

***FUTURE***

***FIT***  **x** 

# THE FUTURE FIT INDUSTRY

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An ambitious quantitative study

Hundreds of participants

All types of organisations

All levels of seniority

Four key themes





# 41%

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view our industry  
as “progressive”



Senior Leaders are

**20%**

less likely to think the  
industry is progressive  
than Junior Talent

Creative Agency  
talent are

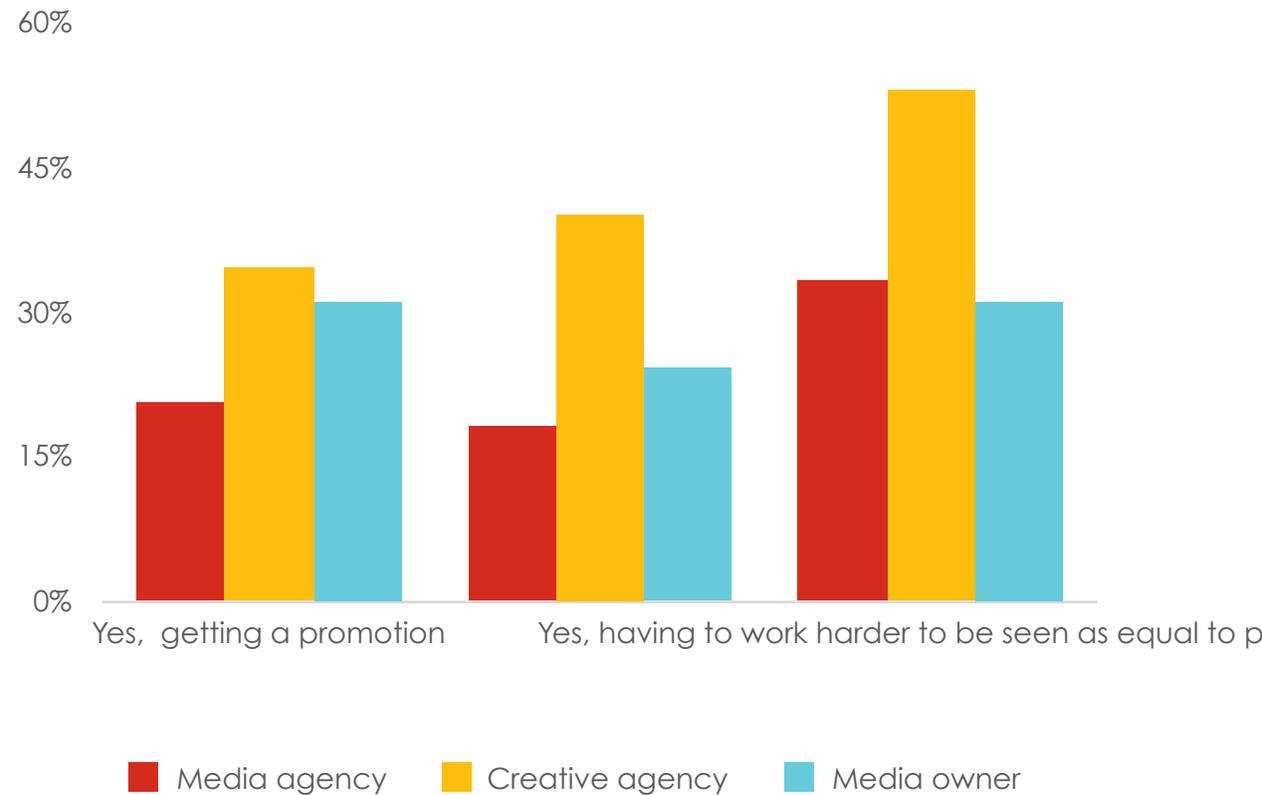
30%

less likely to think the industry  
is progressive than those  
at Media Agencies

