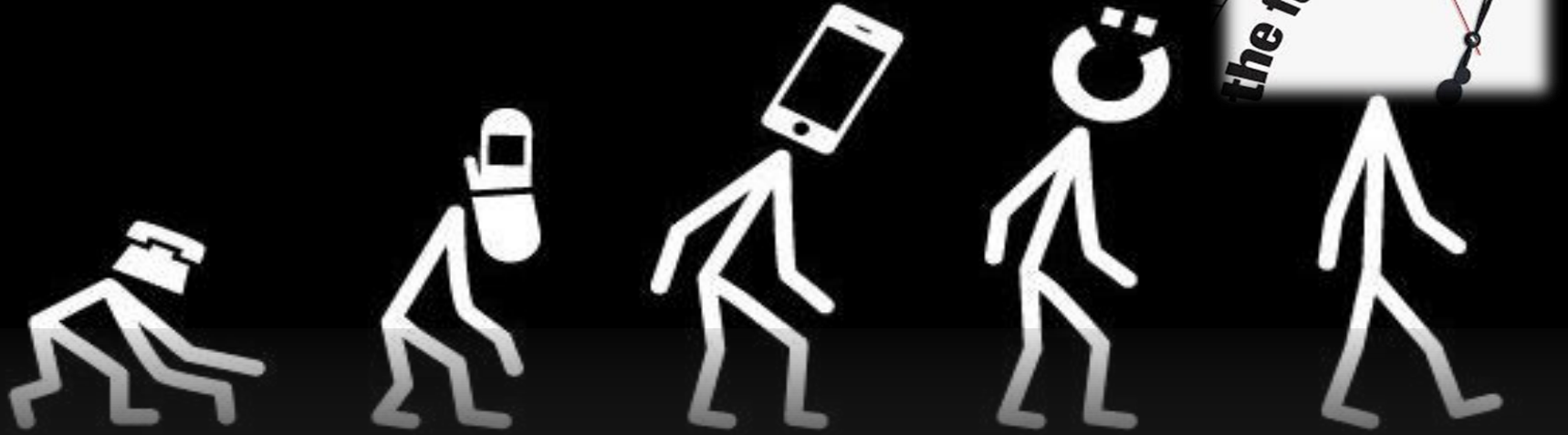
#3



Cities became ghost towns

Lockdown since March 2020. Everyone stayed at home, to be safe.

#4



We've gone super digital!

Acceleration of digital transformation overnight! Everyone is online all the time.

#5



New trends emerge...

After a while, we adjusted to a new normal, in every way.

#6



We were told to stay apart.

Social distancing ... at least 2metres. But, even that, got creative.

#7



Yet, we became One (world).

Compassion. Empathy. Survival. Closer, together.

#8



We became One (colour).

George Floyd ignited #BlackLivesMatter – globally, across all cultures, all races.

#9

Silence
IS
VIOLENCE

#BLM

WE MUST
DISMANTLE
WHITE
SUPREMACY

We (finally) spoke up!

Or maybe we didn't really have an option. "If you don't, you are guilty of complicity."

#10



Is this for real ???!

Will this phase last? Have we finally, truly woken up?

Take a
pause.
The world
has
changed.
Reflect.

**The opposite for
courage is not
cowardice, it is
conformity. Even a
dead fish can go with
the flow.**

A hand is shown holding a glowing red outline of a speech bubble. The background is a soft-focus scene of colorful powder in shades of blue, purple, and pink. The text "The Strategy" is overlaid on the left side of the image.

The Strategy

The Exam Question

**Do we really want to be just another
“me-too” on this D&I discussion?**

What is Vodafone's view on this?

What do Vodafone really want to say?

...or perhaps do?



Big brands are being criticised for doing “bubble marketing” on #BLM.

OPINION

If ‘Black Lives Matter’ to brands, where are your black board members?

Brands that profess to support racial justice on social media without a single black board member aren't helping the cause, they're just being hypocrites.



