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Off Screen Diversity Executive

Channel 4

MOVING THE DIAL ON D&I

The Promised land:

Sustainable and Meaningful change

How do we get there?

Representation in key creative roles

Rebalancing of current focus

Liberate the “frozen middle”



SPOTLIGHT ON DIRECTORS

2017 C4 Diversity Charter commitment

Authentic representation and portrayal

The “How” – a 2 part intervention

The “Why”



**TRANSFORMATIVE AND
SUSTAINABLE CHANGE
WHERE ARE WE NOW?**

**STAGE 4
D&I NIRVANA**

**STAGE 3
TRANSFORMING PROCESSES
D&I *STRATEGICALLY* PLACED
BUSINESS ACCOUNTABLE
+ £ INCLUSION DIVIDEND**



**STAGE 2
EMPOWERING ORGANISATION RESPONSIBILITY FOR
D&I SITS WITH DESIGNATED INDIVIDUALS IN THE
BUSINESS
BUSINESS CASE/MORAL CASE**

**STAGE 1
SCHEMES/ACTIONS EMPOWER AND BENEFIT INDIVIDUALS
AD HOC INITIATIVES & PROGRAMMES RUN BY INDIVIDUALS
THROUGHOUT BUSINESS
MORAL CASE *a. Moral licensing***



PROGRESSING TO STAGE 3



INCLUSIVITY

Harmonisation across all strands whilst recognising difference
Building Inclusive Cultures
Reverse mentoring
Inclusive Hiring
Employee Representative Groups
Intersectional approach to D&I
Inclusive talent programmes

ACCOUNTABILITY

Stretch targets coupled with accountability
D&I agenda owned at senior/mid level
KPI's – D&I Objectives senior/mid level
Embedding a cycle of evaluation, review and adjustment

BETTER DATA

Transparency
Using data intelligently to drive change
“Heat Map” focusing on priority strands
Data drives and is integral to Talent Programmes