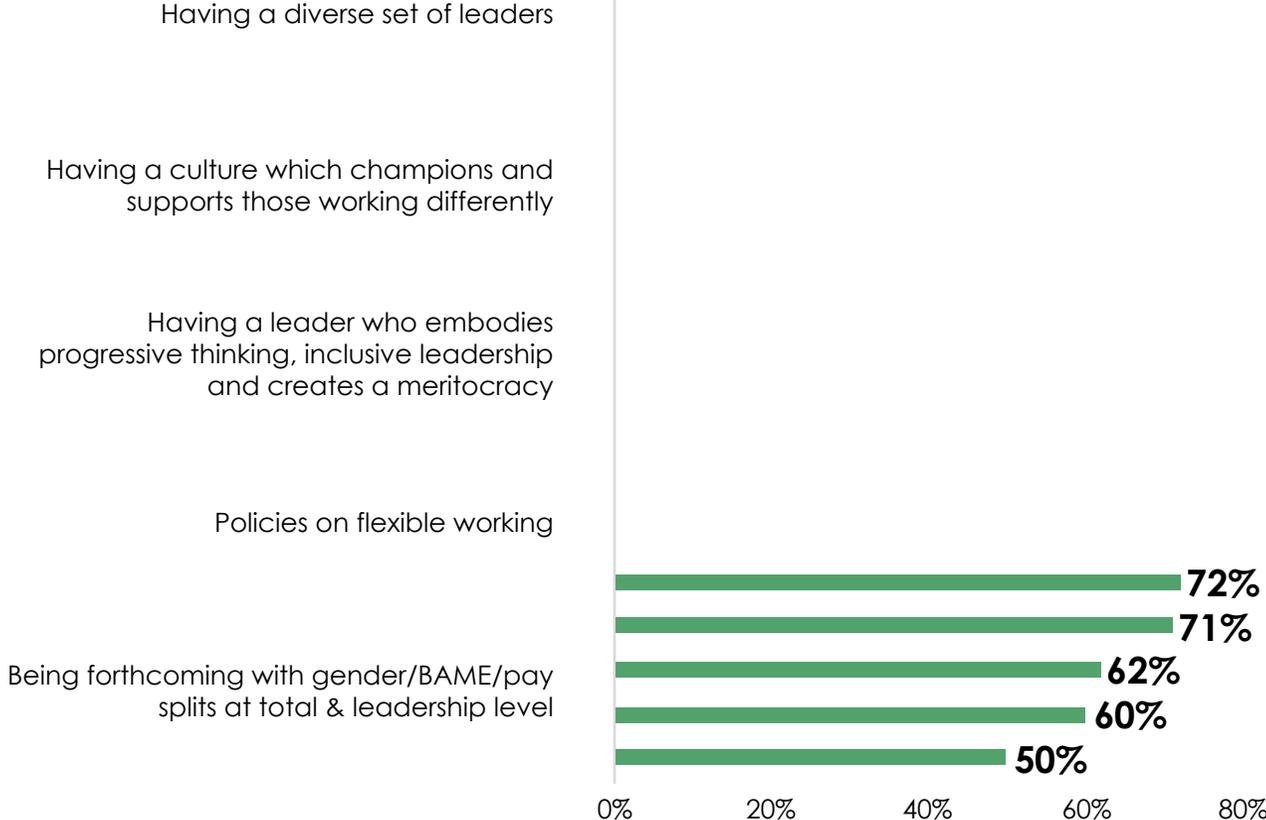


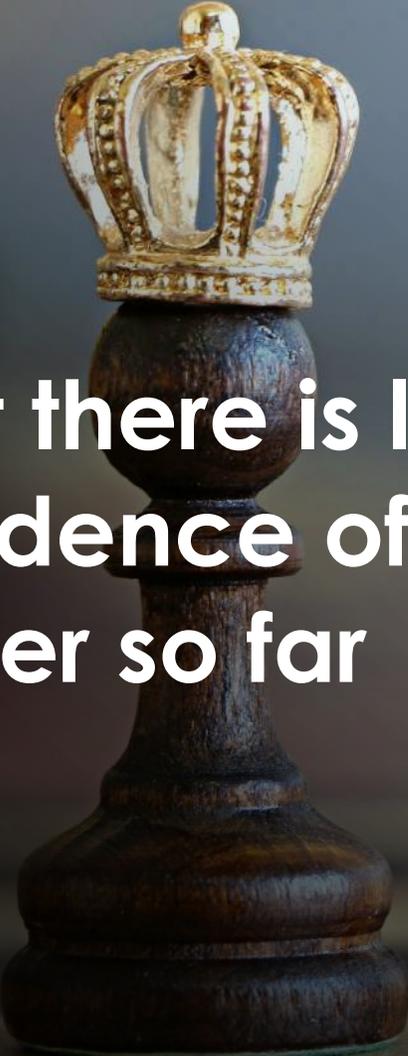
And they report facing more barriers to progress

Do you feel you have ever experienced any unfair barriers to your career progression based on your gender, family commitments, sexuality, ethnicity etc.?