By Mark Ritson | 3 Jun 2020

Share this article



<https://www.marketingweek.com/mark-ritson-black-lives-matter-brands/>

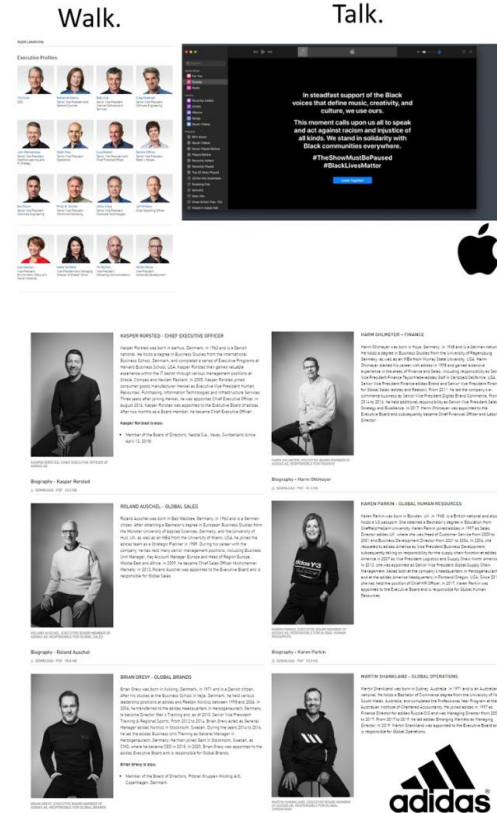
The marketing bubble

We marketers live in a branding bubble of our own creation. We think brands matter. That our brand matters. We think advertising is important. We think other people care. And with each passing year our branding bubble appears to become less and less transparent. An increasing proportion of marketers lose touch with the consumers they are meant to take their coordinates from, and fall for the bullshit that their brands and their communications make any kind of difference to society at large – and that this impact is a crucial part of their job.

“Companies need to become the change they are tweeting about. Walk the walk before you tweet the tweet.”

This week that bubble was all but impossible to ignore. America has been riven by the disgraceful, horrific murder of George Floyd. And bubble-bound marketers have been climbing over themselves to speak out, make a difference, take a stand and generally do the usual socially aware hanky-panky that makes them feel good about themselves while making zero difference to anything or anyone out there in the real world.

Inside the marketing bubble we think brands and marketers are being “brave”. Outside, the world burns and no-one gives a fuck about our cute little tweets, clever social media strategy or blacked-out logos.



speaking up
is A solution
BUT it is not **enough**



**“This is my life.
Not a media campaign.
It’s not a story. It’s real.”**

Colin Thomas | Personal Trainer & Music Entrepreneur | Hackney, London | Black, Jamaican

**“I would challenge people as to
what they actually do as opposed to talk about it.
Going on a #BLM march is one thing, but what would you do
that has a personal cost or consequence?
Will you (white person) send your kids to a colour school?”**

Chris Harris | Brand Strategist & Board Director | West London | White, English

**“The death of George Floyd has fuelled people to speak up against racism.
But it has also given the stage and “so-called” permission
for the true racists to speak up and spread their poison.
So, how is speaking up going to make it better?”**

Ng Tze-Yeng | Social Worker, Feminist & Part-time University Student | Glasgow | Asian, Chinese Malaysian



**“There is good, bad, pretty, ugly, beautiful, kind, unkind
in all people and cultures. EVERYONE matters!!!!
.... the more diverse, the closer to GOD
and the higher the energy of love from which we stem.
Frankly I get sick to death of all the negativity
mostly by people who attract it to themselves!!!!
Put love out to ALL and EVERYONE and EVERYTHING ALWAYS
- WE ARE ONE! ”**

Lucinda Ellery | Successful Entrepreneur & “Hair Fairy Godmother” | Isle of Man | White, English

**“Hypocrisy dominates everywhere and these token gestures
are not necessarily from the heart.
From governments to corporations around the world
we see fragments of support, but do we see action from within?
No, because diversity usually ends at the front door.
It’s good to seeing branding with a message,
but action speaks louder than words.”**

Lee Hunt | Live Stunt Actor & World Traveller & Covid-19 Survivor | Surrey | White, English



**“I don't understand how you intend to fight
against racism or against police abuse,
when you are unable to distinguish between the first and the second.
The episode of USA. It's a clear case of police abuse and not racism.
And seeing it different for different skin colour
is doing racism before it comes up.”**

Thomas Bikerz | Jewellery Designer & Lighting Inventor & Entrepreneur | Barcelona | White, Italian

**“Everyone ask me why I don't have a view on the #BLM.
Just because I am black.
But I don't have the luxury of time to sit & think of myself being black.
You won't see me in a BLM march to tell people I am black.
I don't have the time to talk about things.
I have a job to make things happen.
It's up to me to make sure my son has the right to a better future as a black man”**

Tag Rowe | Ex-Army Airborne & Personal Trainer & Part-time Student | East Croydon | Black, English



This is our goal.

