



Social Mobility
Commission

Masterclass: Advocacy

Be a force for change in your industry

2:00pm – 3:30pm 15 October 2020

 @SMCommission  Social Mobility Commission  @socialmobilitystories

#Advocacymasterclass #Socialmobility www.socialmobilityworks.org



pwc

Introduction



Advocacy is about sharing your story and data, collaborating, supporting and working with others.

- It's about making a commitment to your colleagues and sharing this publicly. It's also about having an active national voice to drive a sustainable change in social mobility.
- Demonstrating leadership by driving change in your sector and beyond.
- Orchestrating change through your employees, clients, stakeholders and suppliers, so together you collaborate to achieve bigger and bolder impact.
- It's about working together towards a shared commitment... so all can succeed and make a sustainable change in social mobility.

Given the engagement in the workshop, we know you are keen to roll up your sleeves and start to be an advocate within the social mobility space. So this pack, developed in conjunction with insights from our advocacy masterclass, is geared towards helping you create paths of opportunity.

It contains a:

- Review checklist
- PwC's case study

You can find more information on our [website](#) and blog.



Your advocacy review and refine checklist (1/4)

This document has been designed using the ideas that were generated in our collaborative workshop. It will enable you to review and refine your culture and focus on next steps. We would recommend that it be used alongside any internal documents you may have already in place.

Area	Recommendation	Current Status			Next Steps	Due Date
		Nothing/Not something you currently do	Do something in this space but limited	Actively do this		
INTERNAL ADVOCACY	Social mobility understanding Do staff understand what is meant by social mobility? Do you run frequent communication around the topic through a variety of channels? Do you have regular D&I communication through varying channels? Do you include social mobility as part of this? Do you have clear parameters as to what social mobility success looks like? Do you have a common language or terminology guide for staff to understand the D&I different terms?					
	Normalise the conversation Do you recognise and encourage behaviours which 'normalise' the conversation about diversity? Do your senior leaders understand their importance in normalising the conversation around D&I? Do you provide support to management to enable them to have open discussions around all areas of diversity?					
	Broader balance of D&I Do you segregate your D&I priorities? Does this cause competition between protected areas? How do you drive intersectionality in your D&I agenda? Does your communication language promote inclusion rather than conflict? Do you unite the need for inclusion across all individuals from all backgrounds? Eg higher and lower socio-economic background, different gender identities etc.					



Your advocacy review and refine checklist (2/4)

This document has been designed using the ideas that were generated in our collaborative workshop. It will enable you to review and refine your culture and focus on next steps. We would recommend that it be used alongside any internal documents you may have already in place.

Area	Recommendation	Current Status			Next Steps	Due Date
		Nothing/Not something you currently do	Do something in this space but limited	Actively do this		
INTERNAL ADVOCACY	Commitment Do you have commitment to the social mobility agenda at the highest level? Do you have agreed KPIs?					
	Network Do you co-create with your organisation to build interventions? Do you have an active social mobility network to drive understanding across the organisation? Do you have multiple channels that you use to communicate? Do you provide power/communication tools to your people to be the change they seek?....everyone can be a social mobility advocate Do you have clearly sign-posted social media #hashtags that people can use to drive awareness? eg #socialmobility					
	Data Do you collect data which provides you with baseline information? Do you collect both quantitative and qualitative? Do you communicate this to management? Do you communicate this to your employees? Do you publicise your data targets across the business? Do you share your successes and failures to inspire change					



Your advocacy review and refine checklist (3/4)

This document has been designed using the ideas that were generated in our collaborative workshop. It will enable you to review and refine your culture and focus on next steps. We would recommend that it be used alongside any internal documents you may have already in place.

Area	Recommendation	Current Status			Action	Due Date
		 	 	 		
EXTERNAL ADVOCACY	Commitment Do you have a board approved commitment to publicise social mobility targets? Do you communicate this through multiple channels?					
	Leaders Do your leaders understand the need for external presence when it comes to social mobility? Do you provide your leaders with social mobility stories/research that they can share #hashtag on social media platforms? Do you have a number of spokespeople who can represent your organisation on this topic? Do you actively seek out opportunities to talk on the importance of social mobility and having a diverse and inclusive culture? Do you communicate internally about your external advocacy work?					
	Collaborate Does your organisations openly collaborate with others about your work within the social mobility space? Do you instigate conversations with others to develop your own learning and internal practices? Do you connect staff to support each other in this agenda? Do you work with others to drive a sustainable change in your sector? Do you consciously collaborate with the competition owning the shared objective of improving socio-economic diversity?					



Your advocacy review and refine checklist (4/4)

This document has been designed using the ideas that were generated in our collaborative workshop. It will enable you to review and refine your culture and focus on next steps. We would recommend that it be used alongside any internal documents you may have already in place.

Area	Recommendation	Current Status			Action	Due Date
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
EXTERNAL ADVOCACY	Wider Agenda					
	Do you actively work with third party organisations to create powerful solutions?					
	Do you provide insights/data into research within the social mobility arena?					
	Do you actively work with the government to provide sector insights to inform policy change?					