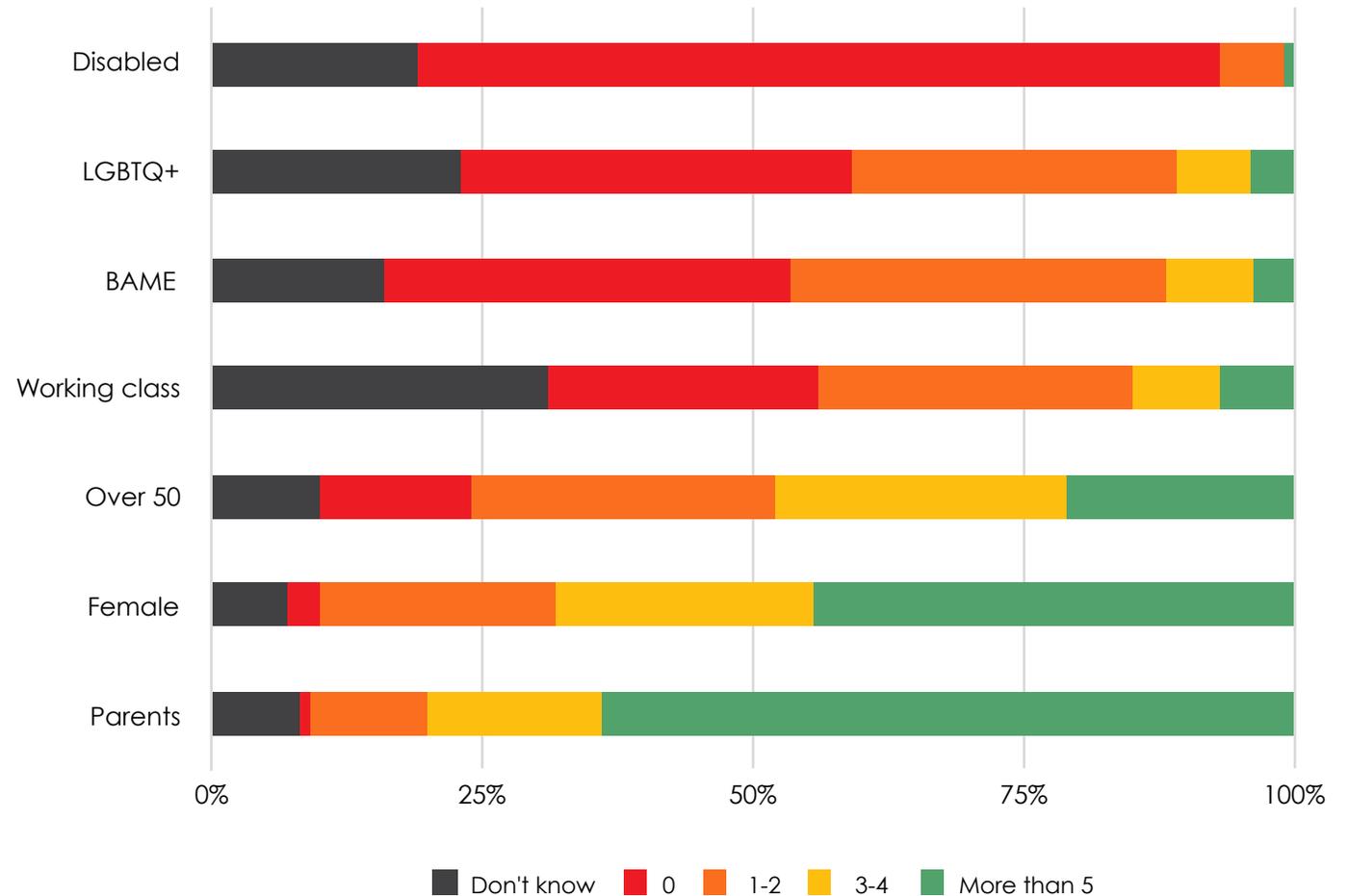
Thinking about the organisations in our industry that you think are the MOST progressive or 'Future Fit', what characteristics do they have?