**DON'T
JUST
TALK
ABOUT IT
BE
ABOUT IT**



**Action is identity.
You've got to
do the verb to
become the noun.**

— CHASE JARVIS



What can Vodafone

really do
to make

a real difference?



core
human
insight

THINK

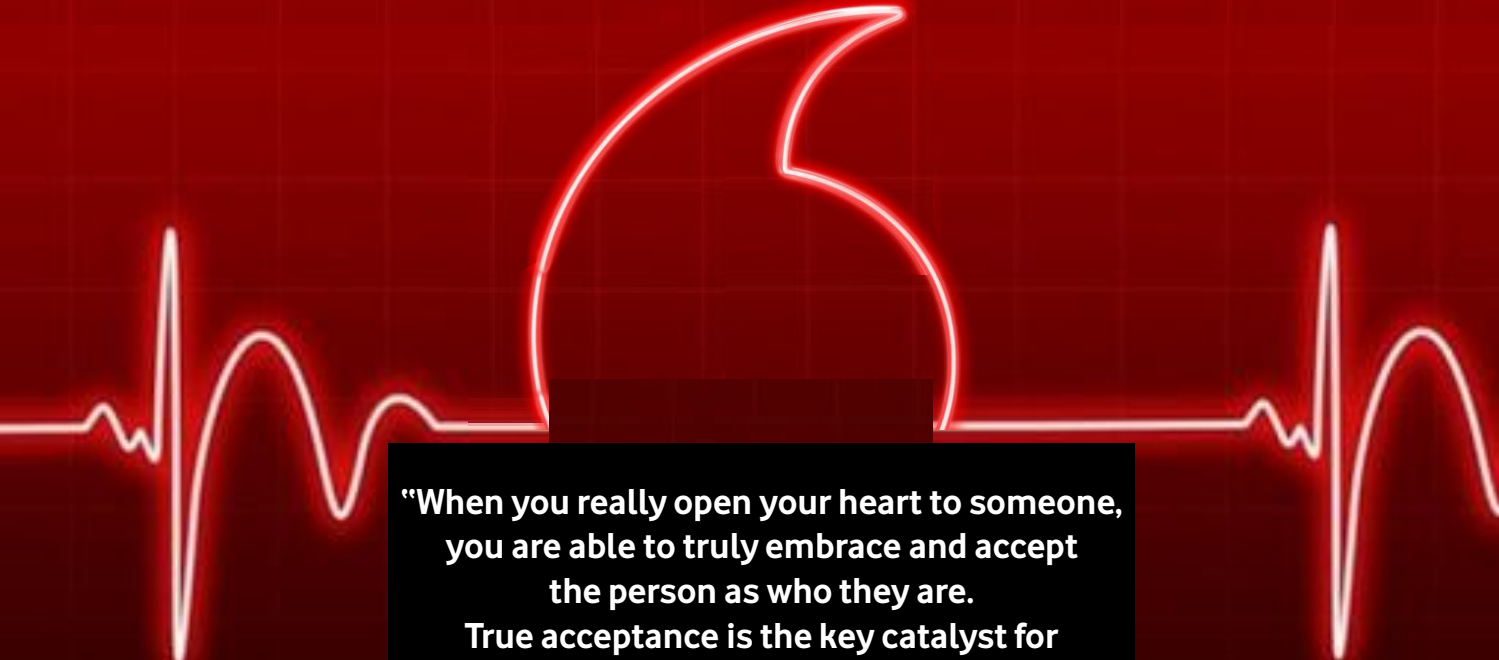


FEEL



DO

- + your senses (= see, hear)
- + your mind (= speak up)
- + your heart (= the secret ingredient)

A glowing red outline of a heart is centered in the upper half of the image. Below it, a red ECG (heart rate) line spans the width of the image. A black rectangular box is overlaid on the ECG line, containing a quote.

“When you really open your heart to someone,
you are able to truly embrace and accept
the person as who they are.
True acceptance is the key catalyst for
meaningful and honest actions.”

What do we, Vodafone, want to be famous for in the D&I space?

OUR THOUGHT LEADERSHIP POINT OF VIEW

We think there's a **bigger meaning** behind diversity and inclusion.

It's not just about **how you think**,
but it is also about what you can offer.

It's about feeling like you can **speak up**
and more importantly,
you are **inspired and empowered to**
'step-up and step-in'.
Take action.



A young woman with vibrant, multi-colored hair (blue, green, purple) is the central figure. She has her eyes closed and a serene expression, with her head tilted back. Her face, neck, and arms are covered in colorful body paint in shades of purple, blue, and pink. She is wearing a striped halter top. The background is a soft-focus green field with a large, glowing cloud of yellow powder or paint dust surrounding her. A bright red, glowing heart outline is superimposed over her face and neck. The overall mood is joyful and artistic.

The Campaign Idea

The starting point...

What Happens When We Stop Putting People in Boxes

<https://www.facebook.com/JayShettyIW/videos/1748936578754133/?vh=e&d=n>



The Comms Strategy

Inspire... Think BIGGER.
Empower... Feel BETTER.
Action... Be BOLDER.



The Strategy

From NATO (No Action Talk Only)
to

VIVA

Voda . Inspire . Voda . Act .

