



New Client Guide

AN INTRO TO US

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About FD2I

Hello there,

I am Fiona Daniel, the CEO and Founder of FD2I and I extend a warm welcome and thank you for taking the time to read this short intro to us.

We may be small, but we are big on impact and our ambition to work with companies who truly are aspiring to move from diversity to inclusion.

At FD2I we truly believe that Diversity, Equity, and Inclusion (DEI) is all about mindset and behaviour, leading to tangible and sustainable action. Only by having an inclusive mindset will the true reward of equity, diversity, inclusion, equality and belonging be achieved.

We Make Our Business Your Business

Implementing a culture that has diversity and inclusion at its heart can be quite daunting, no matter where you are at. It is not a one size fits all, or a one off kind of thing. Like any other area of your business, it requires constant focus.

We go beyond consulting with one or two people or diversity teams, because we know that diversity and inclusion is not an HR fad, or about a handful of people driving the agenda. It's about all of your business and every one it and outside of it!

By working hand in hand in partnership with your business, we can help you be inclusive inside, in a way which is seen, felt and heard outside too.

Future Proofing Your Business

Our focus is helping you address the challenges and opportunities DEI brings today, for a significant and tangible impact on your business tomorrow and for the longer term.

We are well placed to help you in many ways, globally, regionally or nationally, and I hope you choose us to be your Inclusion Business Partner.

We would be delighted to have you as a client, building an impactful relationship with you that takes your business from merely focusing on diversity but shifting to inclusion.

Fiona Daniel



Our Approach

OUR VALUES *Inclusive - Creative - Trust - Collaborative - Passionate*

Our approach is underpinned by our values and like inclusion we believe our values should be seen, felt and heard in all we do. We do what we are passionate about and are passionate about what we do

We always wear a strategic hat, which means we help senior leaders commit and take accountability for the DEI agenda and give them the know how to do this.

Your Critical Friend

We take time to listen, understand your business through lots of questions, and work in partnership with you to develop and deliver the actions to activate equity, diversity and inclusion. We will be your critical friend and your trusted partner too, together we will figure out how to get the results you need, data is our sweet spot too, and plays an important role in tracking and monitoring progress.

The more we get to know, listen, understand your needs, the better the action, solutions and outcomes will be for your business. We are all about impact!! That's our approach, impact in mind, impact in outcome.

Independent

The advantage we have, is that we are totally independent and can provide you with an objective perspective. We have a framework that enables you to see what you are moving from and to, we call the FD2I Continuum© after all that's what we are all about, shifting you from diversity to inclusion, with tangible impact.

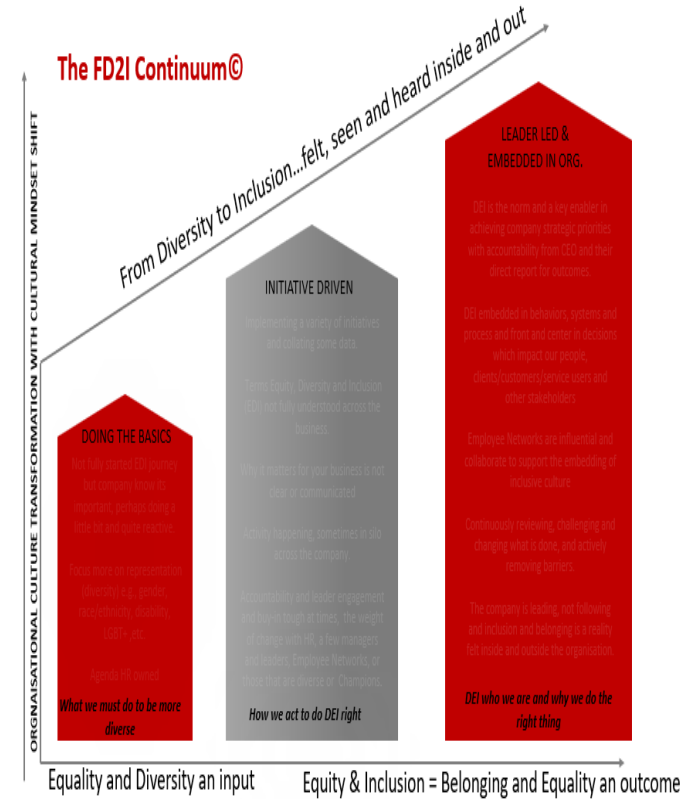


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What to expect from us

Professionalism, always

When we partner with you, we will always ensure that there is clarity in terms of what we are doing, why, how, where and when.