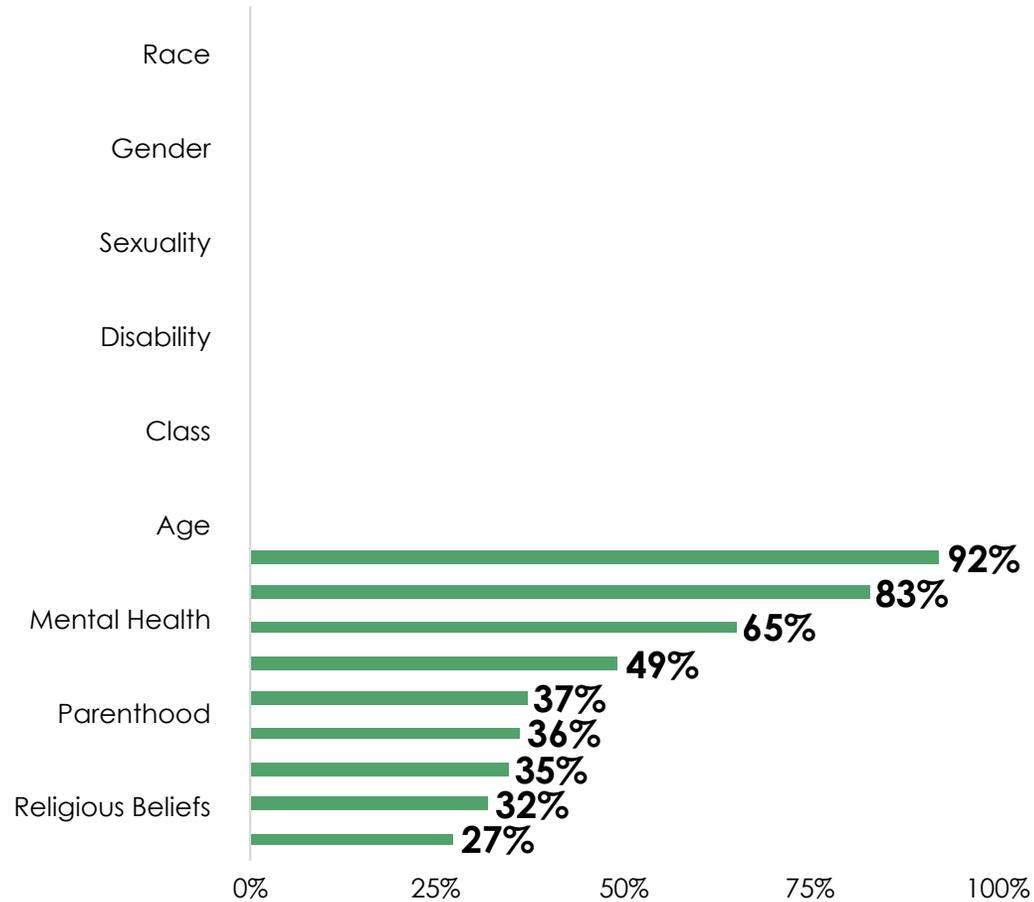


Yet there is little evidence of the latter so far

How many people from the following backgrounds can you think of at your company in a senior level position?