#ViVaVoda



How do we align to the brand benefits and triggers... how do we influence how customers think, feel, and do?



D&I comms approach

Expressive

Our proposed creative springboard

Emotional

Vodafone is your “wing-person”, motivating you to speak up and more importantly, you are inspired and empowered to step up

Functional

We think there’s a bigger meaning behind diversity and inclusion. It’s not just about how you think, but it is also about what you can offer.

We are not boring squares or rigid boxes. We are round, complete, whole, dynamic, fluid, different sizes, different colours...



Multicultural Inclusion Network

Part of
everyone.connected

The leaping point...

Diversity is being
invited to the party;
inclusion is being
asked to dance.

Verna Myers

Phase 1

**“WILL YOU
INVITE ME...”**

Breaking down the
barriers / stigma

Awareness

Phase 2

**“COME CLOSER,
I AM...”**

Get to know the
person - for real!

Engagement

Phase 3

**“LET ME INTRODUCE
YOU. PLEASE MEET...”**

Take pride in your
new connection

Advocacy

**Inspire... Think BIGGER.
Empower... Feel BETTER.
Action... Be BOLDER.**



Campaign Elements

NOV 2020

Phase 1

“Will you invite me...”

Teaser video

Launch video

Awareness posters

Senior leaders pledge

Communities Stories

Activities

Launch webinar

Communities Stories

– crowd sourcing
(posters/ articles)

DEC 2020

Phase 2

“Come closer, I am...”

Teaser / Launch video

Awareness posters

Activities

“15days to Xmas”

(A series of virtual
mini speakers’ corner ...
everyday at 15:00pm,
for 15mins,
for 15 days)

JAN/FEB 2021 ONWARDS

Phase 3

“Let me introduce you. Please meet...”

Teaser / Launch video

Awareness posters

Activities

Within the team (guest speaker
@ weekly team meetings)

Across teams (“buddy” peer-to-
peer system)

Across business units (exchange
programme)

CONTINUOUS ENGAGEMENT

Buzz Social Assets
(for internal workplace)

Included in
Sales monthly video and
quarterly newsletter
(by sales sectors)

Included in
Anne’s quarterly
#CWA Event

And other engagement
comms channels internally,
outside of VBUK



Our Mission

Our Mission.



<https://vimeo.com/464027189/2475c39c8e>



Our Mission.

This year our world
has been turned on its head.
Being told to stay apart has united us.
Every culture, race, ethnicity,
age, gender, sexual orientation, disability.

Everyone connected
by our vulnerability.

This life reset is an opportunity
For us all to step up and step in
It's time to embrace a new diversity.

Humanity is an intricate puzzle
of the unique and the wonderful.
History proves different backgrounds and perspectives
always create more powerful solutions.

It's not enough to speak up
about difference.

Act now.

Be bold.

Embrace a little discomfort,
just for a minute.

Invite someone new
to recharge your project
and give a fresh perspective to your world.
Open your heart to the real person
rather than the person you're expecting.

Because true acceptance of others
Is our greatest business power.

**Remember, diversity is being invited to the party.
Inclusion is being asked to dance***
***Verna Myers**

Vodafone

Do your part. Invite someone new. Act now.



Our Mission.

This year our world
has been turned on its head.
Being told to stay apart has united us.
Every culture, race, ethnicity,
age, gender, sexual orientation, disability.

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rather than the person you're expecting.

Because true acceptance of others
Is our greatest business power.

Remember, diversity is being invited to the party.

Inclusion is being asked to dance*

***Verna Myers**

Vodafone

Do your part. Invite someone new. Act now.



Call to action

This is not about having a D&I mentality.

This is not about talking about your
D&I experience, good or bad.

This is about being a real D&I agent.

A catalyst for human connection.

everyone.connected



Tone of voice

Inviting

Positive-led story

Authentic, real story

Motivating, yet humbling

Easy for people to engage

Safe space for people to engage



MIN's role

We are (or *should be*) in the
driving seat
to drive the D&I agenda.



We should be the overarching umbrella *(the "motherhip")* for all the different D&I networks

new proposal
BIGGER. BETTER. BOLDER.



Ready Parents &
Carers Network

BPNet

LGBT+ Friends
Network

VodABILITY
Inclusion
Network

Women in
Business

Armed Forces &
Friends network

other support groups

#WeCan


#Domestic
Violence

#mentalhealth

#wellbeing

etc.

etc.

A hand is shown holding a small, colorful packet of seeds. A magnifying glass effect is applied to the seeds, making them appear larger and more detailed. The background is dark with some colorful light effects. The text is overlaid on the left side of the image.

The Launch Comms Plan – Phase 1

“WILL YOU INVITE ME...”

Phase 1 Launch Comms Plan “Will you invite me...”



