

Klaus Schwab
Executive Chairman Professor
World Economic Forum
91-93 Route de la Capite
CH-1223 Cologny
Geneva
Switzerland

April 24th 2019

Dear Mr Schwab

SkyParlour and its senior leadership team welcome the Diversity and Inclusion project being spearheaded by the World Economic Forum Global Shapers Community. As a business founded and led by women, we understand and value the importance of providing people – regardless of who they are – with the chance to develop the skills they need to achieve their potential. We believe that everyone deserves to be treated equally and to work in an environment where they feel supported and valued.

Around the world, incredible strides have been made in recent years to advance inclusion in the workplace and in wider society. However, more needs to be done to promote diversity and to empower everyone regardless of their background or identity to play their full part in their community. From companies, to trade associations and global institutions, we all need to continue to have honest, open discussions to explore new initiatives to support and include underrepresented groups in work as well as in the public arena.

Taking an intersectional approach to the problem of underrepresentation is, we believe, the best way forward. It can help us explore in greater depth the subtle barriers and shared challenges faced by minority groups that serve to entrench inequality. In doing so, intersectionality can help give us the insight we need to develop more effective and comprehensive solutions to address discrimination and promote inclusion.

For this methodology to work, companies and organisations need to better understand the communities and individuals that make up the modern workplace, and appreciate their own particular struggles, their needs and wants before developing new initiatives. We need to explore every aspect of the workplace experience, from recruitment and retention, to pay and promotions, in order to identify where we can improve. More, we need to set in place clear, measurable goals and outcomes to ensure our efforts are successful.

All of this may take time, and businesses may have to confront difficult home truths. Nevertheless, the work will be worth it, laying the foundations for individuals and employers both to grow and thrive in the long run. With projects like that of the World Economic Forum Global Shapers Community leading the way, we are convinced that organisations across the globe will be inspired to act and address diversity and inclusion in their own operations.

Yours sincerely,
Angela Yore
Managing Director, SkyParlour