

EQUALITY, DIVERSITY AND INCLUSION

STRATEGY / 2022

Presented by



OPTIX
SOLUTIONS

FOREWORD

Rob Stevens / Managing Director



Optix Solutions has always been a forward thinking and supportive environment and we are proud of our achievements, however, we are always looking to improve and learn.

We want our team and everyone we interact with to know that we are committed to Equality, Diversity and Inclusion (EDI). We have set out these commitments in our EDI policy and our strategy outlines these priorities.

We recognise the EDI differences and qualities in each of our team and our wider community. We firmly believe that everyone has the right to be treated with dignity and respect. We will maintain and improve our inclusive culture that nurtures talent and allows everyone regardless of disability, gender, ethnicity or nationality, the opportunity to be their true selves and reach their potential.

EDI is at the heart of our business and how we recruit, train and develop our team. We live in and support a diverse society and therefore we want Optix to reflect the communities and people we serve. Our aim is to improve equality, diversity and inclusion across our business and lead the way, influencing positive change across the wider agency community.

We understand that we all have a role to play in this strategy and as MD I am personally committed to supporting the on-going success of this strategy and eliminating inequality wherever it is found.

WHAT DOES EQUALITY, DIVERSITY AND INCLUSION MEAN TO US?

EQUALITY

At Optix, equality is about creating a work space where all employees are treated fairly, no matter their differences. We are passionate about giving the appropriate support to every member of our team so that they may flourish and reach their full potential.

DIVERSITY

Diversity is at the core of our beliefs as we see the power of difference within our team. We value each members unique characteristics, opinions and thoughts as key to success in our business. This is inclusive of race, disability, nationality, gender identity, ethnicity, age, sexuality, religion, and socio-economic status.

INCLUSION

Creating an inclusive culture at Optix is at the heart of what we do. We prioritise a work environment where everyone feels comfortable, valued, and included.

OPTIX VALUES

DELIGHT

We work to delight our clients and also each other. We encourage our team to do things in a quirky way to really make an impact.

SUPPORT

We always strive to support both our clients and one another. We encourage everyone to work collaboratively and solve problems together.

ENGAGE

We engage both inside and outside of work and keep that conversation going. Running events is a key part of what we do to stand out.

Our Equality, Diversity, and Inclusion strategy sits under the branches of support and our passion for delivering a team centred approach. At Optix we believe that we are strongest together and create the best deliveries when we are inclusive of all individuals strengths.

OUR OBJECTIVES

OBJECTIVE 01

Taking an active effort to understand the diverse nature of our employees and clients. Ensuring that these differences within our team are recognised and catered for to ensure that everyone is able to work at their full potential.

OBJECTIVE 02

Work to raise awareness across both our wider industry and team regarding EDI. Including the delivery of internal training and communications to our whole team that support EDI.

OBJECTIVE 03

Promote the reduction of the stigmas attached to talking about mental health with the aim of creating a 'mentally healthy' work environment.

OBJECTIVE 04

Zero tolerance to bullying, harassment and discrimination.

OBJECTIVE 05

Ensure that our recruitment practices are inclusive and advance equality of opportunity.

HOW WILL WE ACHIEVE OUR OBJECTIVES?

OBJECTIVE 01

Taking an active effort to understand the diverse nature of our employees and clients. Ensuring that these differences within our team are recognised and catered for to ensure that everyone is able work at their full potential.

OUTCOME

- Ensure that all employees and new joiners are aware of our supportive company culture and what is available to them.
 - i. Ensuring that this is a collaborative process with each individual in which we listen to their feedback and adapt where appropriate.
- Promote active engagement from members of the team from under-represented groups.
- Provide informed accommodations and aid to individuals relating to equality, diversity, and inclusion issues.

“At Optix, equality is about creating a work space where all employees are treated fairly, no matter their differences. We are passionate about giving the appropriate support to every member of our team so that they may flourish and reach their full potential.”

Jack Warne / Senior Digital Marketing Manager / Head of Training

*EMPLOYEE EXAMPLE

Mia Robillard-Day / Digital Marketing Executive Intern



“Since starting my Internship with Optix I was diagnosed with autism spectrum disorder. The team were incredibly supportive whilst I underwent this diagnostic process and were flexible with allowing me days off for my important appointments.

