An introduction to
30% Club and Mission INCLUDE
cross-company mentoring
Proven. Practical. Powerful
We invite you to join two of the world’s largest cross-company, cross-sector programmes to advance workplace diversity and inclusion: **The 30% Club and Mission INCLUDE cross-company mentoring programmes.** These programmes are run by mentoring, development and inclusion experts at Moving Ahead.

"The 30% Club is delighted to build on the success and impact of our cross-company mentoring programme through the rollout of Mission INCLUDE. While our focus on gender continues to be central to building the pipeline and achieving parity of women in leadership and board roles, Mission INCLUDE furthers our aspirations for a world in which organisations foster truly inclusive cultures – cultures that embrace people who look, act and, importantly, THINK differently – so they can reach their full potential to positively impact their people, their markets and their communities."  

**Ann Cairns,** Executive Vice Chair, Mastercard; Global Chair, 30% Club
Moving Ahead has been proud to deliver the 30% Club cross-company mentoring programme since 2014, and through it, to have advanced gender diversity across many organisations. From 8 organisations and 80 participants in that first year, the programme scaled to 194 organisations and 2,634 mentors and mentees. Now, it is poised to expand again for its eighth year.

I’m delighted at the decision by the 30% Club to broaden its focus beyond gender. The new campaign targets for the UK over the next three years centre on bringing greater ethnic diversity to top management positions. To me, the 30% Club’s adoption of Mission INCLUDE is a critical step in building this talent pipeline.

Mission INCLUDE, focused on broader inclusion, is an ideal addition to the 30% Club programme. Both programmes deliver the proven benefits of structured, cross-company, cross-sector mentoring to mentees and mentors alike, and champion diverse talent and inclusion within the organisations that take part.

This document outlines headline information for both programmes. If your organisation has participated in one programme in the past, the team and I look forward to welcoming you to the other. If you are new to both, I encourage you to dive in! I’m excited to meet your mentees, mentors and programme partners in the Autumn as they prepare for one of the most dynamic and rewarding nine months of their careers.

Liz Dimmock
Founder and CEO, Moving Ahead
30% Club ambassador
Programme one: advancing gender diversity
The 30% Club cross-company mentoring programme

The 30% Club cross-company mentoring programme continues to focus on gender diversity in order to build and strengthen necessary pipelines and achieve parity of women in leadership and board roles.

The programme matches women from all levels of the career pyramid to mentors from another organisation. Now entering its eighth year, it has supported a total of 9,324 mentors and mentees across 194 organisations. The 2019/20 cohort brought together 2,634 mentors and mentees from 119 organisations, including HSBC, EY, The Environment Agency, Ocado, Oxford University Press and Cisco.

Programme two: advancing broader diversity and inclusion
Mission INCLUDE cross-company mentoring programme

Building on the success and impact of the 30% Club’s cross-company mentoring programme, Mission INCLUDE brings forward many of the tried and tested principles of cross-company mentoring to develop truly diverse pipelines and leadership representation.

Mission INCLUDE is for organisations who want to create change and drive inclusion beyond gender.
Headline benefits of both programmes

- Retain, accelerate, and build visibility of diverse talent whilst engaging and developing your leaders as inclusive allies and role models.
- Clear impact on your diversity and inclusion goals, reporting and potential charter/campaign commitments.
- Proven results generated through best practice structured mentoring and delivered by development and inclusion experts.
- Tangible personal and professional development for mentees and mentors advancing diverse talent while also engaging the support of leaders as advocates.

