

power  
of  
inclusion

CHANGE  
STARTS  
TOGETHER

# Storytelling film guide



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# Power of Inclusion

The Lord Mayor's Appeal brings together businesses, neighbouring communities, employees, and charities to find solutions to some of London's most pressing societal issues. Our vision is to create A Better City for All, one that is Inclusive, Healthy, Skilled and Fair, helping 1 million people thrive. Through our work we have a transformational impact on people's lives.

The Lord Mayor's Appeal's Power of Inclusion aims to create a City that is inclusive and open to everyone regardless of background. London is one of the most diverse cities in the world, yet many people face significant barriers to getting a job or progressing their careers in the City, because of their background.

Professional jobs such as those offered by the City are key to upwards social mobility; however, despite numerous initiatives, those from lower socio-economic backgrounds remain more likely to be unemployed, find it harder to get a 'good' job, get paid less than their better-off peers and take longer to progress in their careers.



**Alderman William Russell**  
The Rt Hon The Lord Mayor of the  
City of London

Change Starts Together is an excellent new storytelling campaign, which supports the vision of The Lord Mayor's Appeal Power of Inclusion initiative. The campaign works towards creating a City that is open and inclusive to everyone regardless of their background. It has been proven that inclusive workplaces are more productive, with improved performance. Our storytelling campaign encourages businesses to create a culture of belonging and acceptance for those from diverse socio-economic backgrounds. Change Starts Together starts a much-needed conversation between individuals and businesses to increase diversity and inclusion in the City."



Three-quarters of people think there are large differences in opportunities across Britain.



Over half the public think the pandemic has increased social inequality.



Only a third of adults across the UK believe everyone has a fair chance to go as far as their hard work will take them.



An increasing number of people think that employers should have to take action to improve social mobility.

# Why social mobility?

We believe social mobility is more important than ever as we face together the social and economic impact of Covid-19. Those from lower socio-economic backgrounds are some of the hardest hit by the pandemic. Therefore, addressing the challenges and opportunities of social mobility needs to be a priority for businesses to support their current employees and create brighter futures for those adversely impacted. We are committed to working with businesses to push the agenda forward in a way that is relevant and meaningful.

Creating a diverse and inclusive culture is the foundation to a positive and productive organisation. Recent research commissioned by the City of London Corporation and authored by [the Bridge Group](#)<sup>1</sup> has highlighted that a culture dominated by those from higher socio-economic background can often leave those from lower socio-economic backgrounds feeling different and unable to be themselves. They are left feeling the need to over-perform and expend energy assimilating to this culture, energy that could be channelled into their work and help them progress in their careers.

This is why we have created the **Change Starts Together** campaign as we want to support organisations to create open and inclusive cultures for everyone regardless of their background. We want to see businesses thrive and individuals flourish as they are encouraged to be themselves and embrace their stories.

“ We are delighted to be sponsoring the **Change Starts Together** storytelling campaign working alongside The Lord Mayor’s Appeal. Creating a diverse and inclusive City is central to Standard Chartered and it is especially important that we recognise those that come from diverse socio-economic backgrounds. We believe the power of hearing their stories can inspire action from businesses across the City, as we work together to bring change.”

“ Social Mobility is of great personal interest to me and I am passionate about seeing a City that has opportunities for everyone to progress their careers regardless of backgrounds. There is still much to be done in this area, but it is great to see so many businesses working together to support our campaign to increase social mobility in the City of London and beyond.”



**Sonia Rossetti**  
Managing Director,  
Regional Head Corporate Affairs,  
Brand and Marketing, Europe and  
Americas



**Dan Robertson**  
Chair of the Power of Inclusion

1 [www.thebridgegroup.org.uk/news/seb-in-finance](http://www.thebridgegroup.org.uk/news/seb-in-finance)

# Introduction to storytelling film campaign

The aim of the **Change Starts Together** storytelling film campaign is to raise awareness of the importance of social mobility within the City of London and across the UK and inspire businesses to create inclusive cultures by hearing the stories of those from diverse socio-economic backgrounds. We believe that it is important to hear from people who are impacted by the issues of social mobility, to increase the visibility of their stories, and to enable businesses to promote social diversity in their organisation.

