

Help transform business culture and overall success



In an era of globalisation, the complexity and diversity of society have never been more apparent. And the importance of the workplace offering an environment based on equal opportunity is not only for employees but can also translate to overall business success.

Kantar already enables brands and businesses to improve their marketing activity. Now the Kantar Inclusion Index provides a proprietary tool to benchmark and address Inclusion and Diversity at a broader company level.

Kantar has developed The Inclusion Index with a mission to enable organisations to understand, track and measure their own progress in developing an inclusive and diverse workplace on a global scale.

This unique tool was created by harnessing the power of 88 million research-ready respondents within an award-winning survey design to gather truthful answers of how people feel about their current roles, responsibilities and workplaces.

In doing so, Kantar has built a vast normative data set that covers over 24 different industries with over 18,000 respondents across 14 countries, which will progress alongside society as it evolves.

The Inclusion Index offers access to a tangible metric that can help identify gaps in your own business and understand what needs to be addressed.

Our unrivalled knowledge and experience of data collection makes Kantar uniquely positioned to offer this invaluable new tool for all businesses hoping to make positive steps in the field of Inclusion, Diversity and Equality.

Because we believe the importance of this tool to everyone, the Inclusion Index comes with a three-tier solution for you to choose the right journey for your business:

Measure

- **Templated survey approach**
- **Automated Power BI reporting**

Analyse

(As above with)

- **Data review and analysis**
- **Automated Power BI reporting**
- **Customisable survey designs**
- **Stakeholder presentation reporting on key findings**

Act

(As above with)

- **Initial workshop stakeholder and consultation**
- **In-depth face to face interviews**
- **Application of additional third-party data delivering a 360 view of your brand**