Read a case study on the impact of the programme here

Headlines

- **Proven high-impact talent and diversity strategy deliverables**: Organisations leverage these programmes for their inclusion, talent, and diversity goals (such as gender pay gap reduction, Race at Work Charter and BLM commitments).
- **World-class support**: Both programmes are delivered by a team of mentoring, inclusion and development experts who manage all matching, communications, events, measurement reporting and more, and support company leads in internal delivery.
- **Location**: Global programmes with mentoring pairs connecting digitally across the world and, where possible, in person in the UK.
- **Timing**: Nine-month programmes that runs from November to July every year.
- **Numbers**: Organisations nominate equal numbers of mentors and mentees in each layer of the career pyramid: early career, mid-career, up to board level.
- **Learning and events**: A series of three core learning events delivered online (and live in the UK when safe to do so) in addition to three masterclasses, each delivered in three UK locations and digitally – equating to more than 26 hours of CPD.
- **Additional D&I events and content**: Your organisation can gain special access to engaging D&I content through the Moving Ahead Summit Series (digital events and film series for International Women’s Day, International Men’s Day and National Inclusion Week). Organisations can also access Momentum – a digital toolkit to equip line managers to have inclusive everyday conversations. Both are available at a significantly reduced cost.
- **Digital learning community**: Mentors, mentees and programme partners are connected through a digital platform (FUSE) that brings the programme community together. This connects, supports and equips participants to help them get the very best from the programme.
- **Programme partners**: Each participating organisation has a lead contact point for Moving Ahead and their internal mentors and mentees. These programme partners are supported by a peer buddy-mentor system and invited to the annual programme partner conference, for shared learning and best practice.
- **Participation in the annual 30% Club cross-company mentoring awards** to celebrate this global community of mentors, mentees and organisations committed to diversity and inclusion.
- **For Mission INCLUDE, we provide an internal showcase event** to provide guidance around how to invite, nominate or encourage participants to join, and to socialise the programme to colleagues so that they can opt-in with knowledge and confidence.
The 30% Club cross-company mentoring programme – details

Who is it for?

- **Mentees:** High potential women who are committed to their personal growth and development. They can be from every layer of the career pyramid.

- **Mentors:** Leaders of any gender, from middle management up to board level, who are committed to creating a culture where men and women have equal opportunities to thrive.

Why is it important?

Although gender parity has made significant progress, there is still a long way to go to strengthen and build the pipeline for better balance at leadership levels. This programme is an effective, proven, and practical lever to deliver positive change, and is aligned to campaigns such as the 30% Club gender targets and Women in Finance Charter.

“Through mentorship we can smash the glass ceiling. I am the leader I am because of the mentees I have been privileged to mentor.”

*Michael Cole-Fontayn*

30% Club mentor, 2017 Mentor of the year, Former Chairman BNY Mellon EMEA Chairman AFME

“One of the 30% Club initiatives I am most proud of is our cross-company mentoring programme, and that’s because of its scale.”

*Dame Helena Morrissey DBE*  
Founder, the 30% Club
Mission INCLUDE – details

Who is it for?

• **Mentees**: High potential colleagues who are committed to their personal growth and development and would like to share their diversity* story to help others walk in their shoes. Organisations can select from every layer of the career pyramid and may wish to target mentees from underrepresented groups; Moving Ahead will provide guidance on how best to approach this.

• **Mentors**: Leaders from middle management up to board level, who are committed to developing their skills and muscles around being an inclusive leader and walking in the shoes of others.

Why is it important?

Mission INCLUDE is an effective and practical lever to create more inclusive cultures as well as a proactive response and deliverable to support current challenges and campaigns such as the new 30% Club ethnicity targets, Race at Work Charter commitments and Black Lives Matter movement. The programme provides learning and engagement for your network members and significant ‘reverse’ mentoring benefits for senior leaders.

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Mission INCLUDE is my passion – it is a tangible and practical way to move beyond conversation; to bring together the powerful individual diversity movements on race, gender, sexuality, and broaden them to thinking styles and life experience; to recognise the value of our unique perspectives, united in a common humanity. I’m excited about its future potential to create real change through collaboration, co-creation and structured mentoring.

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*At Moving Ahead we define diversity as understanding, respecting and appreciating what makes us different. This spans the nine protected characteristics – including age, gender, ethnicity, religion, disability, and sexual orientation – but also broader behavioural and background diversity, such as thinking and personality types, socio-economic background and life experience.

Rupal Kantaria
Global Advisory Group and UK Steering Committee, the 30% Club,
Director, Oliver Wyman;
co-founder, Mission INCLUDE
Programme pillars and costs

There are three programme pillars and cost options. Pillar one focuses on creating change at a one-to-one/individual level; pillar two on team/group learning and development, and pillar three on company-wide awareness, educating and inspiring around D&I more broadly. We invite you to participate in all three pillars.

**Pillar one: Individual development**

**One-to-one mentoring programme participation**

**Participate in one programme (either 30% Club or Mission INCLUDE):**
Organisational participation for the 30% Club cross-company mentoring programme or Mission INCLUDE is £6,500 for every 10 mentoring pairs/20 participants.