**Change Starts Together** is a tool to support businesses to share the stories of their employees who have come from diverse backgrounds. We want to encourage businesses to support colleagues to tell their stories and film is a great way to do this. It may not always be possible to do this, so we also want to encourage employees to communicate in other ways, by writing a blog, contributing to a newsletter, speaking at an event, or creating a post for internal and external media sites.

Whatever form your **Change Starts Together** storytelling takes there are some simple steps to follow that can make it a success. From planning, to identifying your storytellers and helping them capture their experiences, through to getting their stories out there.

## Quick guide



### GET SENIOR LEVEL BUY-IN

This could be someone already involved in your organisation's Diversity and Inclusion (D&I) or social mobility agenda if you have one. This person should be senior enough to get things done, be able to help identify and unlock barriers, and source funding if required. The sponsor should be fully on board and understand the benefits of talking about social mobility in the workplace.

### CREATE A TEAM

Getting a team together — even if it's only two people — is important, because setting up your Change Starts Together campaign will require resource to maximise its impact in your organisation. Members of the team could also be engaged in your organisation's Diversity and Inclusion (D&I) strategy if you have one. If you have a social mobility or other D&I networks, this would be a good place to find your team. Recruit people who are passionate about social mobility, good at managing stakeholders, including your sponsor and internal communications staff.

### DETERMINE YOUR APPROACH

The most effective campaigns have a comprehensive approach and follow a consistent look, feel, and style, so it is a good idea to decide upfront what that will be. You should also think about every aspect of the campaign and how you will deliver it. Why not watch the Change Starts Together to support you as you plan for your film.

## Identify your storytellers

Now you have got a plan in place, you need to identify the people in your organisation who have compelling stories to tell, and who want to share them.

When reaching out to employees to get them involved, try to be clear about what you are looking for. Ask yourself: Who are you looking for? How are you going to capture the stories? How are you going to use the stories? How can people get involved? Who should people who are interested contact if they have questions?

However you choose to identify your storytellers it is important to communicate the impact that sharing their stories will make on their colleagues, the business and the wider community.

// If not me, then who else ... When you are given a platform and an opportunity for your voice to be heard it's important to speak out and make a change."

**Carol Fergus**  
Director Global Travel, Meetings and  
Ground Transportation, Fidelity International



Here are some ideas about how to reach out to your storytellers:



### DIVERSITY AND INCLUSION (D&I) NETWORKS

This is a great platform for accessing people who are already involved in enabling and implementing culture change, as they are likely to be passionate about maintaining an inclusive and nurturing workplace. If possible, seek people from a range of backgrounds to make your initiative as inclusive and intersectional as possible.

### YOUR ORGANISATION'S INTRANET

Depending on your workplace, you may have a news-based intranet or a central news hub for everyone. Getting your senior leader to write a news story might help to engage people. You could also think about filming your senior leader telling their story, if they have one, or asking people in your **Change Starts Together** team to take part.

### HOST AN EVENT

Host an information event to share your plans for the **Change Starts Together** campaign. Here are some tips to help you plan your event:

- > **Purpose:** share why you want to be part of the campaign and make your own film as a business, and the difference it will make to the organisation and individuals.
- > **Film:** show the **Change Starts Together** film as an example of a storytelling film.
- > **Participants:** explain what you are looking for in terms of participants, expectation of participants and what support they will receive.
- > **Process:** let potential participants know what the process will be for being part of the film.
- > **FAQ:** create a FAQ document to share with participants after the event, which covers key questions around what participating will mean.

## Define stories

### DEFINE THE PURPOSE OF YOUR FILM CAMPAIGN

The **Change Starts Together** storytelling campaign is designed to help your organisation create a more open and inclusive culture through the sharing of stories. Think about the impact the storytelling campaign could have in your business. This could be supporting colleagues to get a better understanding of the issues those from diverse socio-economic backgrounds face, encouraging your workforce to be more inclusive, to creating more opportunities for people to start and progress their careers.

