



# Diversity in Tomorrow's People

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# Agenda

- BT in Scotland
- Changing world
- BT – a changed organisation
- Effortless Inclusion
- BT Diversity case studies
- Achieving our vision
- The Journey continues

# Breakout session discussion points

- Should organisations work together to promote diversity in Scotland? If so, why?
- Where do we want to be in terms of inclusivity in three years' time?
- How can we ensure that equality and diversity does not suffer in the economic recession?
- Where does Scotland fit with the UK, Europe and UN equality and human rights agenda?
- There are public sector duties – what about the private sectors?
- How do we ensure that organisational leaders “get it” with equality and diversity?

# BT in Scotland



- BT directly employs over 8,500 people in Scotland
- BT makes a financial impact of £607m a year in Scotland
- BT spends over £112 million a year with local suppliers
- £17m invested to create four multi-function customer contact centres in Aberdeen, Dundee, Glasgow & Thurso
- BT is making a capital investment of £1b, replacing equipment at more than 1,200 exchanges by 2011 in Scotland as part of its 21CN initiative
- BT's CSR activity in Scotland exceeded £700k last year
- 1,728 BT people in Scotland donated £114k to charities through BT's Give As You Earn Scheme
- Over 400 BT people work as community volunteers in Scotland and a further 20 are school governors

# Changing world of business

- Customers increasingly demanding
- Customers more diverse
- Increased productivity required
- Enhanced cost management
- Improving resilience and security
- Planning for sustainability

