



# IS YOUR ENGAGEMENT STRATEGY AS ACCESSIBLE AND INCLUSIVE AS YOU THINK IT IS? WHAT CAN YOU DO ABOUT IT?

with Joanne Lockwood



In line with many organisations, you are looking to reach out to future employees and be as inclusive as you can be, am I right? Of course. If 2020 taught us anything it's that we need to be person centric, and understand the need of the individual, but even with our best of intentions, we can often find that ideal candidates do not engage in your recruitment process or drop out early on.

In this session Joanne will talk you through some of the myths and the ways you can overcome these to implement a strategy to align your recruitment vision with your D&I objectives.

Following the presentation Joanne will be around for an open Q&A where you can challenge her with your thoughts or maybe even ask her for some ideas on how you can tackle your own challenges.

### **Discover How To:**

- Find your starting point by align your corporate vision and values to your requirement marketing and candidate engagement strategy
- Realise what bedrocks and training you need to put in place before going to market on any diversity hiring mission
- Understand how you need to be able to build trust with your candidates in order to get them to share their information
- Recognise how language is important and how you can ensure you develop a cultural and emotional intelligence to engagement
- Measure the effectiveness of initiatives around diversity hiring that go beyond first base, through onboarding and beyond
- Consider the needs of individual candidates, and recognise that your new ATS or Talent Pipeline Tech may not work for everyone

# Joanne Lockwood

INCLUSION & BELONGING SPECIALIST

Speaker • Consultant • Facilitator • Mentor



## ABOUT

### **Joanne Lockwood**

Joanne Lockwood is the Founder and CEO of SEE Change Happen and describes herself as an Inclusion and Belonging specialist that works with organisations throughout the UK, Europe and Elsewhere to bring culture change that allows people to thrive and perform at their best from pre-hire to retire.

Joanne is passionate about helping organisations to develop policy and best practise to be more inclusive for all people. By challenging biases, she helps them to develop a vision and strategy for conscious inclusion, with the aim of bringing about positive candidate, employee, and customer experiences. She delivers workshops, seminars, and training programmes both on-line and in-person.

Additionally, she promotes transgender awareness and support to businesses and assists them in developing allies' programmes and LGBTQ+ inclusion strategies.

She is a Fellow of the Professional Speaking Association, Member of the Institute of Equality and Diversity Professionals, consultant, and facilitator who focuses on "people people" be that in Talent Acquisition, Human Resources, or Learning & Develop to bring sustainable change by establishing a "why of D&I" for both the Organisation and the leadership teams to ensure it is promoted throughout to all colleagues.

As well as being a sought-after keynote conference speaker Joanne is also a prolific blogger and podcaster who hosts "Inclusion Bites" and is a regular columnist in a UK based National Newspaper where she shares her views on Inclusion and Belonging and creating environments where people can thrive.

She was a contributor and featured in a Channel 4 (UK) documentary called "The Making of Me", broadcast in February 2019 which featured on an episode of Gogglebox. This documentary was filmed over a 3-year period and detailed her own personal gender transition and its impact on those around her.

Recently, Joanne was named as one of the "Power List of the Top 200 Biggest Voices in Leadership in 2022" by leadersHum.com, also one of the "Top 15 must-follow diversity & inclusion thought leaders to watch out for in 2021" by PeopleHum.com and one of the "125 People to Follow on LinkedIn About Diversity and Inclusion" by DiverselN.com

Her mantra is "Smile | Engage | Educate" and that we should treat people as they wish to be treated.



We will join you in-person or online to deliver a keynote at your plenary session for your conference or company day. Depending on the format we are also able to deliver breakout workshops, take part in Q&A, Networking or 'Ask Me Anything' sessions.

As inclusion and belonging specialists, we are sure to help educate, inform and give practical advice on any chosen D&I topic to ensure best training and inclusive practices within your organisation.