### ASK THEM TO SHARE THEIR STORIES

Once you have defined your purpose it's important to get a good understanding of people's stories to ensure that you have a diversity of backgrounds represented in your film. As part of the process to identify your storytellers we suggest you ask them to share their stories, this could be either in a written summary or arranging a call/meeting with them to hear their story.

### MANAGE SUBMISSIONS

Think about how you are going to manage submissions of stories and scripts. You may be inundated with responses; you might get none. Consider how to handle both eventualities. If lots of people want to be involved, will everyone be given the opportunity, or will you whittle it down? You will need to bear in mind how to shortlist your storytellers, and — importantly — how to deal with telling some people you are not going to use their stories. Think about ways you could include those not shortlisted for the film. Could it be used in other ways within your organisation, for example as a blog, a written story on your intranet, or at an event.

### SHORTLIST STORYTELLERS

We recommend that any shortlisting takes place alongside your human resources team. Your HR adviser should make sure there are no outstanding grievances or issues. If there are, they may affect how you can use the videos and comprise any grievance procedures that are currently under way. Be aware of the emotions contributors may have when sharing their stories, particularly if they have faced discrimination in the past. We hope that they will receive positive feedback from sharing their stories and we encourage businesses to think through how they will support participants to manage feedback.

Three areas to help identify your storytellers:

**EARLY LIFE, BACKGROUND,  
AND ASPIRATIONS**

Where did they grow up? What was life like growing up? What school did they attend? What was school life like? If they went to university where did they go and were they the first to go to university? Any career aspirations they had at an early age?

**EXPERIENCE OF WORKING IN THE CITY**

How did they get into working in the City? Did anyone inspire and/or supported them? How did they feel when they started working in the city? Have they ever had to hide their background at work? Have they ever felt out of place at work? Have they had equal opportunity to progress their careers?

**THE IMPORTANCE OF SOCIAL MOBILITY**

What does social mobility mean to them? Why is it important to them? What challenges have they faced and how did they overcome them? What has your employer done that has supported them to overcome any challenges? Why should social mobility be a priority for businesses?



“ There are times I’ve doubted myself. Why am I here? What am I doing here?”

Reggie Nelson  
Analyst  
Legal and General  
Investment Management



“ I hadn’t grown up in a home or an environment where people had to wear a suit to go to work... I do think those are the sorts of things that get in the way.”

Tracey McDermott  
Group Head Conduct,  
Financial Crime and  
Compliance  
Standard Chartered



“ I don’t stop being the person I am and my background story when I come through the door.”

Deba Das  
Partner  
Freshfields Bruckhaus  
Deringer



“ Seeing role models in the workplace stand up and talk about the journey they’ve had has made me think about doing the same myself.”

Ryan Grimes  
Senior Manager  
PwC



## GUIDELINES

How you go about this will be guided by the approach you have decided to take. We recommend that your film is between 3-4 minutes to give enough time to capture stories without it being too long. There are various options to how you can capture the stories for your film. If sharing on social media be aware of the different specifications for content. The following are some ideas to help you shape your film.

## METHODS

**Professional film crew:** They provide everything and will support you in the filming and editing process of the film. We recommend you work closely with them through the different stages so you achieve the film you would like. We recommend slots of at least 1-2 hours depending on how and where you are filming. If filming in multiple locations you may need longer.

**Internal production team:** We know that some organisations have their own film production teams and studios who can help support the process. See our top tips for how to re-create your film.

**Colleague with a camera:** If there is someone in your business group/organisation who likes to create videos as a hobby, they might be able to help. Keep in mind that they have other work commitments, and work with them to factor in the time it will take to film, edit, and produce the videos.

