

## Change ambassadors: equipping employees in investment banking with the tools to improve gender equality, diversity and inclusion

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From its annual [culture Assessment](#), the BSB identifies investment banking as an area in need of further understanding and improvement of gender equality, diversity and inclusion (EDI). With the leading financial services ethnographer, [Dr. Daniel Beunza](#), the BSB will run an ethnography training and solutions design programme. The aim of the programme is to enable employees within firms to initiate and champion key cultural progress in relation to gender EDI within investment banking.

### Programme outcomes

- Participants will learn and apply ethnographic observation, upskilling them to derive insight into key drivers of gender EDI in their organisations.
- Participants will derive insight into cultural nuances relating to gender EDI within their firms that may be impacting cultures of compliance, innovation and psychological safety.
- Participants will learn how to apply their insight to design intelligent solutions, become change ambassadors and promote real, practical steps to improve gender EDI in their organisations.
- The programme will facilitate shared learning across the industry with the use of ethnography, an innovative qualitative approach to gathering observations on culture and behaviour.

### Dr. Daniel Beunza

Associate Professor of Management Cass  
Business School



### The change ambassadors training programme consists of three workshops:

#### Workshop 1:

#### Ethnography training

Learn to apply ethnography to understand culture within your firm

Receive support and guidance to undergo ethnographic observation

After completing workshop 1 participants will be asked to spend at least two hours per week for four weeks to collect observations.

#### Workshop 2:

#### Insight analysis

Learn to analyse and process the observations gathered

Learn to derive insights from ethnography observations

Group discussion with other participations and shared learnings

#### Workshop 3:

#### Solutions design

Transform insights derived from workshop 2 into practical and actionable solutions

Success tips for being a 'Change Ambassador' for gender equality, diversity and inclusion

**Who should take part?** The programme is open to all employees working for an investment bank. You do not need specialist knowledge in inclusion or gender equality. All participants need is an interest in trying to learn about the culture of your organisation and want to be involved in an industry initiative on gender EDI within your organisation.

**Get in touch:** To participate or if you have any questions, please email the BSB Insights team at [insightsteam@bankingstandardsboard.org.uk](mailto:insightsteam@bankingstandardsboard.org.uk).