



## The Role of a Diversity Project Ambassador

- Ambassadors are unique in terms of the support they offer the Diversity Project. They join in their personal capacity only. They work to support the aims and objectives of the initiative as individuals, rather than working as a formal representative of a member organisation.
- Ambassadors come from a wide variety of backgrounds: some work within the investment management industry but for a non-member firm, some work for member firms, some are retired members of the investment and saving industry, some work for third-party providers to the industry, some run their own businesses, other are coaches and consultants, or D, E&I specialists. As such, the Ambassador group is a hugely valuable resource of insight, information and diverse and objective thinking for the Diversity Project and the industry more broadly.
- Ambassadors are active in their role, and they like to do things. They must be willing to be curious about the Project, willing to use their initiative and be able to forge connections to collaborate with others from across the project.
- Successful Ambassadors can work without direction to identify clear tasks which play to their personal strengths and interests. There will need to adopt a 'self-starter' mindset but there are many ways to get involved with the work of the Project. Please consult with the Ambassador Co-Leads to learn more about specific ways in which you might get involved.
- They are willing to communicate with the Ambassador Programme co-leads (contact information below) to advise on ideas, activity, and progress. They will also collaborate with other individuals within the project, supporting the goals and objectives of the project in a variety of ways.
- They will attend the planned quarterly Ambassador calls and be willing to prioritise this meeting in their schedules. This meeting is important as it contains detailed information about the work of the Project and where your help is most required.

### Some ways in which Ambassadors can support / access the Diversity Project:

- **Amplify the work of the Diversity Project:** Follow the project on Linked In (<https://www.linkedin.com/company/diversity-project-investment-industry/>) and then keep an eye out for project activity. Please like, comment, and share to spread news as far and wide as possible.
- **Attend events and network:** Keep an eye on upcoming events, of which there are many. Some are in-person and others are virtual.
- **Join / lead / support workstreams** (with clearly defined roles in place prior to any activity commencing).
- **Host events and webinars** for the DP and workstreams or on areas of special interest.

- **Provide written content** which could be circulated among member firms and published on the website or Linked In on a range of topics, such as case studies of successful D, E&I initiatives.
- **Source and analyse** diversity data / statistics where relevant.
- **Capture feedback** from member firms (where possible) or industry professionals so we can demonstrate the value added by the Project.
- **Spread the word** in your daily work, remembering the Project when discussing D, E&I inside and outside of the industry, and telling people about it.
- **Mentoring** – for example, there are opportunities to mentor with the Investment Springboard programme, which is run with upReach.
- **Introduce individuals** from non-member firms to the Project where possible so they can learn more and get involved.
- **Other** – We welcome your all your ideas, suggestions and initiatives and love to hear how you would like to contribute to the Project.

#### **Boundaries (what an Ambassador should not do):**

- Use their position as an Ambassador to explicitly promote or sell their own products or services.
- Use their position as an Ambassador as an alternative to an employer organisation becoming a member of the Diversity Project.
- Join the Diversity Project as an Ambassador and be 'dormant' for long periods of time.

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## **Useful Contact Details**

#### **Ambassadors Programme Co-Leads contact details:**

Sarah Bates: [sarah@sbates.co.uk](mailto:sarah@sbates.co.uk)  
 Shehzad Abbasi: [ShehzadH@abbasi.holdings](mailto:ShehzadH@abbasi.holdings)  
 Caroline Keetch: [Caroline@halseykeetch.com](mailto:Caroline@halseykeetch.com)  
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 Sasha Molodtsov: [Sasha.Molodtsov@bdo.co.uk](mailto:Sasha.Molodtsov@bdo.co.uk)

#### **To change your contact details:**

Michele Moss: [michele@michelemoss.co.uk](mailto:michele@michelemoss.co.uk)

#### **Other Key Diversity Project Contacts:**

General queries - Charlotte Mason: [charlotte@diversityproject.co.uk](mailto:charlotte@diversityproject.co.uk)  
 Project Mgt and workstreams - Adriana Weber: [adriana@diversityproject.com](mailto:adriana@diversityproject.com)  
 Marketing and communications - Linda Russheim: [linda@htfinancialmarketing.com](mailto:linda@htfinancialmarketing.com)  
 Membership relationships - Jenny Fenton: [jenny@diversityproject.com](mailto:jenny@diversityproject.com)