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Co-Chairs Leaders As Change Agents Board

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March 2022

Chair and CEO
Large UK company
All industry sectors

Dear Chair and CEO

**Leaders As Change Agents
Employer & Employee Guide**

We are writing to draw your attention to the Leaders As Change Agents Employer & Employee Guide, launched yesterday, and to ask for your support.

As the war for talent has become the top business issue, business leaders are reviewing their overall talent proposition and we believe this Guide will be of wide interest.

The guide has been produced by the Leaders As Change Agents Board, which is a government sponsored expert committee together with a team of over 30 volunteers. The guide is provided free to all those who wish to use it.

We are grateful to Kemi Badenoch MP, Minister for Levelling Up Communities and Minister of State for Equalities, for her support of our work. Upon reviewing the guide Kemi said:

"Thank you for producing the new LACA Guide for Inclusion, Fairness, Opportunity, and Productivity. As we move into a post-pandemic era, the workplaces we have come to know are rapidly changing and it's important that business leaders recognise this and develop industry-led, practical solutions."

Introduction to the Guide

We believe the Guide is particularly timely given the challenges many businesses are facing in recruiting and retaining the people they need. It has been specifically designed for CEOs and their leadership teams to help them deliver better inclusion, fairness, opportunity and value for every UK Employer and Employee.

The Guide sits alongside your own Employee Value Proposition and represents a holistic external framework that employers can reference when approached by one initiative or another. It is also designed to **help you address the question many leaders are considering; Have we got our employee offering right?**

The guide is a substantial work, which has received widespread input and support during its development. We thank the many prominent organisations, including the CBI and FRC, listed on page 14, who contributed their comments and advice.

Further details of the Leaders as Change Agents Board, the Employer & Employee Guide, our supporters, and contributors can be found at www.Leadersaschangeagents.com, <https://www.linkedin.com/company/leadersaschangeagents>, https://twitter.com/uk_laca, and <https://www.facebook.com/pg/leadersaschangeagents>.

Our simple ask of you

Our asks are simple and, we hope, easy for sophisticated organisations such as yours:

1. That you **share our aspiration to deliver better inclusion, fairness, opportunity and value for every UK employer and employee** and (a) that you are **willing to have your company logo listed as a supporter on the Leaders as Change Agents website** – and (b) we hope that you might be **willing to provide a supportive quote**.
2. That you **review the 8 commitments set out in our Employer & Employee guide** (overview attached) and use them, together with the resource guide, to benchmark your existing policies and practices.
3. That you **champion the Guide within your business networks** to encourage others to do the same – we are relying on the leadership of the largest employers to create a national cascade effect.

How else could you help?

There are various other ways for you to get involved:

1. Over the next few months, we will be running a campaign which will include many discussions to bring attention to the guide, to encourage employer adoption of the 8 commitments and to encourage employee engagement and participation. We will provide details of these events to you and your CHRO in due course and we hope that leading employers will wish to

participate in the campaign and encourage adoption, perhaps as part of engagement with your value chain.

2. We aim to create a bank of great examples which we can share as good practices on our website. If you would like to support us with a short one-page case study to share an example of your current successes, that would be most welcome and helpful. We are sure the publicity will help your recruitment and retention.
3. We also hope that your organisation will visit our website www.leadersaschangeagents.co.uk and join our LinkedIn group on <https://www.linkedin.com/company/leadersaschangeagents> and help to amplify our campaign.

A final word on leadership

We know how important leadership is – the CEO and the top team set the tone throughout an organisation and in the communities where you operate and we very much hope that we can count on your support.

With your support, we hope to inspire all businesses in the UK to adopt the principles set out in the guide. **Put simply, your leadership and support will help to create the critical mass to inspire others.**

We hope that your support will be easy to lend us – but if before doing so you would like to know more, **we would be very happy to speak with you or your CHRO. As a first next step can we perhaps suggest that you or your CHRO please contact us by phone or email.**

Thank you for your attention and your support.

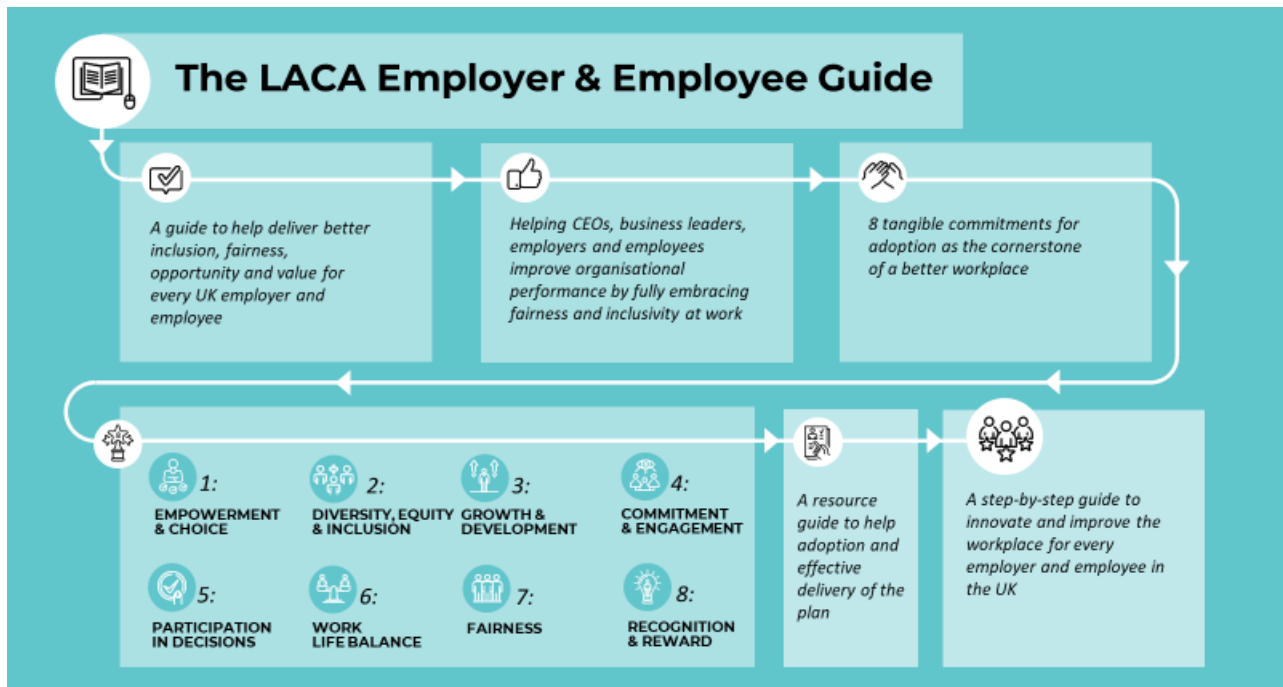
Yours sincerely,

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Co-Chairs Leaders As Change Agents Board

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See over for guide infographic

The LACA Employer & Employee Guide – at a glance:



The LACA Employer & Employee Guide