After initial consultation we provide high level recommendations, actions initial costs, and next steps. Everything we do we will provide written documentation for your reference and ours.

We follow what we call a phase and embed approach, that means we do things in steps, giving time for actions to embed including reviewing and enhancing policies and systems to support the embedding. That's what makes us a little different from others, a once and done approach is not for us. You can also continue to partner with us in a consultancy capacity too, to support your DEI journey. (We have yet to find a better word than journey😊)

Once you are ready and before full activation, we will put everything in a contract to include payment terms, cancellation costs, late payment terms and fees and all those other important bits.



Our Services

We have a range of services that enable companies to make that tangible move from talk to action, to shift from diversity to powering an inclusive culture.

We have great partners too which enable us to provide services large or small, globally or locally. Most of the time our small team can provide all you need.

Consult

Our services are underpinned by our values and our focus on listening, understanding, developing and delivering, that's why consultancy and collaboration is where we tend to start, and is at the heart of what we do.

Educate

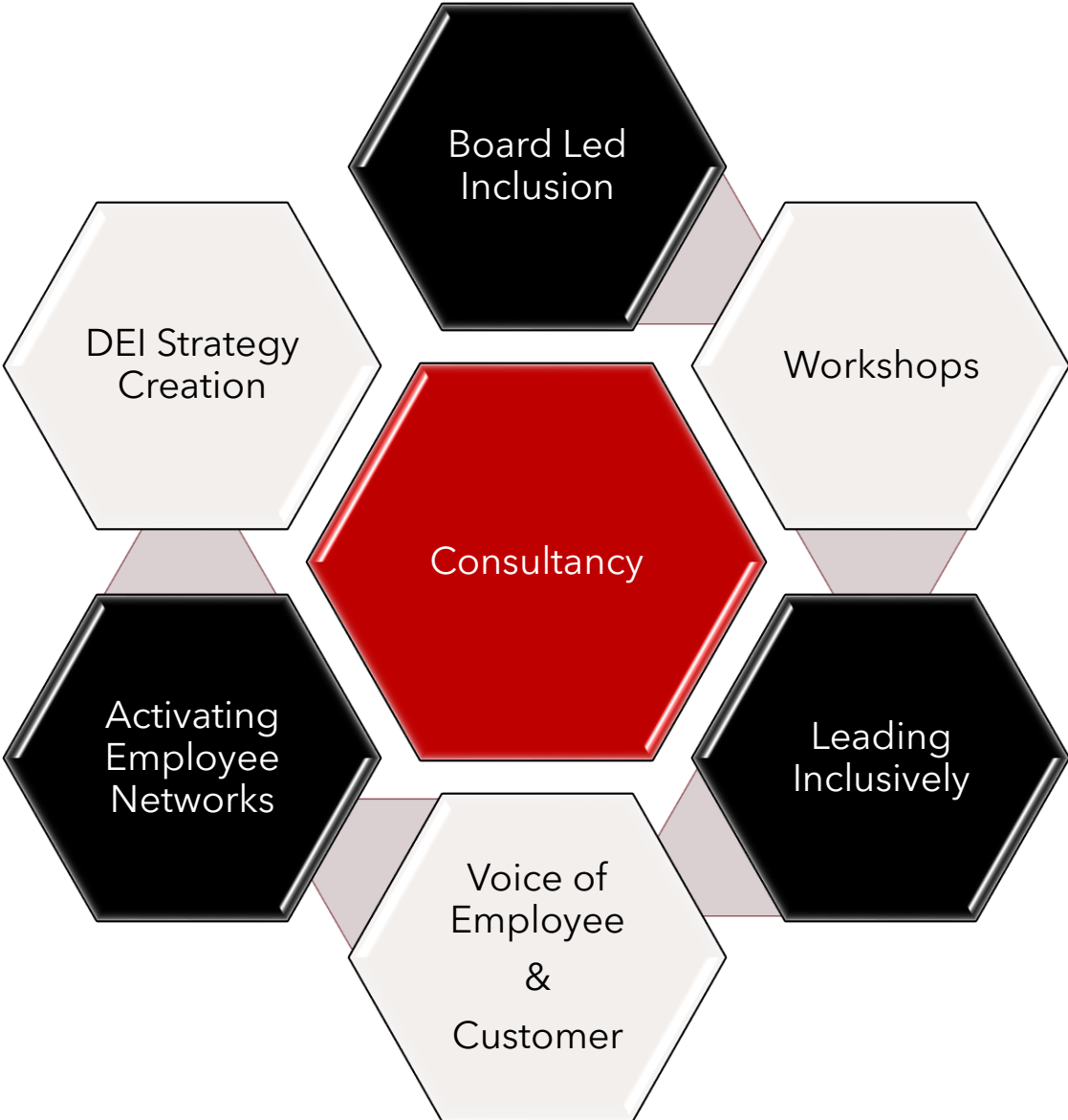
We love to raise awareness and turn that to action, and together we can help develop the knowledge, skills and behaviours needed to embrace diversity and drive an inclusive culture. We love to be creative, and creating bespoke workshops just for you, is in our FD2I genes.