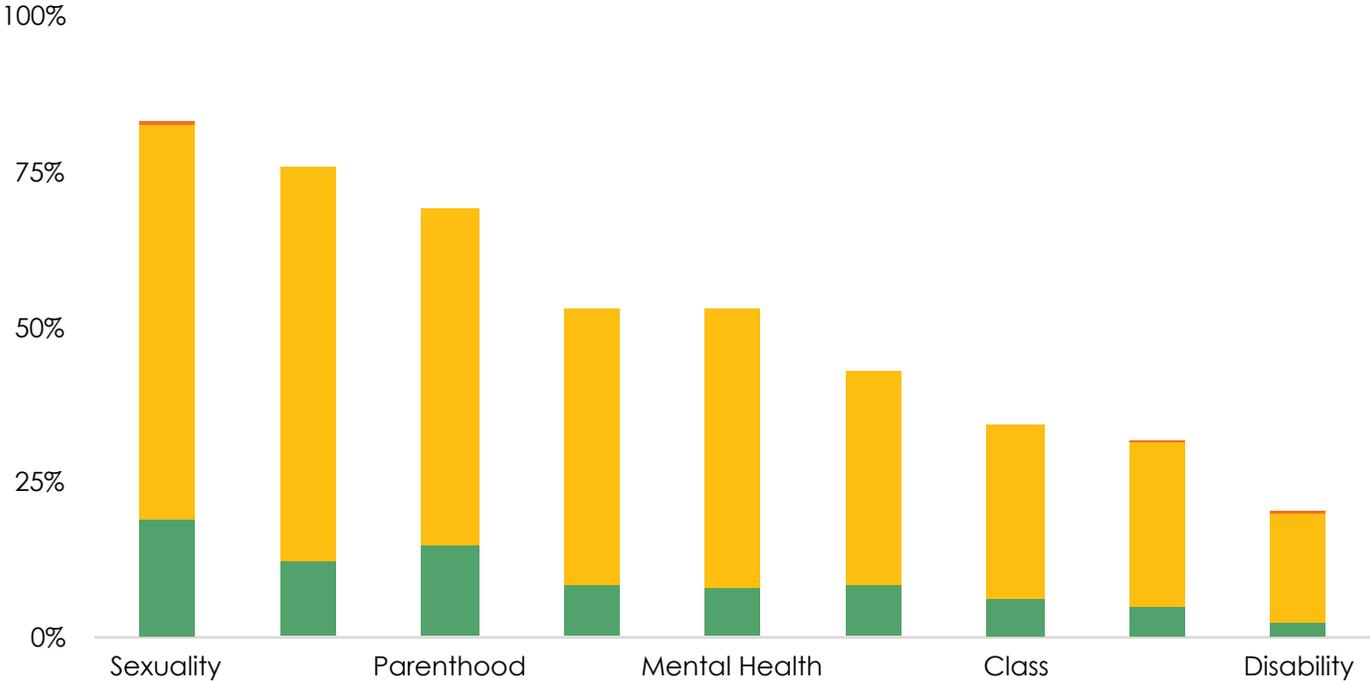
Which of these areas do you tend to think of primarily when you hear about diversity and inclusion (D&I)?



Protected characteristics dominate awareness...