“

Joanne did the afternoon keynote speech at our end of mentoring programme celebration. She was absolutely captivating.

She skillfully addressed our themes around the power of mentoring, self-belief, personal goals and paying it forward to make a difference to your own and others' lives.

”

**Moreen Pascal, Programmes Manager  
at The Housing Diversity Network**

## What people have said about the session...

“

Joanne delivered a highly-engaging and thought-provoking talk as part of our Pride celebrations, and was extremely receptive and open to questions to help everyone in the audience come away feeling they had learned something new and had the opportunity to think about quite challenging issues from a different perspective. We'd highly recommend Joanne!

”

**Andrew Leicester, Associate Director  
at Frontier Economics**

“

Joanne was authentic, open and genuinely moving. The perfect mix of challenge and humour. Thank you.

”

**Sarah Winship, DEI Director  
at Molson Coors Beverage Company**



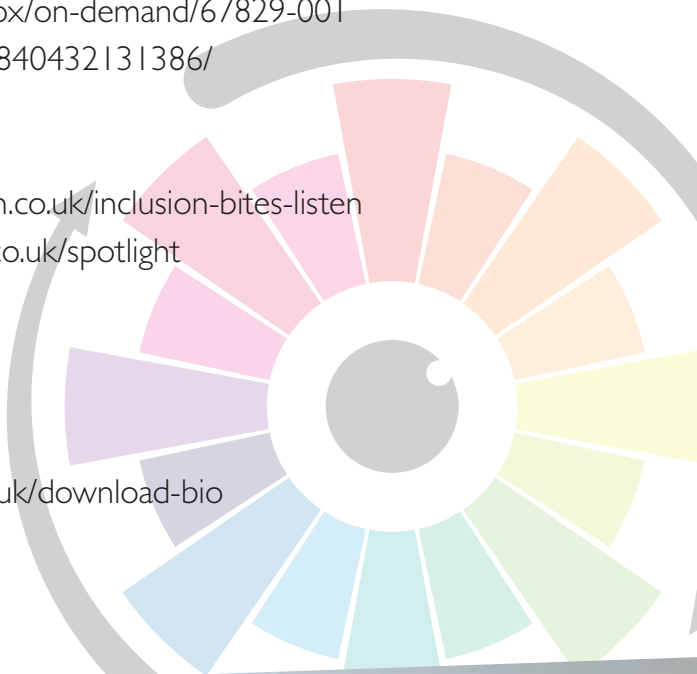
SEE Change Happen is an Inclusion and Belonging consultancy, that specialises in working to ensure that organisations are culturally aware and sensitive to the needs of individuals.

We offer best-practice consultancy including developing workplace policies, inclusion and ally strategies, and support and mentoring; professional keynote speaking for conferences or events; and workshops and training for crucial learning and development.

---

## Let's keep the conversation going...

- ▶ **See other keynotes and talks available from Joanne:**  
<https://seechangehappen.co.uk/speaking-category/keynotes>
- ▶ **Watch the clip from “The Making of Me” on Gogglebox via Channel 4 or Facebook:**  
<https://www.channel4.com/programmes/gogglebox/on-demand/67829-001>  
<https://www.facebook.com/Channel4/videos/583840432131386/>
- ▶ **Website:** <https://seechangehappen.co.uk>  
**Inclusion Bites Podcast:** <https://seechangehappen.co.uk/inclusion-bites-listen>  
**Spotlight Newsletter:** <https://seechangehappen.co.uk/spotlight>
- ▶ **Twitter:** @jo\_lockwood1965  
**LinkedIn:** <https://linkedin.com/in/jolockwood>
- ▶ **Headshots and Bio:** <https://seechangehappen.co.uk/download-bio>





— PROMOTING —

# *Positive People Experiences*



You can email us...  
[info@seechange happen.co.uk](mailto:info@seechange happen.co.uk)



[www.seechange happen.co.uk](http://www.seechange happen.co.uk)