Following my diagnosis the managerial team took time to discuss how they can ensure that they offer me the support I need. My mentor made a key part of our Monday Check-ins a time to discuss my working environment, interactions at work, and how I could be better supported.

We also implemented daily check-ins and check-outs to help me understand what was expected of me each day. Furthermore, as my ASD means I can struggle with language and instructions, the team were informed about what type of language is best to use when interacting with me. This has helped me immensely to complete tasks efficiently and independently.

The flexible approach to working from home has helped me avoid burn out as office environments can be very difficult for people with ASD. However, when I do go into the office the team have ensured that I am comfortable and made it clear that I am able to work in a separate quiet work space whenever I feel overwhelmed.

People with ASD face the highest rate of unemployment of all disabled groups, with only 21.7% of autistic people in employment. I feel extremely grateful to be part of Optix who truly care about my well-being and do everything they can to accommodate my differences. I truly believe that with this supportive environment I am able to continue to develop and work at my best capacity.”

OBJECTIVE 02

Work to raise awareness across both our wider industry and team regarding EDI. Including the delivery of internal training and communications to our whole team that support EDI.

OUTCOME

- Encourage an open dialogue in team meetings to promote recognition of diversity, increasing awareness of LGBT, disability and Black, Asian and Minority Ethnic issues.
- Working to utilise the cultural calendar to recognise special dates for certain individuals and groups, and making the whole team aware of this through discussions and/or activities.
- Provide entry level and continual training to all members of the team.

OBJECTIVE 03

Promote the reduction of the stigmas attached to talking about mental health with the aim of creating a 'mentally healthy' work environment.

OUTCOME

- Encourage understanding and awareness of mental health related issues, including general stress and well-being through:
 - Open discussions.
 - Raising the awareness of support that is available for members of our team.
 - Management leading by example and having an active voice regarding mental health issues.

*We're proud to be a Mindful Employer – this means we have access to professional workplace mental health training, information and advice to support the mental wellbeing of our team.

"I hope in a few years time that we won't have physical and mental health, that it will all be one. For now though, understanding that everyone has their own challenges and that mental wellbeing is something you must work on is very important for our company to ensure that all our team are supported so they can do the best job possible."

OBJECTIVE 04

Zero tolerance to bullying, harassment and discrimination.

OUTCOME

- We aim to provide a working environment free from harassment, bullying and intimidation.
- Optix will not accept any such behaviour in our team.
- Taking part in any behaviour that could be construed as harassment, bullying or intimidation will lead to action under our Disciplinary Policy, and potentially dismissal for misconduct or gross misconduct.
- Everyone working at managerial level is expected to act in full accordance with this policy, lead by example, and attain and maintain appropriate standards of behaviour within the teams they manage.

OBJECTIVE 05

Ensure that our recruitment practices are inclusive and advance equality of opportunity.

OUTCOME

- We are committed to ensuring that those who work for us, and anyone applying for a job with us, will receive fair and equal treatment.
- We ensure, where possible, full access for everyone applying for a vacancy. Decisions about transfers and internal promotions are made, so far as possible, using only objective criteria.
- Be visible in our commitment to the kick-starters Scheme, encouraging applications from young people who at risk of long term unemployment.
- The continuing consideration of areas for development within our process for considering applications so that we can be sure that it raises awareness of unconscious bias within the interview setting.
- * We also encourage everyone who works for us to help promote equal opportunities across the Company. Please contact your manager if you have any ideas about how we could do this better, or you would like to be more involved in achieving this policy's aims.

WHAT WILL SUCCESS FEEL LIKE?

- Each member of our team will feel valued and supported to work at their full capacity.
- Our team will continue to become more diverse to better represent society as a whole.
- The way we engage with external clients and individuals will become more accessible for all.
- Our directors will be leading examples of EDI, speaking on EDI issues and continuing to advance inclusion.
- Optix will be a workplace of choice for individuals that relate to EDI issues.
- Our team will experience the benefits of having a diverse workforce.
- The unique experiences and voice of each employee will be considered to improve the workplace environment for them and future similar individuals.

THANK YOU

Optix Management Team



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CONTACT

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