Your advocacy review and refine checklist – next steps



Now that you have had time to reflect on your current advocacy strategy, what are your next steps?

Follow up questions	Answers	Due Date
How many did you get in each area; red/amber/green?		
What are your quick wins?		
Who do you need to speak with in your organisation about each area?		
Who are the decision makers to help you make this change?		
What will your project plan look like?		

Welcome to the community, we are so glad you're a part of this!

Glossary of terms



Socio-economic background

- ‘Socio-economic background’ is the term to refer to the particular set of social and economic circumstances that an individual has come from. It permits objective discussion of the influence of these circumstances on individuals’ educational and career trajectories; and it can be objectively measured by capturing information on parental occupation and level of education.

Social class

- Class can be a loaded term. Class encompasses a range of socio-cultural and geographical factors. Objective measures of assessing family income may not necessarily match up with individuals’ perceptions of their social class status, and individuals may feel less comfortable talking about social class. However, class can invoke a range of tacit assumptions and practices, from how to dress and talk to food choices and hobbies, and using it can expose the negative ways that these assumptions affect attitudes and behaviours. In this toolkit, we use the National Statistics Socio-economic Classification groupings. Those from ‘professional’ backgrounds are from managerial and professional backgrounds. Examples include: CEOs, senior police officers, doctors, journalists, barristers, solicitors, teachers and nurses. Those from ‘working class’ backgrounds are from routine and manual occupations. Examples include: receptionists, electricians, plumbers, butchers and van drivers.

Social mobility

- Social mobility is the link between an individual’s income and occupation and the income and occupation of their parents. It is about where people end up in comparison to their parents or relative to their peers. It is widely adopted as a way of describing the importance of creating opportunities for individuals from lower socio-economic backgrounds to enable them to become more economically successful.

Diversity

- This term captures the importance of recognising and valuing difference among individuals, along the lines of gender, ethnicity, socio-economic background, sexual orientation, age, and disability, for example. It generally refers to increasing the representation of groups that are under-represented in organisations. It must however be understood alongside ‘inclusion’. Diversity in and of itself does not result in an inclusive environment.

Inclusion

- This is the meaningful achievement of diversity. This involves creating the conditions to ensure individuals from diverse backgrounds are valued and treated equally, feel empowered and are able to progress.

Intersectionality

- Individuals do not experience their diversity characteristics in isolation: these characteristics overlap and collide to compound the experience of inequality. For example, patterns of progression in the firm will vary not only by gender, ethnicity or socio-economic background, but by combinations of all three. Policy and practice need to recognise the convergence of factors and respond accordingly.



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Case study

Presenters



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Hollie Crompton
Social Mobility Lead



