



# DEI in the eye of the UK and Ireland

In October 2020, we conducted a broad survey on diversity, equity and inclusion in the workplace. Nearly 800 HR and business professionals completed the survey with compelling results.

Although there were only 58 respondents from the UK and Ireland (UK&I), the differences in the responses were large enough that made it worth taking a deeper dive into the numbers.

## 1

**2020 WAS A BIGGER INFLUENCE ON DEI AWARENESS**  
*The growth of personal interest in DEI in 2020 was higher for UK&I than for other respondents.*

**Is DEI personally an important topic for you?**



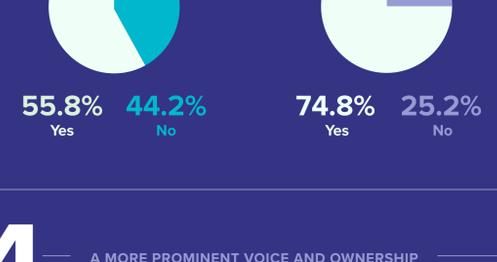
## 2

**THE WILL IS STRONGER – BUT WHAT'S THE WAY?**  
*UK&I respondents are more likely to say they're interested but don't know how to go about it.*

**What is the current state of DEI in your company?**



**In recruiting and hiring, what are the major challenges your company faces in meeting stated DEI targets?**



**Overall, what are the major challenges your company faces in meeting stated DEI targets?**



## 3

**PROGRESS? NOT SO MUCH HERE**  
*UK&I respondents are much more pessimistic in how they perceive DEI progress in their own company.*

**Do you feel like your company is making meaningful progress in DEI?**



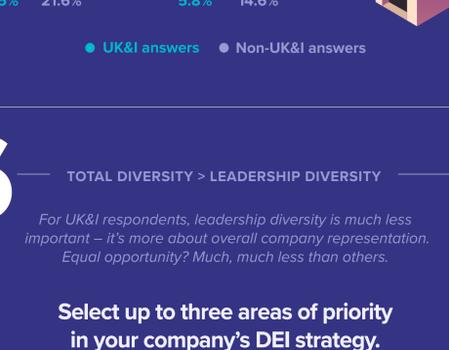
## 4

**A MORE PROMINENT VOICE AND OWNERSHIP**  
*UK&I respondents were more involved in sparking the conversation on DEI – and they're also in charge of it now. Same goes for HR.*

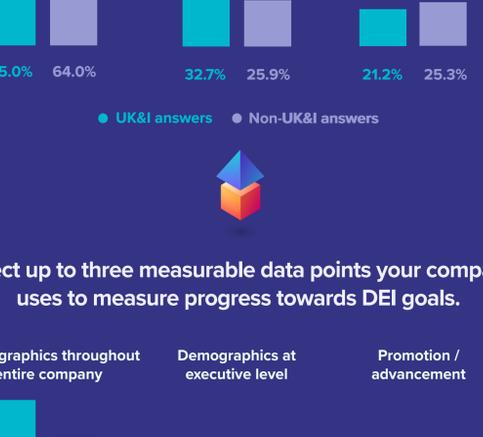
**Are you / were you part of that initial conversation as well?**



**Are you tasked with executing on DEI initiatives in your own work capacity?**



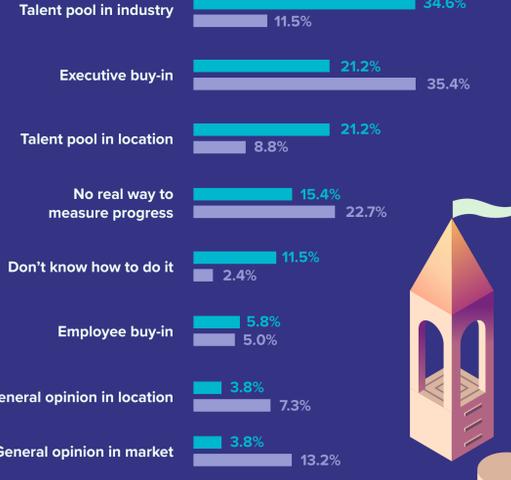
**Are you tasked with executing on DEI initiatives in your own work capacity?**



## 5

**IT IS THE WAY – AND IT'S GOOD BUSINESS SENSE TOO**  
*The moral imperative for DEI is stronger in UK&I, and so is the business case. External influences and brand reputation? Not so much.*

**What are your company's top motivators in considering DEI?**



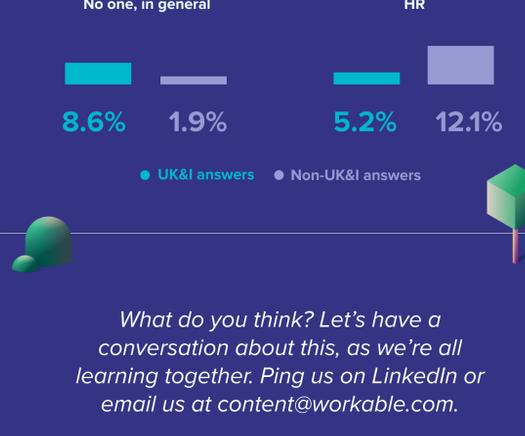
## 6

**TOTAL DIVERSITY > LEADERSHIP DIVERSITY**  
*For UK&I respondents, leadership diversity is much less important – it's more about overall company representation. Equal opportunity? Much, much less than others.*

**Select up to three areas of priority in your company's DEI strategy.**



**Select up to three measurable data points your company uses to measure progress towards DEI goals.**



## 7

**TALENT AVAILABILITY IS AN EVEN BIGGER CHALLENGE**  
*In recruiting and hiring for DEI, the available talent pool is one of the top limiters for UK&I respondents.*

**In recruiting and hiring, what are the major challenges your company faces in meeting stated DEI targets?**



## 8

**NOT AS MUCH BUY-IN AT THE TOP – BUT DOES IT MATTER?**  
*Executives aren't as interested, say UK&I respondents. But that's fine, because the responsibility for DEI falls on everyone – or no one.*

**Overall, what are the major challenges your company faces in meeting stated DEI targets?**



**In your own opinion, who should be responsible for overall DEI initiatives in your company, if any?**



*What do you think? Let's have a conversation about this, as we're all learning together. Ping us on LinkedIn or email us at [content@workable.com](mailto:content@workable.com).*

Source for all data: All roads lead to Diversity, Equity & Inclusion in the workplace. But which one do you take?, published by Workable in January 2021