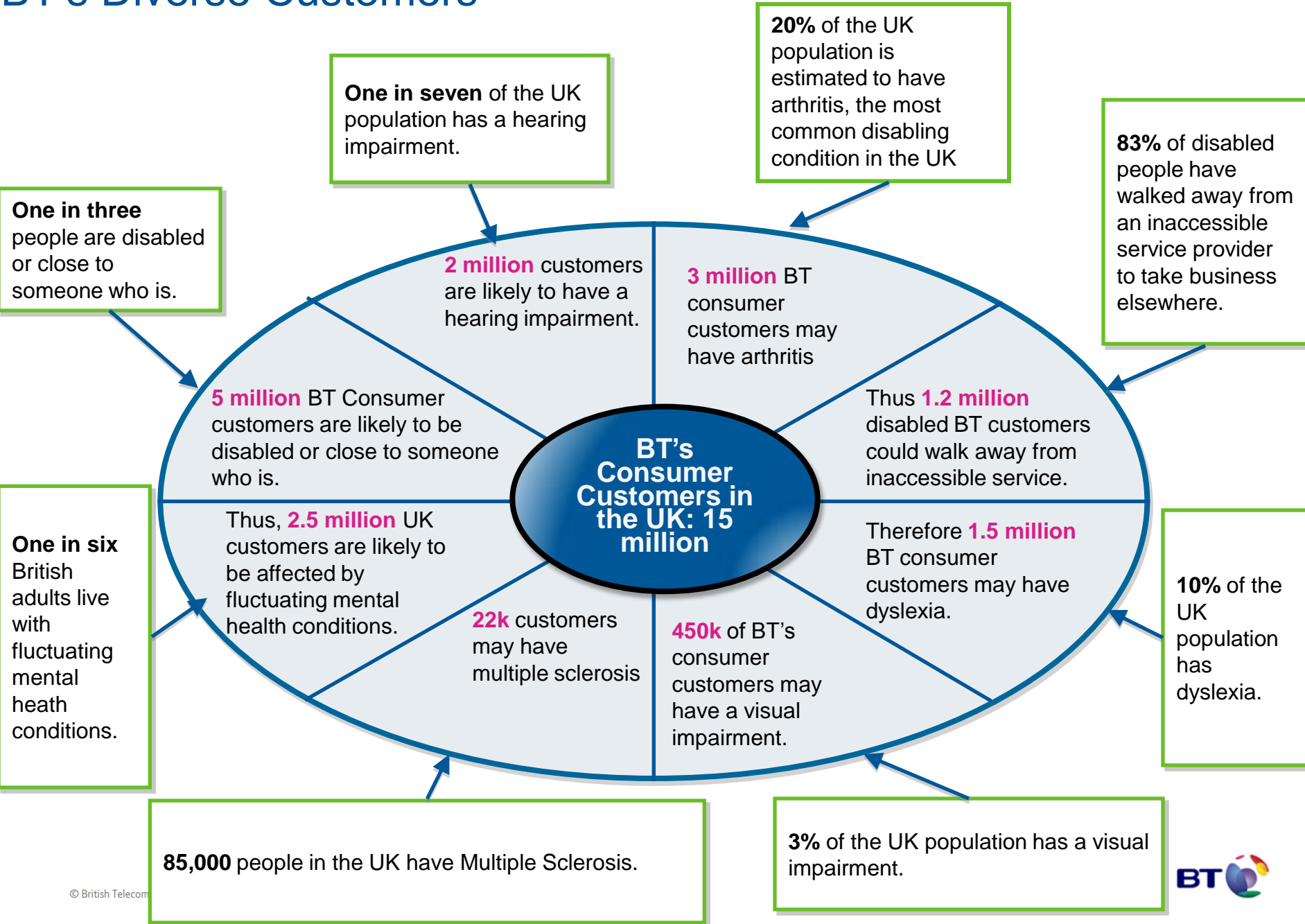


# Changing world for our people

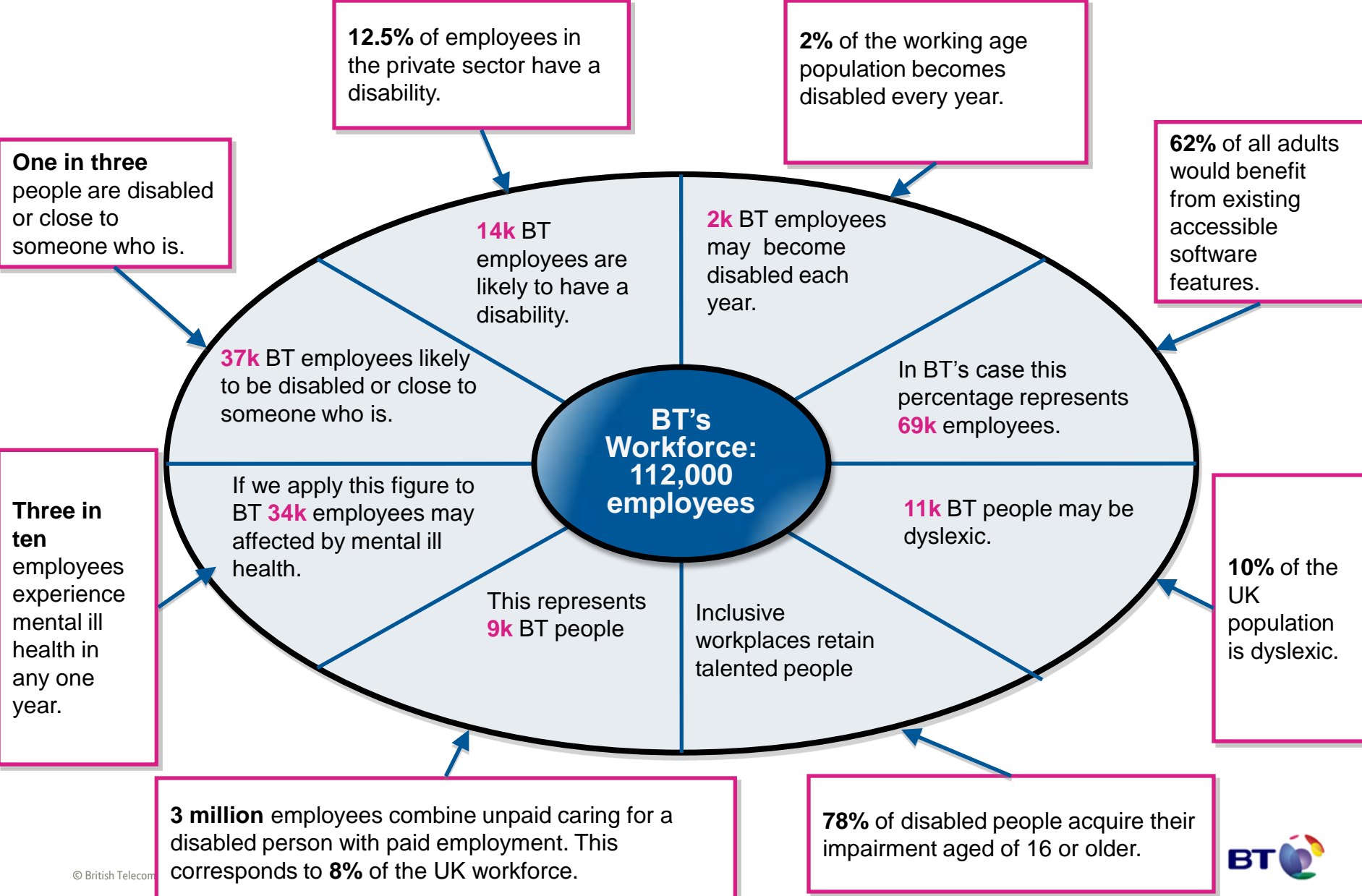
- Continuing need for more skilled people
- People excluded from the labour market
- Work vs changing health or personal responsibilities
- Inclusive employment and development
- Value-driven business case
- Inclusion delivering absolute benefits
- Changing attitudes and business culture



