



Diversity and Inclusion Strategy

2018



Why's it important to us?

Because it's absolutely the right thing to do.

We're on a mission to help our customers do great things with data, and to build an amazing company.

We want (and need) a diverse and inclusive workforce to do this:

- If our team reflects our customer base, we'll be better positioned to help them do great things with data.
- Staff will love working at Peak if they feel we have a diverse and inclusive culture, and we'll get the best out of them.

We've been striving to build a diverse team from the outset, but we know there's more we can do. This strategy sets out some of the steps we plan to take.



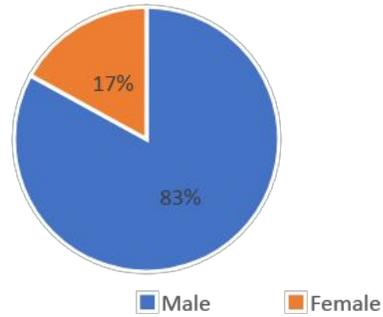
Where should we focus?

We're setting targets in relation to **gender** and **ethnicity**, for now, but we know there's more to diversity than just these 2 areas. We're passionate about creating a welcoming and inclusive environment for those of all ages, religions, sexual orientations, socio-economic status and for those with disabilities. Many of the strategies should help us find, select and keep people from all under-represented groups.

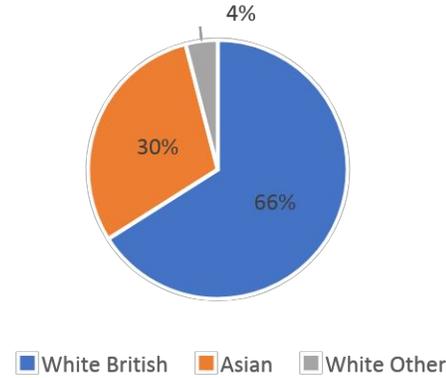


Where are we now?

Gender: all employees

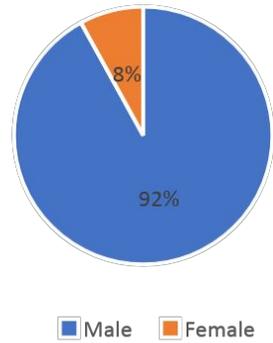


Ethnicity: all employees

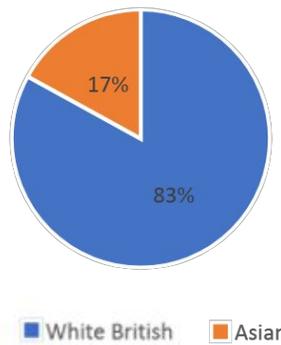


- White British
- White British

Gender: leadership team



Ethnicity: leadership team





Where do we want to be?

Gender

- We're currently at the industry average of 17% but we're aiming to increase our female talent by 50%, with the aim of being at least **26%** female by 2020.

Ethnicity

- We're proud to employ 30% of our workforce from Asian heritage (including one of our founders), and members of our team from different parts of the world. But we know we're missing out on great talent from black colleagues, and those with multiple ethnicities. We want a wider representation of ethnicities by 2020, and we want at least **40%** of our employees to be from backgrounds which aren't white British.



What will we do?

Recruitment

- We know networking / referrals is a great way to find talent, but we won't just rely on this. We'll cast our net wide for all roles and choose the best candidate.
- We'll make decisions based on whether candidates fit our values, and not whether they're like us. We'll do this through asking questions based on our values and scoring responses objectively.
- We'll start from the assumption that all roles can be offered on a part-time basis, and we'll need to provide a strong justification why not.
- We'll start from the assumption that experience in a tech company is not essential, and we'll need to provide a strong justification why skills in another environment can't be transferable.
- We'll make sure all our 'essential requirements' are actually essential.
- We'll ensure all our hiring managers receive training to understand unconscious bias.
- We'll use machine learning software to ensure our job adverts use language which appeals to everyone.
- We'll ask all applicants to share diversity data (if they want to) so we can monitor how we're doing.



What else will we do?

- We'll offer flexibility on start and finish times each day, to help everyone manage their work with other commitments.
- We'll enhance our parental policies, to make them attractive to candidates and to retain our great talent.
- We'll host events, to encourage networking amongst minority groups.
- We'll celebrate different groups and key dates in various religions.
- We'll pull out all the stops to make adjustments for those with a disability, or who care for others with a disability.
- We'll encourage our team to visit schools to tell them about a career in tech, and we'll give them time off to do this.
- We'll offer work experience opportunities to those from disadvantaged and minority backgrounds.
- We'll keep adding to this list!