**Participate in both programmes (30% Club and Mission INCLUDE):**
Organisational participation in both mentoring programmes is £10,000 for every 20 mentoring pairs/40 participants across the 30% Club and Mission INCLUDE (this is a special combined offer to mark the first year of Mission INCLUDE adoption into the 30% Club).

**Further details:**
- Organisations must put forward an equal number of mentors and mentees for either/both programmes.
- Organisations can choose how many pairs take part in 30% Club and how many in Mission INCLUDE.
- Stated costs are for up to 10/20 or 20/40 participants and remain the same if fewer pairs are put forward.

**Pillar two: Group/team-wide development**

**A digital toolkit to equip line managers to have more inclusive everyday conversations (Momentum)**

A digital toolkit licence to equip and empower line managers across your entire organisation to have more inclusive everyday conversations around topics such as parenting and caring, flexible working, mental health and wellbeing. This includes more than 35 films and workbooks. £9,000 (reduced fee for the 30% Club. Standard fee is £12,000).

- [READ THE MOMENTUM BROCHURE](#)
- [WATCH A SHORT FILM ABOUT MOMENTUM](#)
Pillar three: Organisation-wide awareness, education and inspiration

The Summit Series digital events and films

Digital event access, entire event film and collection of individual films from our International Women’s Day, International Men’s Day and National Inclusion Week summits. This is annual content to share with your entire organisation – ideal for screening at internal and network events – and that can be provided for your intranet sites.

£3,000 for organisation-wide access to live-event streaming and film collection (reduced fee for the 30% Club. Standard fee is £5,000).

READ THE BROCHURE

WATCH A FILM ABOUT THE SUMMIT SERIES

All fees exclude VAT.
Recommended additional learning events

As part of this community, your organisation can access two additional learning event options to support further change.

**Listening circles**

Listening circles are a dynamic, engaging way to build and foster inclusive awareness, skills, and behaviours. You can choose from Moving Ahead circle topics such as, ‘How to be a true ally’ or ‘Discussing Black Lives Matter in your teams’. Moving Ahead will provide a digital keynote on the chosen topic to offer learning and stimulus to your audience. We will then facilitate your internal colleagues in sharing their stories and learning together. These can be attended by mentors and mentees taking part in pillar one and/or other colleagues within the organisation.

£5,000 for two listening circles with up to 50 participants.

**CEO circles**

We’ve learned that CEOs recognise the potential of their organisation having an inclusive culture and being inclusive leaders, yet can find this space challenging. These circles bring CEOs and their diversity/HR partners together in a carefully facilitated, Chatham House, cross-company and cross-sector environment to share their personal diversity and inclusion learnings, experiences, challenges, and perspectives.

As an output, we will collate and share the themes and stories arising from the listening circles to the organisations involved. All discussions will be anonymised.

CEO circles for Mission INCLUDE 2020 will take place on 21st January 2021 and 13th May 2021.

£1,500 per organisation
The coronavirus context

Ensuring that organisations keep focus and attention on their diversity goals is more important than ever. We have an opportunity to reshape our organisational landscapes and therefore positively impact inclusion and diversity. Virtual mentoring is an equally effective catalyst to create connection, advancement and inclusion. With significant organisational restructures and changes ahead, mentoring is a critical lever to ensure the visibility, promotion and advancement of diverse talent.

The programmes have been designed to be virtual and digitally delivered from the outset. In view of coronavirus we have further innovated and adapted the approach to ensure the in-person networking element of the programme is achieved digitally.

For certainty of planning, all events will be digital until the end of 2020.

Key dates

2nd October
Deadline for organisation registration

16th October
Mentor and mentee profile completion deadline

5th November
Programme kick off and digital launch event

2nd October
Deadline for organisation registration

16th October
Mentor and mentee profile completion deadline

25th November
Programme kick off and digital launch event
What next?

To talk about this offering with our leadership team

SCHEDULE A CALL

For a detailed information pack

CONTACT THE TEAM

Watch these short films:

WATCH A FILM ABOUT THE 30% CLUB

WATCH A FILM ABOUT MISSION INCLUDE

Or simply,

SIGN UP NOW
Participating companies
Thank you