# BT's Diverse Customers



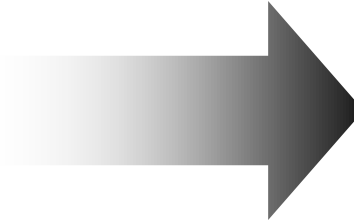
# BT Employee Profile



# BT – A changed organisation

## BT 2001

- 136,000 workforce largely UK based
- Focused on being a traditional telecom business
- Largely office-based workforce with 'traditional' reward packages



## BT 2010

- 107,000 workforce spread across the world
- Focus on being a Network IT Services organisation
- Highly skilled and agile workforce rewarded on performance

## Whilst

- Reducing our debt
- Improving our financial performance
- Reducing our workforce without any compulsory redundancies
- Maintaining and engaging our people; taking them with us on our transformation journey



Bringing it all together

# Effortless Inclusion? How we were able to change

- Leadership
- Policy
- Hearts and Minds
- Process
- Expert engagement
- Lobbying
- Profile



## Sally Davis, CEO BT Wholesale, BT's disability & inclusion champion



“I am delighted to launch Including you — BT’s first programme that brings all its disability and inclusion activity under one umbrella. Disability and inclusion is not a minority issue that we should leave to someone else to deal with. We all play a role in ensuring our products, services, policies and business activities are inclusive and accessible to all.”

# Case study: Including You

Including You - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Printers Bluetooth

Address <http://group.intra.bt.com/btwide/includingyou.htm> Go

Links As Forum Betterworld MCC Disability DDA 1995 Adult%20Checklist Carers Directory Enable Enable Plus Carers Direct

BT Homepage | BT A-Z | BT Today | BT Help | Search BT Intranet or Directory for Go

BT

## Including You

[A-Z](#) | [PDA](#) | [Sitemap](#) | [Print](#)

Search Including You

Your query

**Including You**  
About Including You

**What is a disability?**

**BT's Accessibility Practice**

**able2**  
BT's disability network

**Disability and employment**

**Customer Experience**

**Latest News** [RSS](#)

All the latest news will be published here

- [▶ Including You ambassadors event](#)
- [▶ Autism Act 2009 - BT part of history making team](#)
- [▶ Working with Arthritis master class - 17th Nov](#)

[more news...](#)

**Events and activities**

- [▶ NEW Including You animation](#)
- [▶ Dementia masterclass replay](#)

Local intranet

BT

# Including You

2057 Including You (+vo)(S) low level.wmv

# Including you



- The bringing together of everything we do on disability & inclusion under one banner for the first time.
- Aims to ensure everyone has a great experience of BT – both employees and customers.
- Encourages everyone in BT to understand their personal responsibility for our disability and inclusion agenda.
- **Including you** - about making sure that everyone in BT is included.
- **Including you** - about ensuring everyone in BT understands their responsibility to *anticipate* and *accommodate* difference.
- **Including you** - tackles the misconception that disability is a minority issue and someone else's job.
- **Including you** is everyone's job. Including you.