Inspire

It's hard to get buy in and sometimes it's even harder to truly listen to what your people are really telling you. We get this, we connect from top to bottom ensuring that your DEI approach and actions are truly about your business. A little time with us, you and anyone we connect with will be inspired to act and lead with tangible outcomes. Impact is our goal and impactful outcomes is what you will achieve.

Speak

We deliver keynote speeches, as well as being panellists or moderators at any of your events. Any opportunity for us to talk and share our personal stories and perspectives to accelerate and inspire action - count us in.



Diverse Talent Rising™ & Black Talent Rising™

Diverse Talent Rising Mentoring Circles Sponsorship Programme™ and Black Talent Rising™ are our new and unique cross company programmes launching mid 2023. It is specifically focused on supporting diverse individuals to rise.

Our Goal

To accelerate the progression of diverse talent, seeing difference than the “norm” recognised, valued and supported and see the rising of diverse talent through companies. The pace of change has been slow and after seeing the success we have had, we know we have the solution to see those talent pipelines be more inclusive and talent excelling.

Sponsorship & Line Manager Support

Our holistic programme not only supports diverse talent to rise but also works with you to identify sponsors who we then go onto fully support. We also include individual line managers and other stakeholders of delegates to enable and empower all of these important people to support diverse talent to thrive and more importantly retain them.

Our unique programme will compliment what you are doing internally and fully demonstrate your commitment to diversifying your talent pipeline.

Partner with us and grow the “unusual suspects” to thrive and be their best professional self



Our Clients

Recommendations are the best: 95% of our clients have been referred to us by others 😊

We are proud to bring our uniqueness to the companies we have had the pleasure to be trusted and to continue to be trusted to be the Inclusion Business Partner of choice for them, from key notes to consultancy and so much more.



Our Clients in Their Words

Provocative, uncomfortable, deep, but very useful (Inclusive Allyship Delegate)

"Fiona is an amazing high level D&I consultant. She delivered a workshop to our senior Directors and leaders, in excess of 100 people. Her delivery was articulate, skilful and to the point. She engaged the audience, and stimulated their thoughts, and generated numerous questions from the listeners. The feedback received was extremely high praising for her, and for me also for enlisting her. Her reputation positively proceeds her." L&Q Housing

"Reed in Partnership has partnered with FD2i for a number of years to support the development and implementation of our inclusion & belonging strategy. I have always found the advice to be immensely practical and, crucially, bespoke to the circumstances of our business and the particular stage of our inclusion & belonging journey. With the help of FD2i's input, we have made significant measurable improvements on all key metrics and in 2022 we won a national Employee Experience Award for our achievements."

"Fiona and her team have been invaluable to Cult Beauty in helping us navigate a fast-changing world and to adapt our strategy with an inside first approach. Always listening and involving our team in decisions that shape our (beauty) business to deliver authentic and impactful outcomes that we can then share with our loyal and discerning Cult community."

"Fiona has joined forces with our People team to create and deliver our Diverse Talent Accelerator & Inclusive Leadership programmes that are catalysts for the professional and personal development of our talented colleagues and leaders. She has the experience working in a business environment, personal values & qualities and has become an extension of our team by collaborating to deliver impactful results for the benefit of our people. We have built a brilliant partnership that adds real value." Christos Tsaprounis, People & Culture Director, Auto Trader Group Plc

"Thank you Lisa. Good session with relevant content, enjoyed that it linked back to sessions we had covered internally in the past. This helped emphasise the messages we have had in the past. Very powerful" (Inclusive Allyship Delegate)

*"Fiona is a hidden gem in this space, by far one of the best diversity, equity and inclusion experts out there, powerful, inspiring, authentic and impactful in every way"
Client*

"We are working with Fiona and the FD2i team with our CEO and Senior Leadership Team to help develop our EDI strategy and develop real solutions that will help us make a real difference to our people. Working with Fiona and the team is a real pleasure, they make what can be a challenging topic for discussion accessible and have a real focus on people and business outcomes." Motorpoint Chief People Officer



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