



GENIE Px

We provide organisations with the data and insight necessary to achieve greater diversity and inclusion at all levels in the work place



STRENGTH THROUGH DIVERSITY

To be successful, it is imperative that organisations create diverse teams, use every ounce of talent they possess and understand how to develop people both collectively and individually, to maximise potential. When building a diverse workforce it is also key to ensure that the employer brand and company purpose is well communicated, role modelled and attractive to new talent. However, many organisations have barriers that inhabit their ability to utilise and attract the diverse talent available.

Often, businesses are blind to these barriers and unaware of the significant impact they have on talent development and ultimately business results. Many organisations have made significant investments in Diversity and Inclusion, it may be that the entry level statistics now look more positive, but how do you sustain this improvement?

GENIE is a purpose-built online diversity and inclusion evaluation tool that has been built on primary and secondary academic research. The survey helps us to question the barriers we know to exist in organisations, and provide them with the data and insights necessary to achieve greater diversity and inclusion at all levels in the work place.

Our collaborators include: Professor Cary Cooper, Chairman of CIPD and Co-founder of Robertson Cooper and a Professor of Organizational Psychology and Health and Manchester Business School, Dr Lisa Calderwood, Principal Investigator of Longitudinal Study of Young People in England (LSYPE) and Senior Survey Manager for the UCL Centre for Longitudinal Studies, Dr Sylvia Ann Hewlett, Founder and CEO of Hewlett Consulting Partners and Founder and Chair Emeritus of the Centre for Talent Innovation.



Juergen Maier CBE - Former CEO Siemens UK

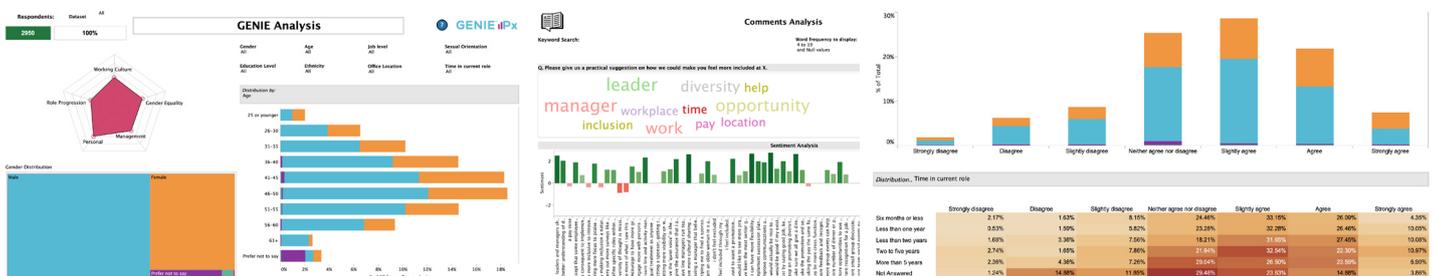
If you believe, as I do, that talent is distributed evenly between the sexes and from people of all backgrounds, then we have to do better. The Pipeline's research and interventions are essential for all organisations that want to grow.



GENIE OUTCOMES

- Enabling organisations to understand the attitudinal dynamics to diversity and inclusion and compare these against company ambitions, highlighting strengths and gaps at all levels.
- Identifying an accurate baseline on which to build.
- Providing comparator data year on year and over time.
- Establishing the evidence base for focusing more specifically on leadership development and creating impactful communications that are more targeted, cost efficient and effective.
- Demonstrating leadership commitment to making a difference in the area of inclusions and belonging.
- Underpinning organisational engagement and helping remove barriers to performance and development.

THE AUTOMATED ANALYSIS DASHBOARD GIVES YOU REAL TIME INSIGHTS



Full Suite of Available Packages

	Silver	Gold	Platinum	Diamond
GENIE branded questionnaire	●	●	●	●
GENIE branded reporting dashboard	●	●	●	●
Remove GENIE branding		●	●	●
Survey respondents (up to)	1,000	10,000	20,000	50,000
Standard question set	●	●	●	●
Bespoke questions (up to 20)			●	●
Facilitated focus groups			●	●
Follow-up survey			●	●
Follow-up survey comparison			●	●
Data retention period	6 months	15 months	24 months	24 months
Project set-up liaison	●	●	●	●
Client Relationship Manager			●	●
Concurrent dashboard users	2 licences	4 licences	6 licences	8 licences
Executive summary insights report			●	●
Full insights and recommendations				●
Three stage playback				●
Communications support & advice				●
Dedicated Executive Partner				●
Follow-up survey playback				●

Our Team



Margaret McDonagh is co-founder of The Pipeline and experienced NED including Standard Life PLC and Abertis Global Airports. Margaret is the Chairperson of OREF and member of the House of Lords.



Lorna Fitzsimons is co-founder of The Pipeline and is a trusted advisor to big cap companies and Whitehall on diversity and inclusion. She is also a LEP member for Greater Manchester.



Michelle Emmerson is Managing Director of GENIE. She is a senior HR practitioner (FCIPD) who has worked at Board level in Global HRD roles at EMI, BBC Worldwide and ASOS and as CEO of Walpole.



Margaret Edge is an experienced Executive Search and HR specialist who leads the client relationships at GENIE. Prior to this she spent 10 years with Norman Broadbent and has over 20 years corporate HR experience.



Chris Bones is an organisations and change strategist who advises on the academic content of The Pipeline Programmes and GENIE diagnostic tool. He is currently the Dean Emeritus at Henley Management School.



Simon Gulliford is a Non-Executive Director with a strong practical approach, backed by thorough appreciation of latest analytical techniques. Previous roles have included Marketing Director at Barclays plc and EMAP plc.



Sue O'Brien leads the Retail and HR Practice of Ridgeway Partners, focusing her work on executive appointments in FTSE and AIM listed businesses. She was awarded and OBE for promoting equality in the workplace.

Recent Clients