Teaser “rap” video

Artist : Mars Rizla

A friend of Christina Chan, who absolutely loves the concept and doing this pro bono for her, and really proud that Vodafone is doing something like this.

There is a music video to accompany this songtrack.

<https://vimeo.com/474747604/87168062c3>

Mr M.A.R.S is a Zimbabwean born, UK based artist and is best known as a rapper specializing in positive uplifting and inspirational music.

Mr M.A.R.S is an acronym (Move Away Reject Sin) also a monicker of his full name, Marshall Saineti; has worked with Real Life Church, Australia and Regeneration Centre UK and toured Australia, The Philippines and South Africa.

He has released 2 albums to date, Sermons and Footprints (2011) and The M.A.R.S (2020). "I am in this world but not of it" summarises his out of the world approach at music with an eclectic range of rap, poetry afrobeat and reggae making up his catalogue.

Marshall says his mission is to use music and affect hearts and change lives. This has led to various charity concerts and events around the world.

**"So they can sit there and call you nothing but...
YOU ARE SOMETHING"**

Mr M.A.R.S - Nothing 2020



Call to action

- Will you dance with me?
- Let's dance

How will this be activated

- Share via workplace on 2 Nov to 4 Nov
- CTA : Come join the launch webinar on 5 Nov

Teaser “rap” video - lyrics

We're living in a world where nothing seemed to go to plan
In a year where we had no other choice but to stand
Society's disconnection
created introspection

Realised that through all our differences
we're all the really same thing
Billions of pieces of a beautiful picture
Many backgrounds colours and cultures
All connected
No matter what perspective
We're all effective
That truth is not subjective

We function better as a collective
given the opportunity
If we embrace the discomfort
we can build a new community

All it takes is boldness
and action to bring out unity
One voice to speak out fluently

Call this a global
readjustment
resetting
and
rebooting
and give it a chance

Remember,
diversity is being invited to the party
Inclusion is being asked to dance
so let's dance!

Come on! Come on!
Just a start
I have a feeling
Let's all try
To survive
To get by...



Comms/ Diwali – “The festival of lights” – 14 Nov



Let's light a candle for D&I

**This Diwali, celebrate diversity and togetherness
with us and let your true colours shine.**

Call to action

- Let's do something
- Let's stand for something
- Let's unite

How will this be activated

- Share via workplace on 11-13 Nov
- CTA : Come join the launch webinar on 5 Nov



Comms/ International Men's Day - 19 Nov



“Being a male is a matter of birth.
Being a man is a matter of choice.”
— Edwin Louis Cole

Call to action

- Let's do something
- Let's stand for something
- Let's unite

How will this be activated

- Share via workplace on 16 to 18 Nov
- CTA : Come join the launch webinar on 5 Nov

Let's talk about the “X” in MEN

(...even men has their vulnerability, not just women)

International Men's Day seeks to address many different issues surrounding men's mental health. “Men put their health last,” says Demetrius Porche, DNS, RN, editor in chief of the American Journal of Men's Health. “Most men's thinking is, if they can live up to their roles in society, then they're healthy.”



Launch webinar – 18 Nov

WHY 18 NOV?

November acts as a catalyst setting in motion of new life and new beginnings. It is all about action and continuity. The energy of the month helps us to tap into our own personal soul mission.

A day to ignite a **new idea of diversity**, and be **truly inclusive**

THE AGENDA

Welcome & Foreword
How this aligns to Group D&I agenda
Introduce the new MIN purpose and strategy
Reveal the mission video.
Share the marketing launch comms plan.

Introduce & Reset everyone's perception of what **MIN stands for**

THE PRESENTERS

Vishal Dixit (Exec Sponsor)
Adanna Welch (Group)
Kathy Quashie (VBUK/MIN)
+
Sade Oladugbewo (MIN)
Christina Chan (Marketing)

Show commitment from the business, with **senior leaders' attendance**



Senior Leaders Pledge Stories – Posters (work-in-progress)

Call to action:
Will you invite me to...

The Idea

1. Engage the business to invite Nick into a situation that is slightly out of his norm.. e.g. Will you invite to your kids birthday party? Will you invite me to your team brainstorming session?
2. Nick can then pick his top 3- 5 to do before Christmas *(almost like submit your wish to Santa Claus!)*
3. We will capture these moments, as additional social asset to create buzz

Will you invite me to...

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Multicultural Inclusion Network

Nick Jeffery
CEO, Vodafone UK



Senior Leaders Pledge Stories – Posters (work-in-progress)

Call to action:
Will you invite me to...