**Personal devices:** Getting each person to film themselves with their own camera, smartphone or webcam might be the most feasible option. This can also make the videos feel authentic. But provide guidance and be clear about what you want from people's DIY videos. We recommend that you use a device with a high definition (HD) camera that can shoot to 4K and ideally at 60fps.

## TIPS FOR USER GENERATED CONTENT



- > The positioning of your camera is really important. Please ensure that you are recording in landscape and not portrait.
- > Position the camera so that we can see your head and a small part of the top of your body.
- > Think of the camera in thirds and ensure your head is in the top two thirds (see diagram).
- > Think about what is in the background and make sure there isn't anything you wouldn't want others to see or that could be offensive.
- > Prop your camera up. Be creative use books to get your camera to the right height and a blu tac is a great way to keep your phone up whilst recording
- > Make sure your lens is clean
- > Think about the light. Choose a time where it's not too sunny and not too dark. Sit in front of a window to give extra light.
- > Sit close to mic and think about any background noise that might be distracting
- > Be aware of looking at the camera and talk like you are having a normal conversation with someone.

For more tips on filming see our handy guide available on the resource hub



## Sharing your storytelling film

### HOSTING

You will have thought about this when deciding your approach, but now is the time to test out your video-sharing platform — for example, your organisation’s intranet or its social media channels. Decide who will upload, publish, and monitor the videos and community manage any responses or feedback.

### COMMUNICATION PLAN

We recommend that you implement a communications plan to support the launch of your storytelling film. Here’s some tips from our plan and film:

- > Behind the scenes footage: Use photos and short films on your social media and intranet to promote the film
- > Senior Leader buy-in: ask your senior leaders to promote the launch of the film
- > Communication pack: produce a pack to guide your contributors and supporters on how to promote the film
- > Internal comms: use newsletters and articles on your intranet to promote the campaign
- > External Media: social media channels, website articles, press releases
- > Contributors and supporters: ask those involved to post about the film
- > Individual stories: use film, blogs, photos, quotes to highlight the individual stories
- > Encourage others to share their stories.

### BLOGS, NEWSLETTERS, AND ARTICLES

**Length:** keep it short. One side of an A4 page is probably enough. Aim to have people submit short, succinct, and to-the-point pieces. You will get more engagement by doing this.

**Topic:** It can be hard to capture someone’s story in one short blog, so it might be worth splitting someone’s story into a series of blogs that are linked together, based on three sections (early life; working life; social mobility reflections). This will allow people to dip in and out of their colleague’s story.

**Imagery:** include a photograph of the person that represents their story if they are comfortable doing so. This is a really good way of engaging people in their story and makes it feel more authentic.

**Self-posting:** if possible, we recommend getting the person to post their own story. Again, this adds authenticity, but also allows them to engage directly with their colleagues.

**Use teasers of stories:** for newsletters and articles, keep the stories as a short introduction with a link to where people can read the full story. Newsletters are best as signposting tools to more in-depth content.

### EVENTS

**Theme:** Try to relate your event’s theme to the idea of sharing stories or social mobility. Encourage as many staff as possible to attend to make events feel inclusive and supportive.

**Social Mobility Network events:** if you have a network you could plan an event focussed on storytelling.

**Ongoing messages:** holding an event enables you to convey a message there and then in front of your audience. But to be successful, that message should continue to filter through your organisation long after it is finished. Think about how to make sure your employees’ stories echo far and wide and continue to have an impact.



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We hope this Change Starts Together storytelling guide will support you and your business to develop a culture of storytelling in your business.

Please also let us now when you have shared externally as we would like to support you in your film by sharing this on our channels and encourage our other Power of Inclusion members to share. Please use the hashtags **#PowerOfInclusion** **#ChangeStartsTogether** when sharing externally. Please email [inclusion@thelordmayorsappeal.org](mailto:inclusion@thelordmayorsappeal.org) to let us know when you have shared your film and/or stories.

Thank you for being part of our Change Starts Together storytelling film campaign. If you have any questions please contact us at [inclusion@thelordmayorsappeal.org](mailto:inclusion@thelordmayorsappeal.org).

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