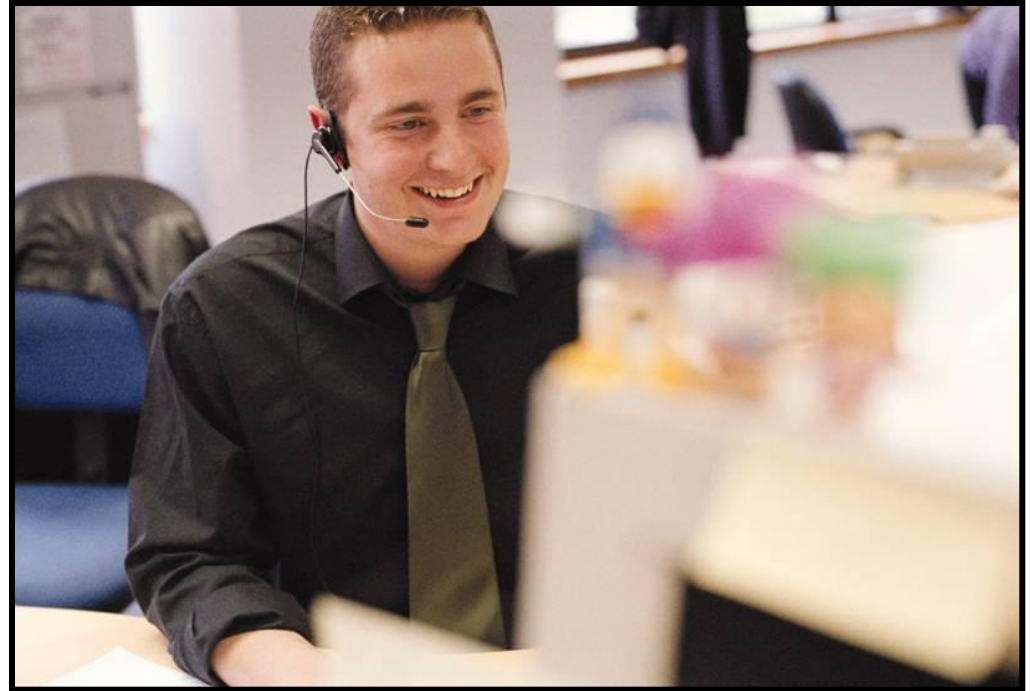
# Flexible Working

- We have nearly 65,000 employees with the means to work flexibly. Of those more than 10,000 are home workers.
- Leadership from the top
- Cultural transformation
- Clear policies & careful measurement
- Appropriate equipment and workspace



# Homeshoring

- Peaks & troughs
- Geographic diversity
- People diversity
- Age diversity



# Case Study: Homeshoring

- BT Conferencing trial
- Managing rapid and irregular increases in call volumes
- 40 people, including stay-at-home parents, semi-retirees, second careers and students.
- Working scheduled shift pattern, average 3 hours per day
- Connecting daily through a Forum Room on Instant Messenger
- Providing quick entry of customers to conference calls, answer support, leading calls and delivering post-call products
- Answering an average of 32% of all incoming calls daily
- Call handling time improved by 20%

I'm able to bring in extra income and with the flexibility it gives me it does not interfere with my first job as a stay-at-home mom

I'm semi retired. Working from my home, part time allows me a schedule that not only supports BT but also fits with my personal schedule

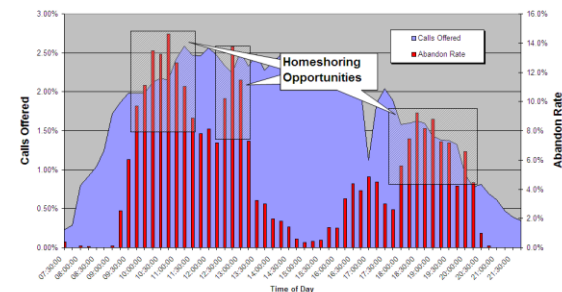
**Martine Parker**

I enjoy the opportunity to work from home - the commute is short and I never have to worry about traffic!