The Idea

1. Engage the business to invite Anne into a situation that is slightly out of his norm.. e.g. Will you invite to do a demo in CEC? Will you invite me to your team virtual hour?
2. Anne can then pick her top 3-5 to do before Christmas *(almost like submit your wish to Santa Claus!)*
3. We will capture these moments, as additional social asset to create buzz

Will you invite me to...

everyone.connected

Multicultural Inclusion Network

Anne Sheehan
Director, Vodafone Business



Senior Leaders Pledge Stories – Posters (work-in-progress)

Call to action:
Will you invite me to...

The Idea

1. Engage the business to invite Vishal into a situation that is slightly out of his norm.. e.g. Will you invite to do a demo in CEC? Will you invite me to your team virtual hour?
2. Vishal can then pick her top 3-5 to do before Christmas *(almost like submit your wish to Santa Claus!)*
3. We will capture these moments, as additional social asset to create buzz

Will you invite me to...

everyone.connected

Multicultural Inclusion Network

Vishal Dixit
Strategy and Wholesale Director, Vodafone UK



Senior Leaders Pledge Stories – Posters (work-in-progress)

Call to action:
Will you invite me to...

The Idea

1. Engage the business to invite Kathy into a situation that is slightly out of her norm.. e.g. Will you invite to do a demo in CEC? Will you invite me to your team virtual hour?
2. Kathy can then pick her top 3-5 to do before Christmas *(almost like submit your wish to Santa Claus!)*
3. We will capture these moments, as additional social asset to create buzz

Will you invite me to...

everyone.connected

Multicultural Inclusion Network

Kathy Quashie
Head of Indirect Business,
Vodafone Business

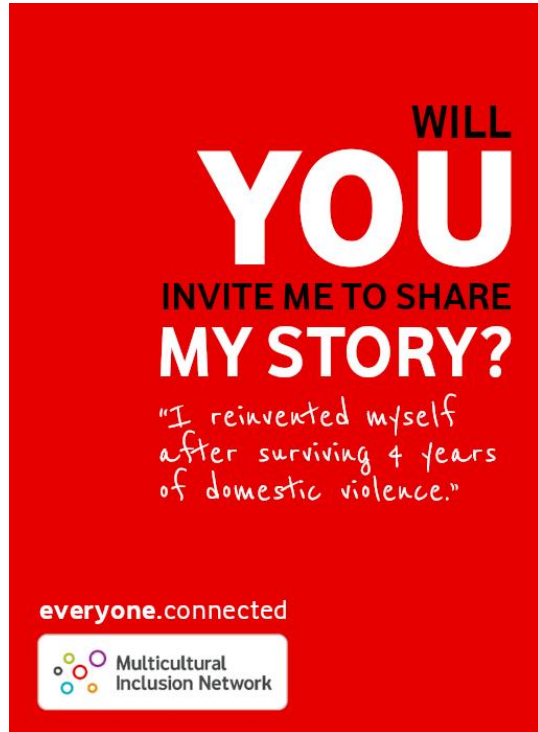
Communities Story – Posters (work-in-progress)

Call to action:

Will you invite me to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories



Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

Will you invite me to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I became a single mother, straight after I had Dougie.

Will you invite me to share my story?

everyone.connected



Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

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2. Encourage the business to join into the movement... step up & step in to share their stories

I am a gay black
and in a mixed
race relationship.

Will you invite me
to share my story?

everyone.connected



George Ashton
Project Manager, Europe & Americas,
Vodafone Group

Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

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I am white but
born and grew up
in Japan.

Will you invite me
to share my story?

everyone.connected



Michele Metcalfe
Head of Sales – Wales & Midlands,
Vodafone Business UK

Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

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to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I am the first
female in my
family to work in
telecoms company
as tech support.

Will you invite me
to share my story?

everyone.connected



Anjuma Begum
One Net Customer Services,
Vodafone UK

Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (*work-in-progress*)

Call to action:

Will you invite me
to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I am a multi-
ethnic software
developer who
uses a
wheelchair.

Will you invite me
to share my story?

everyone.connected



Franklin Ngemoh
GDC Brokerage Services Developer
Platform Services, Vodafone Group

Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

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The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I am an Irish Traveller and a very qualified on-site trainer.

Will you invite me to share my story?

everyone.connected



Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

Will you invite me
to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I am a BPNet
Sandwich carer and a
mum to a special
needs child.

Will you invite me
to share my story?

everyone.connected



Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (*work-in-progress*)

Call to action:

Will you invite me
to share my story?

The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I am the first in
my family to
graduate, and
with a law degree.

Will you invite me
to share my story?

everyone.connected



Chelsea Connolly
Legal Counsel
Vodafone UK

Note: these are real stories from across the business – this idea can stretch beyond just MIN



Communities Story – Posters (work-in-progress)

Call to action:

Will you invite me
to share my story?