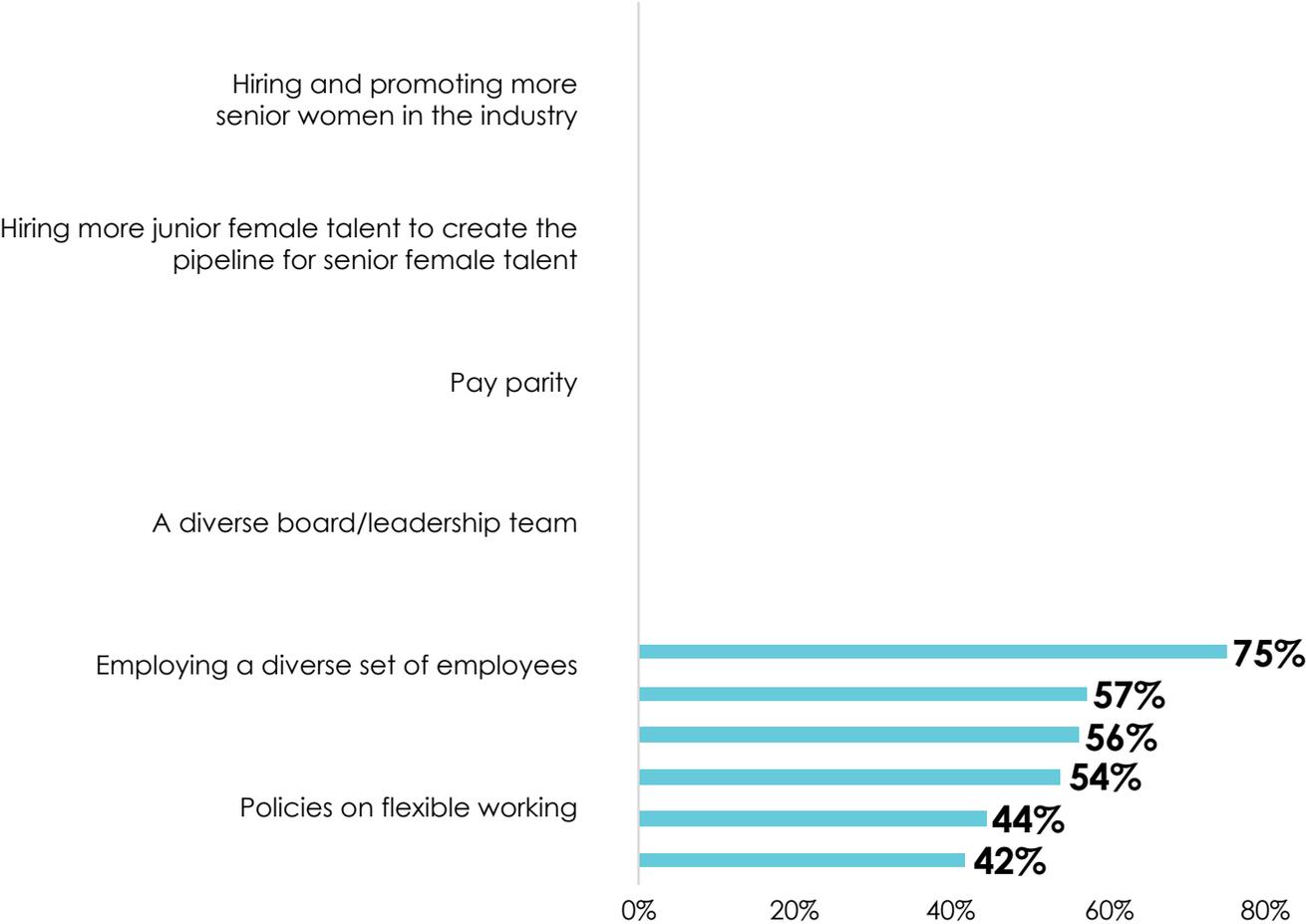


### How much progress do you think your sector has come in supporting the following groups?



- We've made progress but there's room for improvement
- We've made enough progress to make a difference

Which of these do you believe make a progressive and more inclusive and diverse organisation?



While open hiring practices and policies are important to all...



...we differ  
in how we  
think change  
will happen



**Unconscious  
Bias Training**

(i132)

Men



**Hiring  
Senior Women**

(i144)

Women



**Apprenticeship  
Schemes**

(i157)

Media Agencies



**Strengthened Mat/  
Pat Leave**

(i134)

Creative Agencies



**Returnee  
Programmes**

(i284)

Media Owners

Which of these do you believe make a progressive  
and more inclusive and diverse organisation?

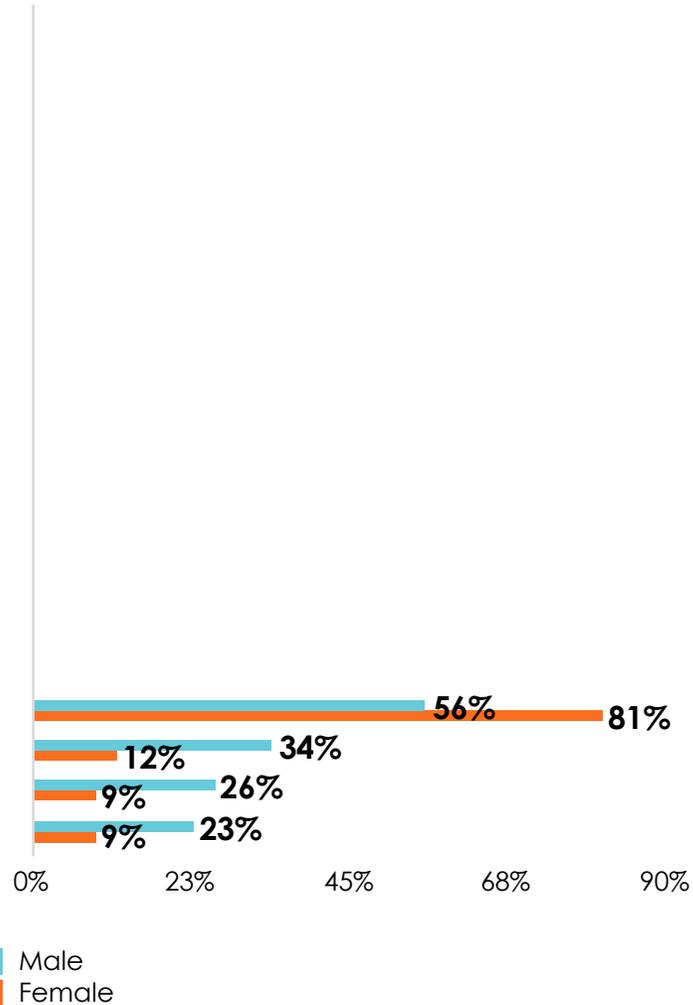
How much do you agree or disagree with the following statements? (Any agree)

We need to hire and promote more senior women in the industry to close the gender divide

