



Diversity and Inclusion Strategy



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Why D&I?

Because it's absolutely the right thing to do.

We're on a mission to help our customers do great things with data, and to build an amazing company.

We need a diverse and inclusive workforce to do this:

- If our team reflects our customer base, we'll be better positioned to help them do great things with data.
- People will love working at Peak if they feel we have a diverse and inclusive culture, and we'll get the best out of them.

We've been striving to build a diverse team from the outset, but we know there's more we can do. This strategy sets out some of the steps we plan to take.



Our focus



We've set targets in relation to gender and ethnicity, for now, but we know there's more to diversity than just these 2 areas.

We're passionate about creating a welcoming and inclusive environment for those of all ages, religions, sexual orientations, socio-economic status and for those with disabilities.

Many of the strategies should help us find, select and keep people from all under- represented groups.





Ethnicity

In 2018, we were proud to employ **30%** of our workforce from Asian heritage (including one of our founders), and members of our team from different parts of the world.

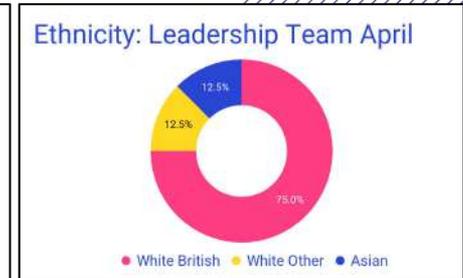
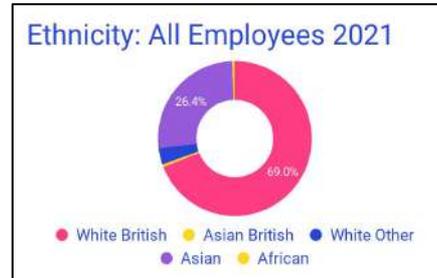
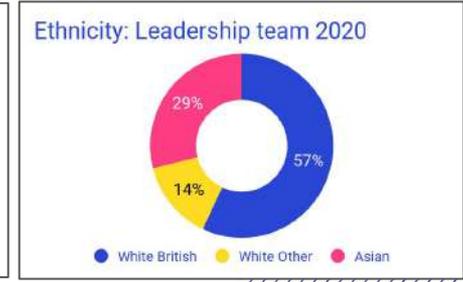
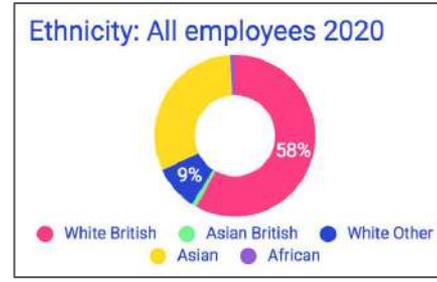
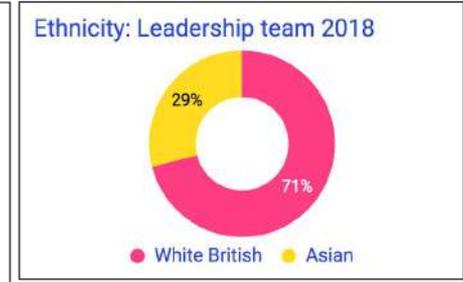
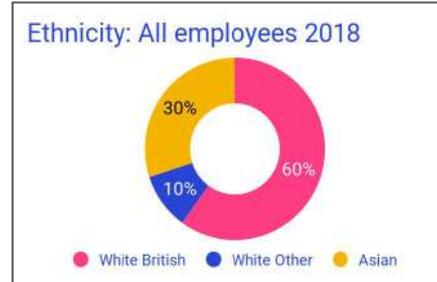
But we know we're missing out on great talent from black colleagues, and those with multiple ethnicities.

We wanted a wider representation of ethnicities and set a 2020 target to be at least **40%** from backgrounds which aren't white British.

We reached 40% in 2019 and 42% 2020.

We experience rapid growth during 2020, predominantly in our Data Science team in the UK. As a result, the number of white British team members at Peak increased and as of April 2021, **31%** of our team are from non-white British backgrounds.

Although this figure is lower than previous years, we're continuing to work on this at Peak and more data will be published later in the year on the work we're doing to increase ethnic diversity across the business.



Gender



In 2018, we were at the industry average of **18%** female. We set a target to increase our female talent by **50%**, with the aim of being at least **26%** female by 2020.

In September 2019, we reached 27% but we saw a slight dip in 2020 (26%).

As of April 2021, 28% of our team are female and we're continuing to explore ways we can attract female talent into all of our teams at Peak!



Recruitment approach

- We know networking/referrals is a great way to find talent, but we won't just rely on this. We'll cast our net wide for all roles and choose the best candidate.
- We make decisions based on whether candidates fit our values, and not whether they're like us. We do this through asking questions based on our values and scoring responses objectively.
- We'll start from the assumption that all roles can be offered on a part-time basis, and we'll need to provide a strong justification why not.
- We'll start from the assumption that experience in a tech company is not essential, and we'll need to provide a strong justification why skills in another environment can't be transferable.
- We'll make sure all our 'essential requirements' are actually essential.
- We'll ensure all our hiring managers receive training to understand unconscious bias.
- We'll use machine learning software to ensure our job adverts use language which appeals to everyone.
- We'll ask all applicants to share diversity data (if they want to) so we can monitor how we're doing.



General approach

- We'll continue to offer flexibility on start and finish times each day, to help everyone manage their work with other commitments.
- We'll continue to enhance our parental policies, to make them attractive to candidates and to retain our great talent.
- We'll host events, to encourage networking amongst minority groups.
- We'll celebrate different groups and key dates in various religions.
- We'll pull out all the stops to make adjustments for those with a disability, or who care for others with a disability.
- We'll encourage our team to visit schools to tell them about a career in tech, and we'll give them time off to do this.
- We'll offer work experience opportunities to those from disadvantaged and minority backgrounds.
- We are training all of our hiring managers on recruitment practices that ensure inclusivity, equality and diversity
- We'll keep adding to this list!