**Anthony Marrero**

**Katie Rogers**

Billing & Enquiries - Call Profile



# Passports

Disability Passport

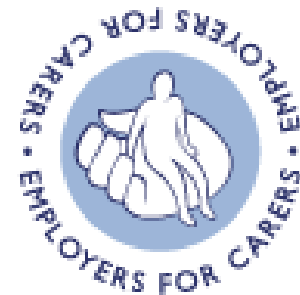
Health and Well-being Passport

Carer's Passport

- The BT Carer's Passport describes, amongst other things:
- The nature of the caring responsibilities
- Any reasonable adjustments that the individual might need
- Action to take if the individual needs to leave work suddenly
- Agreed communication between the individual and BT if the individual is unable to come to work



**CARERS** UK  
the voice of carers



# Exploring the barriers for disabled people

1. Technological
  - Barrier is inaccessible technology
  - Incompatibility with adaptive software
  - Hard to use products
2. Geographic
  - Barrier is jobs located in hard to reach locations
  - Barrier to work is the journey to work
3. Hours
  - Barrier is attendance required at times that do not suit individual needs
4. Skills
  - Barrier is inaccessible training, physical location, training delivery styles
5. Knowledge & Communication
  - Barrier is lack of condition specific awareness
  - Barrier is lack of knowledge of support available.
  - Barrier is communication - A specific challenge for specific disabilities
6. Cultural
  - Barrier is a lack of awareness amongst manager and colleagues of support required
  - Barrier is expectation of line managers that disabled employees will sort 'their problem'.



# Technological - Inclusive Design



- Inclusive design is better design
  - BT sponsors the Inclusive Design Toolkit  
[www.inclusivedesigntoolkit.com](http://www.inclusivedesigntoolkit.com)
  - Helps designers embed accessibility into product design
- BT is a member of the EFD Business Taskforce on Accessible Technology to
  - Share best practice on accessible technology
  - Encourage ICT suppliers to deliver accessible products & services
  - Help global regulators understand what business needs from IT to make it easier to serve disabled customers and employ disabled people
- BT's Accessibility Practice
  - For employees and for customers – driving accessibility issues into the heart of our business
  - Diversifying BT's portfolio of adaptive software and peripherals to better meet the needs of BT people

# Case Study: Positive Mentality

## Positive Mentality

- A BT Workfit programme
- A mental health toolkit, delivered via ICT
  - BT intranet
  - knowledge calls
  - video
- STREAM: an on-line self assessment tool
- STRIDE: a computer based training course for managers

**workfit**

## Impact:

- Mental ill health absence fell by 30% in 4 years
- 80% of BT people off more than 6 months return to own jobs
- This compares with
  - 30% 5 years ago in BT
  - 20% nationally
- 68% learned something new about ways to look after their mental health
- 56% tried some of the recommendations and were continuing to practice them at 3 month follow-up
- Of those who made changes, 51% noticed improvements in mental

# Grass Roots People Networks BT Kaleidoscope LGBT

## Out and about

Lesbian, gay, bisexual and transgender people in BT



- Grass-roots origin, formed in 2001
- Now part of BT's 12 people networks family
- Budget, HR support and executive champion
- Network's focus:
  - Maximising BT support for LGBT people
  - Making BT LGBT Policy a Reality
  - Personal Development
  - Engagement and Networking
  - Member Advice and Information
  - Special Focus Areas
    - Women
    - Transgender
    - International



# BT widening its Support for Diversity



**The International Lesbian and Gay Association (ILGA) and BT**

**have great pleasure in inviting you to the official launch  
of the ILGA interactive website.**



# 'Effortless inclusion' - achieving our vision

- Customers

- **By** delivering simple, easy to use products and services that help all BT customers communicate, interact and be entertained.
- **We will** be number one for customer service.

- Stakeholders

- **By** routinely anticipating and accommodating difference.
- **We will** benchmark amongst the global leaders on diversity

- Employees

- **By** creating an environment where all BT people can be themselves & make their unique contribution.
- **We will** attract and retain the best talent from all over the world.
- **And we will** release their energy to trigger change.



# The journey continues

- Delivering for our customers
- Talent is the decisive factor for business success
- Agility in managing our people
- Embracing diversity – not what you see in the mirror
- Talented people are not defined by their age, gender, current work status, the passport they hold, or where they live.
- They are defined by skills, ability, energy and the unique perspective they bring to an organisation.
- Recruitment and retention to take account of society





Bringing it all together

BT is a proud partner of Paralympics GB.  
For further information go to <http://www.bt.com/paralympicsGB>