

Citizens Advice Case Study

We worked with Citizens Advice to deliver our flagship programme titled 'Race Matters Development Programme' to enable their staff from diverse backgrounds towards career progression.

The Race Matters Development Programme demonstrates significant positive outcomes over the 12-month period. The programme successfully increased confidence and skills for participants of colour, their line managers, and sponsors. It helped address systemic racism and develop more inclusive workplace practices within Citizens Advice.

We value neurodiversity and intersectionality of staff and have measures in place to support their learning through meeting varied accessibility requirements in programme delivery and material. We check-in with the cohort regularly and relay any difficulties or hurdles they may be facing to enable their growth and learning through the programme.

Key Innovations

- **Experiential Modules:** Core modules allowed in-depth exploration of concepts like networking and managing up, addressing specific challenges faced by people of colour in the workplace.
- **Support & Challenge Groups:** Offered a safe space to discuss issues and utilise powerful questioning to develop solutions.
- **Joint Sessions:** Facilitated dialogue and understanding between participants, managers, and sponsors.
- **Group Coaching:** Provided managers and sponsors with tools to effectively support colleagues of colour.
- **Curated Resources:** Promoted self-directed learning on navigating the workforce with an ethnically diverse background.
- **Sponsorship:** Senior-level advocacy for participants, ensuring equal access to opportunities.
- **Line Manager Training:** Built understanding and empathy for the experiences of colleagues of colour, promoting greater allyship.

Objectives & Achievements

- **Participants:** Increased ability to communicate effectively, build confidence, and take ownership of their careers.
- **Line Managers:** Developed awareness of barriers faced by people of colour, with an emphasis on networking, feedback, and challenging systemic racism.
- **Sponsors:** Greater confidence in addressing systemic racism and supporting colleagues through sponsorship.
- **Metrics:** Substantial growth in confidence across all three groups demonstrated through pre/post surveys, and qualitative feedback highlighting enhanced allyship behaviours and increased awareness.

Return on Investment

The Race Matters programme shows a strong return. Benefits include:

- A more confident, skilled workforce comprised of people of colour.
- Empowered line managers proactively promoting inclusion and equity.
- Sponsors confidently address barriers and champion diversity initiatives.

The programme touched 12 participants, their line managers & sponsors and positively impacted on over 100 staff who work with them.

Participants' comparative pre & post programme survey reports show:

- 12% increase in being their authentic self at work.
- 13% increase in feeling confident to talk to manager about career aspirations.
- 16% increase in their ability to talk openly with manager about race in the workplace.
- 25% increase in their ability to leverage networks successfully.
- 29% increase in comfort asking for feedback.
- 30% increase in communicating for career success.
- 67% of the participants found the sponsorship to be a highlight of the programme.

Here's what a few participants said about the programme:

"It has helped me in being deliberate and proactive in my support - whether that be recognising the impact of wider world issues on [my colleagues of colour] lived experience, talking exclusively to race in 121's and check-ins and recognising need to create and support the creation of safe spaces."

"I have proactively identified how I can support addressing systemic racism and cultural issues and I have shared my learning with my team, encouraging them to be active ally's. I also have a better understanding of the terminology so I am using the recognised terms more confidently now."

"I'm much more assertive around my needs and persistent in pursuing them. Better at having difficult conversations and aware of the need to focus on my own development and progress".

We are delighted to announce we are delivering a second cohort with Citizens Advice for the Race Matters Development programme 2024-2025.