FUTURE
FIT
UM x BLOOM
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% 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.?

- Yes, getting a promotion
- Yes, having to work harder to be seen as equal to peers

Media agency
Creative agency
Media owner
Thinking about the organisations in our industry that you think are the MOST progressive or ‘Future Fit’, what characteristics do they have?

- Pay parity (e.g. equal pay across genders & ethnicity)
- A diverse board/leadership team
- Employing a diverse set of employees
- Policies on flexible working (i.e. working at least one day from home a week)
- Being forthcoming with gender/BAME/pay splits at total & leadership level
- Policies on flexible working
- Flexibility and diverse leadership are key

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having a diverse set of leaders</td>
<td>72%</td>
</tr>
<tr>
<td>Having a culture which champions and supports</td>
<td>71%</td>
</tr>
<tr>
<td>Having a leader who embodies progressive thinking,</td>
<td>62%</td>
</tr>
<tr>
<td>and creates a meritocracy</td>
<td></td>
</tr>
<tr>
<td>Having a diverse set of leaders</td>
<td>60%</td>
</tr>
<tr>
<td>Policies on flexible working</td>
<td>50%</td>
</tr>
<tr>
<td>Being forthcoming with gender/BAME/pay splits</td>
<td>0%</td>
</tr>
<tr>
<td>at total &amp; leadership level</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td>80%</td>
</tr>
</tbody>
</table>
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?

- Disabled
- LGBTQ+
- BAME
- Working class
- Over 50
- Female
- Parents

0% 25% 50% 75% 100% 

Don’t know 0 1-2 3-4 More than 5
Which of these areas do you tend to think of primarily when you hear about diversity and inclusion (D&I)?

- Race
- Gender
- Sexuality
- Disability
- Class
- Age
- Mental Health
- Parenthood
- Religious Beliefs

Protected characteristics dominate awareness...
...and progress.

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

- Sexuality
- Parenthood
- Mental Health
- Class
- Disability

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?

- Hiring and promoting more senior women in the industry
- Hiring more junior female talent to create the pipeline for senior female talent
- Pay parity (e.g. equal pay across genders & ethnicity)
- A diverse board/leadership team
- Employing a diverse set of employees
- Policies on flexible working

While open hiring practices and policies are important to all…
...we differ in how we think change will happen.

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

- Unconscious Bias Training (1132)
  - Men
- Hiring Senior Women (1144)
  - Women
- Apprenticeship Schemes (1157)
  - Media Agencies
- Strengthened Mat/Pat Leave (1134)
  - Creative Agencies
- Returnee Programmes (1284)
  - Media Owners
And there is a perceived threat to those with most privilege.

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>We need to hire and promote more senior women in the industry to close the gender divide</td>
<td>12%</td>
<td>34%</td>
</tr>
<tr>
<td>Women have more opportunities than men for support, training and personal development</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>The inclusion agenda is putting senior white men at a disadvantage</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>I sometimes think there is too much focus on inclusion &amp; diversity in this industry</td>
<td>9%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Male | Female
--- | ---
0%  | 23%
23% | 45%
45% | 68%
68% | 90%
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