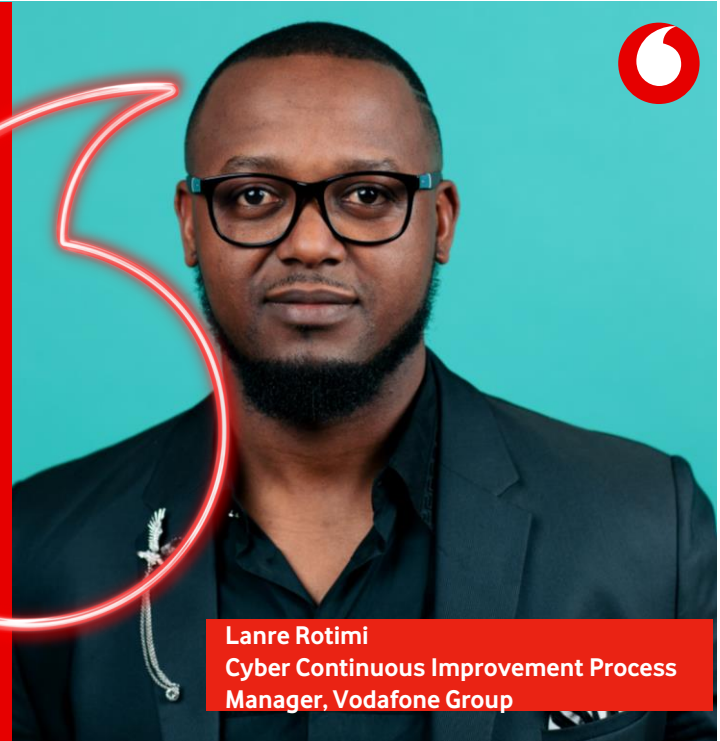
The Idea – 2-fold:

1. It's not easy to create a safe space for people to share their stories. This invite will compel people to open their hearts to listen.
2. Encourage the business to join into the movement... step up & step in to share their stories

I'm from the
smallest state in
Nigeria known as the
"Fountain of
Knowledge".

Will you invite me
to share my story?

everyone.connected



Lanre Rotimi
Cyber Continuous Improvement Process
Manager, Vodafone Group

Note: these are real stories from across the business – this idea can stretch beyond just MIN

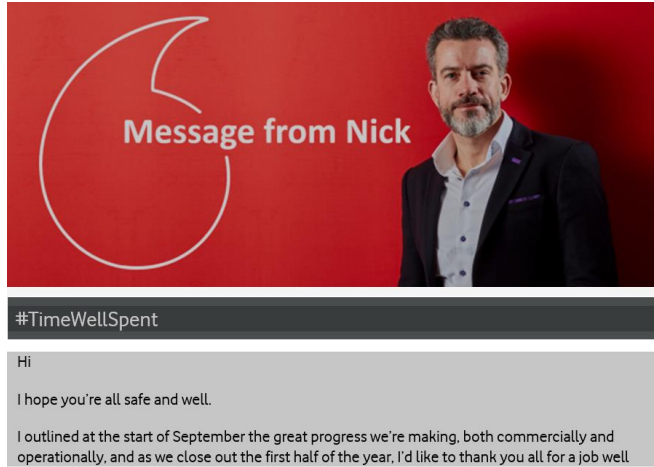




The Comms Plan – Phase 2

“COME CLOSER. I AM...”

In line with Nick Jeffery's rally call on **#TimeWellSpent...**



...let's use the 15mins we save from meetings, and put it to really good use!

2. Set meeting 'guard rails'

- Where sensible, reduce the standard meeting duration by at least 25%. For example, from 1 hour to 45 mins, and from 30 mins to 20.
- Make sure there's a break of at least 15 minutes every two hours, and explore how the meeting can be broken up or run differently.
- Schedule (or attend) meetings outside normal working hours (i.e. 08.30 – 5.15pm Monday-Thursday, and 08.30 – 4pm Friday) only in exceptional circumstances.
- Try to schedule a daily lunch break in your diary: take the time to disconnect from work.

“15 DAYS TO XMAS”

A series of virtual mini speakers' corner
... everyday at **15:00pm**, for **15mins**, for **15 days**

Get to know
15 new people
in **just 15 days!**

All you need to invest is...
15minutes x 15
= 225minutes
= 3 hours 45mins

That's all!

Come and say “Hello”

Everyone deserves to be heard. So we're creating a space where people aren't worried about reaching out to colleagues and friends. Together, we can foster a diverse and inclusive culture of openness without judgement.



“COME CLOSER, I AM...”

(work-in-progress)

I am gay.

I speak 5 languages.

I am also published writer.

Come closer. Say hello. See who I am.

