**DEI: Accelerating Change**

*Diversity, equity and inclusion has become a paradox. Look at events and panels and it would appear to be top of the industry agenda, yet the pace of change is glacial and in some dimensions it’s going backwards. We want to interview the industry’s DE&I leads to find out about their perspective and how the wider industry can take responsibility for transforming the industry for the better.*

What drew you to the field of DE&I?

Before it became your job role, what was your specialism? And how did you get involved?

There’s a lot of frustration around the industry’s glacial pace when it comes to improving DE&I across all sorts of axes. What’s getting in the way?

Outside of the advertising industry, where do you see examples of large-scale meaningful progress (if at all), and what should our industry learn from it?

The dimensions of DE&I can differ somewhat according to geographic/cultural context - I’m curious, where you’re based, what are the big issues or most urgent elements of DE&I that you need to address? (And if your role covers more than one market/territory, how do you and your team navigate the local nuances while having a cohesive and consistent set of values?)

In your role, what have been some of the most meaningful projects or policies you’ve been involved in regarding DE&I?

What role are clients playing in holding agencies accountable and driving better DE&I (e.g. via RFPs)? Is this something you are seeing or would like to see more of?

We often see DE&I siloed or pigeonholed as an HR issue - what’s the key to ensure that it’s embraced as an agency-wide or industry-wide responsibility?

What are your thoughts about where accessibility fits in the DE&I agenda?

Covid-19 changed things up across the industry. On the one hand it opened up remote working opening up opportunities to those who can’t afford city living, but on the other hand it’s had a notably negative impact on other groups, notably mothers. Now that some time has passed since the extremes of lockdowns in most territories, what’s your assessment of the positives and negatives to come out of that time of disruption?

What resources/platforms/programmes have you found useful on your DE&I journey and would recommend to our readers?

The scale of the change needed is so massive that individuals can often feel powerless without the levers to move huge structures. What's a more personal act of positivity that you've seen recently that others could look to as inspiration for change on a the human scale

If you’d like our readers to take one thing away from this interview what would it be?