Our journey

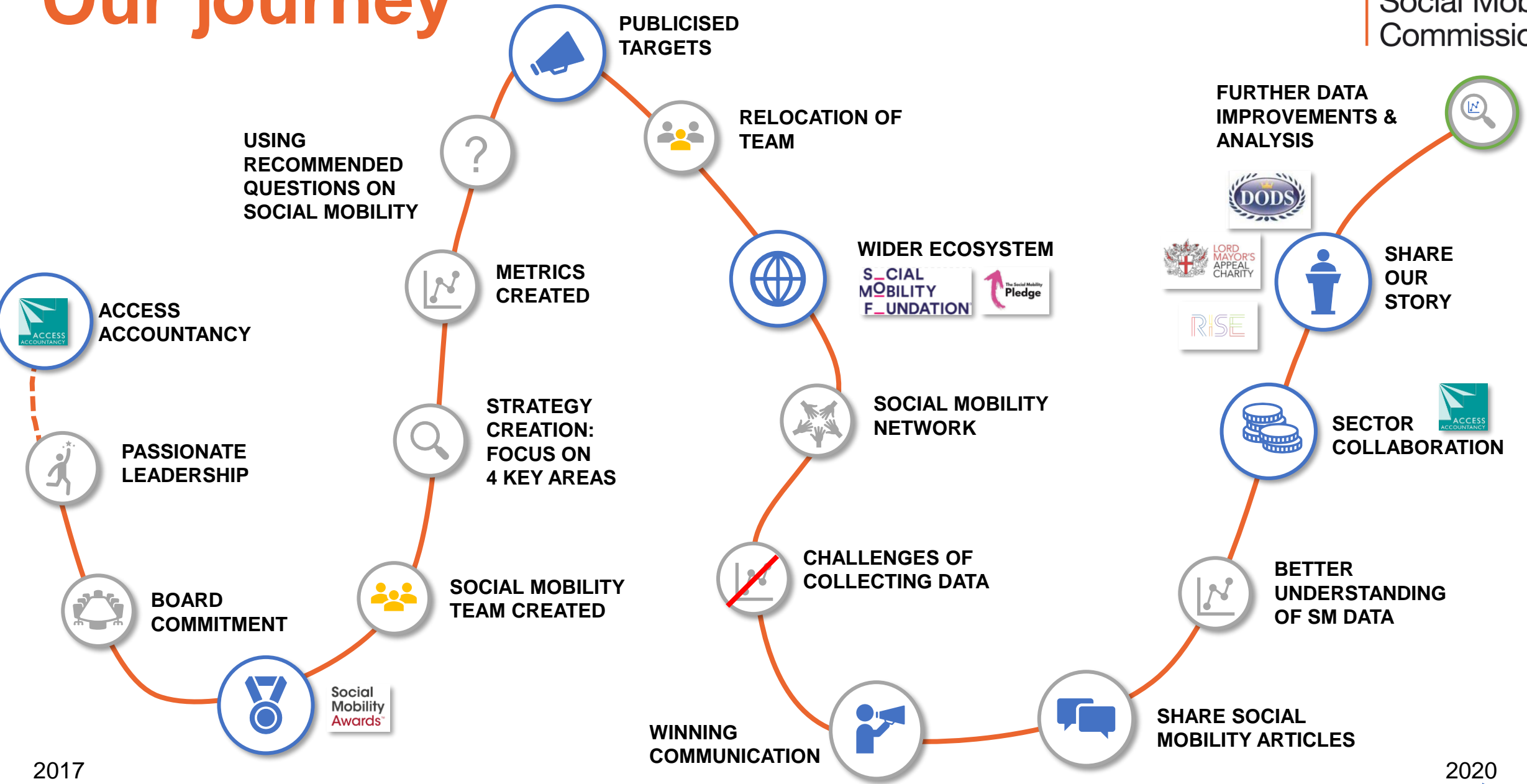
Partnerships
Internal initiatives

External initiatives
Internal and External initiatives

Social Mobility Team
D & I Team



Social Mobility Commission



Our continued commitment



Advocate the importance of increased social mobility and be transparent about the impact of our strategy and actions using a clear, compelling and engaging narrative. Collaborate with others and use our influence to achieve the multiplier effect

INTERNAL

- Continue to develop our **social mobility stories series** encouraging our people to share their story and highlight role models.
- **Increase** the amount of **socioeconomic background data** we hold on our people and review and analyse this in relation to retention, performance and promotions. Address any areas of concern.
- Work closely with our **Social Mobility Network** to **maximise the impact** of our social mobility initiatives by **improving awareness and collaboration** across

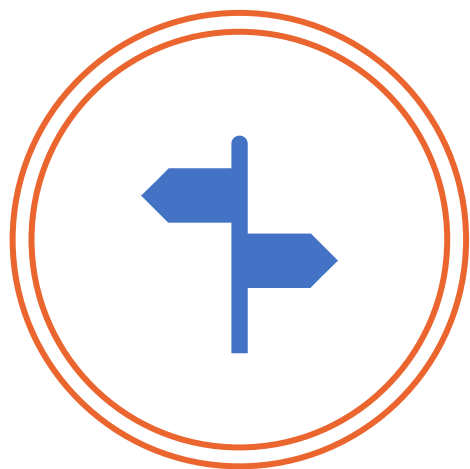


EXTERNAL

- Continue to **contribute** to the **wider ecosystem** through things like the **Department for Opportunity** and **Social Mobility Pledge**
- Continue to **collaborate** with others through our **involvement** with the **RISE** and **Access Accountancy**
- Use more of our **social mobility stories series** **externally**
- Continue our role as **cornerstone employer** in the **Bradford Opportunity Area**



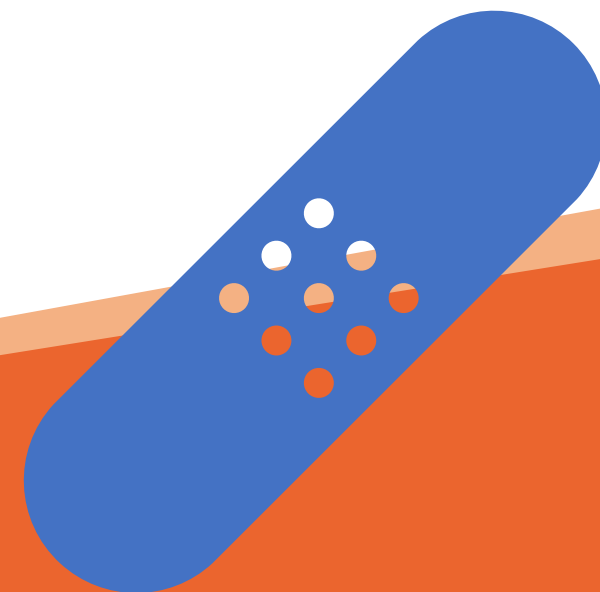
Lessons along the way



Data is challenging – Ensure that you are transparent with what you are collecting and how you will use it

Collaboration – Appreciate and understand other organisations objectives as you work together in collaboration activities on this shared challenge

Learn - from other areas of diversity





If all you do is

INTERNAL

COMMITMENT

- Clear strategy
- Senior Advocate
- Someone responsible for delivering on social mobility



ROLE MODELS

- Sharing their background



DATA

- Understanding of your diversity



EXTERNAL



TARGETS

- Publish targets and data
- Share progress



COLLABORATE

- Opportunities to make social mobility advancements through networks
- Create sector ownership



BE VOCAL

- Present at events
- Actively seek opportunities present and share stories