3 Dec 2020. 15:00pm. Meet me here.

everyone.connected

Multicultural
Inclusion Network

Albert Thomas
IT Manager, VBUK

**Creative
Execution Idea**

A full image cut up into a big jigsaw puzzle. The idea, to see the whole picture, you need to have all the pieces. Every single puzzle piece of the person joins up to an important story of the person.



Phase 2 - Comms Plan - "Come closer, I am..."

w/c 30 Nov

w/c 7 Dec

w/c 14 Dec

w/c 21 Dec

w/c 28 Dec

w/c 4 Jan 2021

Community Stories (existing) Posters Blogs & Articles

Community Stories (crowd-sourcing) Posters Blogs & Articles

Senior leaders pledge delivered before Christmas
Special moments captured (video/ images) and shared.

Kathy's Xmas & New Year video

Awareness posters to invite to each 15mins speaker slot

Call to action:
Come and say hello to me...

"15 Days to Xmas" #TimeWellSpent
From Fri 4 Dec to Thurs 24 Dec
15:00, 15mins, 15 days

Speakers Montage video for Xmas

One blog per speaker

Call to action:
That's my story, What's yours?

Continuous activation to source new stories

Phase 3 Advocacy begins



The Comms Plan – Phase 3

**“LET ME INTRODUCE
YOU. PLEASE MEET...”**

**“LET ME INTRODUCE YOU.
PLEASE MEET...”**

**Similar to children’s
“show and tell” at
their school, we can
start involving other
people in the
campaign, including
external...**

**For e.g. this is Christina Chan’s
friend, Dr Kamilla Kamaruddin.
Winner of Pink News Frontline
Healthcare Award.**

**POSTER/
BLOG**

https://www.newsweek.com/trans-female-doctor-fighting-trans-health-1510156?fbclid=IwAR39rM_n8YjxOkEgWYs1Wn1ph-dlTCTqAi9J3RAOLTiI9aUYt2CH5Z3F5RE



NEWSWEEK.COM

"I'm a trans doctor fighting for better LGBTQ health. J.K. Rowling's comments were very hurtful"

"When I was 11, I was sent to an all-male boarding school. It wasn't a place where I could express myself; I was sort of role playing myself, being what people expected me to be, and sleepwalking through secondary education."

"Before I transitioned, I was living a double life. I was working as a male doctor, but in the evening I was in my female identity. Because for a long time it was difficult, even as a doctor, to change your identity."


“LET ME INTRODUCE YOU.
PLEASE MEET...”


(work-in-progress)
...and they can become advocates of Vodafone!

I have 20 years of GP experience, and I am a Muslim trans.

Vodafone invited me to share my story, will you?

everyone.connected

 Multicultural Inclusion Network



Dr. Kamilla Kamaruddin
General Practitioner, East One Health,
London, UK



**“LET ME INTRODUCE YOU.
PLEASE MEET...”**

Working with HR, a series of activities that encourages advocacy and drives towards a behavioural change in the D&I culture

ACTIVITIES

Within your immediate team

Meet my friend, “.....”

Similar concept to school children where they are encouraged to bring their parents, or pets to school to talk about it.

We will commit to 2 x 20mins of our weekly team meetings in a month for a special guest speaker (BPNet/MIN/ LGBT).

All people managers have to assign their team to do this – basically once a fortnight.

Across different teams in same unit

Introduce a “buddy” system

Work with other people managers, to allocate a “buddy” as a sounding board. Almost like a coaching system, but this is more an informal arrangement. It is a peer-to-peer support system – a sounding board, a listening ear, etc.

The buddies have to stay within the arrangement for 3 months, and then we can change the rotation.

As buddies, we need to allocate at least a minimum of 1 x 30mins a week for each other.

Across business units

Introduce an exchange programme

Work with the HR lead, to create a rotation programme, where employees from a team to be assigned into special projects in other business units. Could be 3 months, or as long as the project takes.

This will be part of the employee’s workload, weaved seamlessly into the employee’s development plan. This gives everyone in both parties to know each other, the employee learn a new skill as an exchange and the team also learn new to embrace a different skilled joiner.

... the ultimate goal : new D&I speakers/ stories will be borne out of the buddy (peer-to-peer) system and exchange programme

Phase 3 - Comms Plan - "Let me introduce you. Please meet..."

w/c 4 Jan 2021

w/c 11 Jan

w/c 18 Jan

w/c 25 Jan

w/c 4 Feb

Kathy's Xmas &
New Year video

Awareness posters to invite audience
to each external speaking slot

Call to action:
Come and say
hello to me...

External Speaker Stories:
Posters/ Blogs & Articles

Video/voxbop and blog per speaker

Working with HR support, create series of activities that encourages advocacy
and drives towards a behavioural change in the D&I culture

Community
Stories
(crowd-
sourcing)
Posters
Blogs &
Articles

Continuous activation to source new stories



Q&A