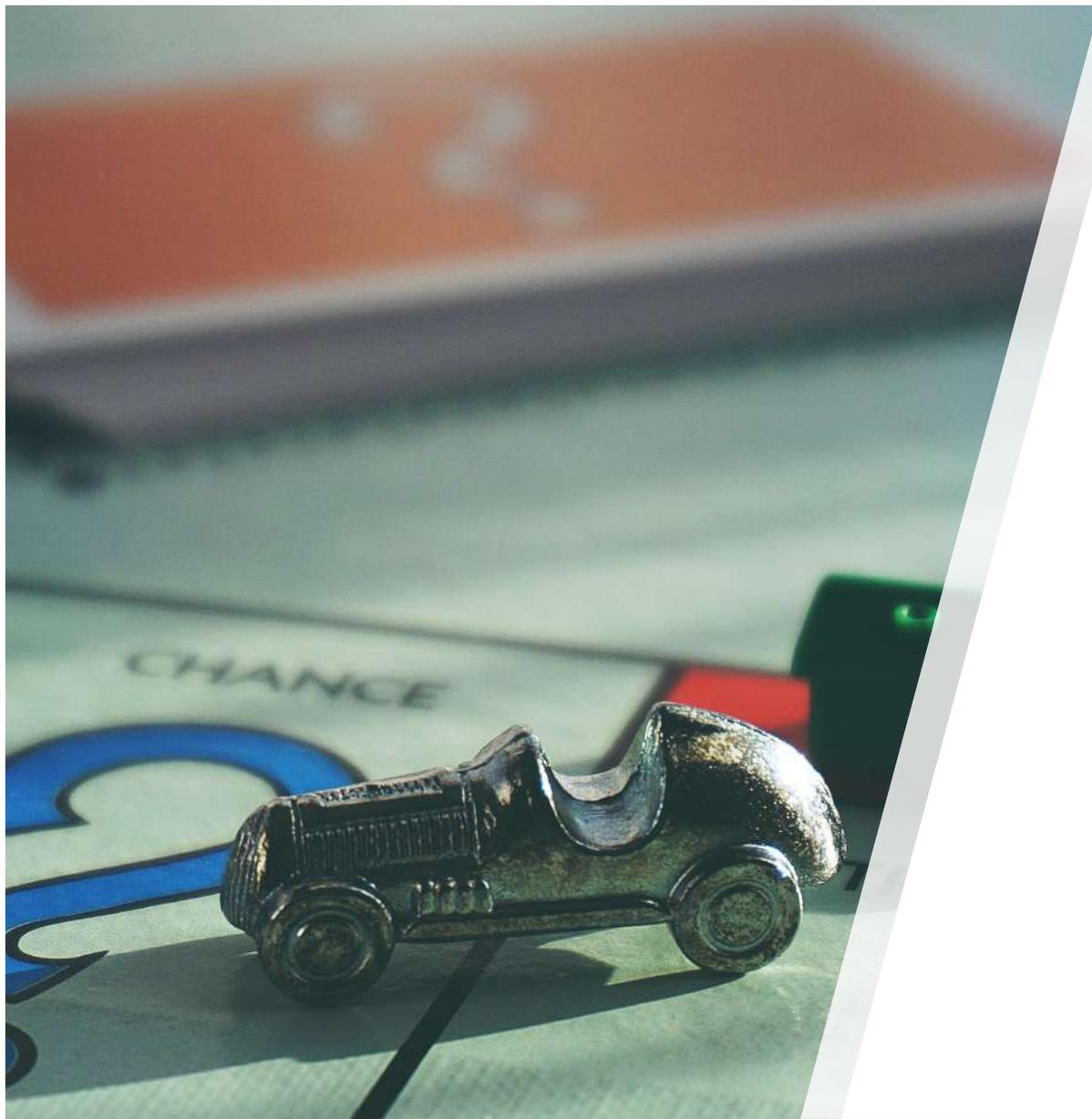
Women have more opportunities than men for support, training and personal development

The inclusion agenda is putting senior white men at a disadvantage

I sometimes think there is too much focus on inclusion & diversity in this industry



And there is a perceived threat to those with most privilege



**Sustain the  
positivity of  
youth**

**Think  
beyond  
race &  
gender**

**Help  
Creative  
Agencies  
catch up**

**Challenge  
perceived  
threat**

What is the  
one thing you will commit to

#TurnItUp