

Measuring Success: Gaining Business Impact



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world

Success - The Case for Diversity

- Diversity in supply base can mean

- New product ideas
- Flexibility
- Innovation
- Real knowledge of customer groups
- Niche

- What BT seeks
- At competitive prices



Spending Power

- Disabled people and their carers = £80 billion
- LGBT community = £40 billion
- Ethnic minority population = £45 billion
- Over 50s = £55 billion

- The purchasing power of the Black, Asian and minority ethnic community increased by 64.7 % between 1998 and 2004

- Over 80% of family purchasing decisions are made by women

- 51% of Independent retail outlets in the UK are owned by BAME entrepreneurs

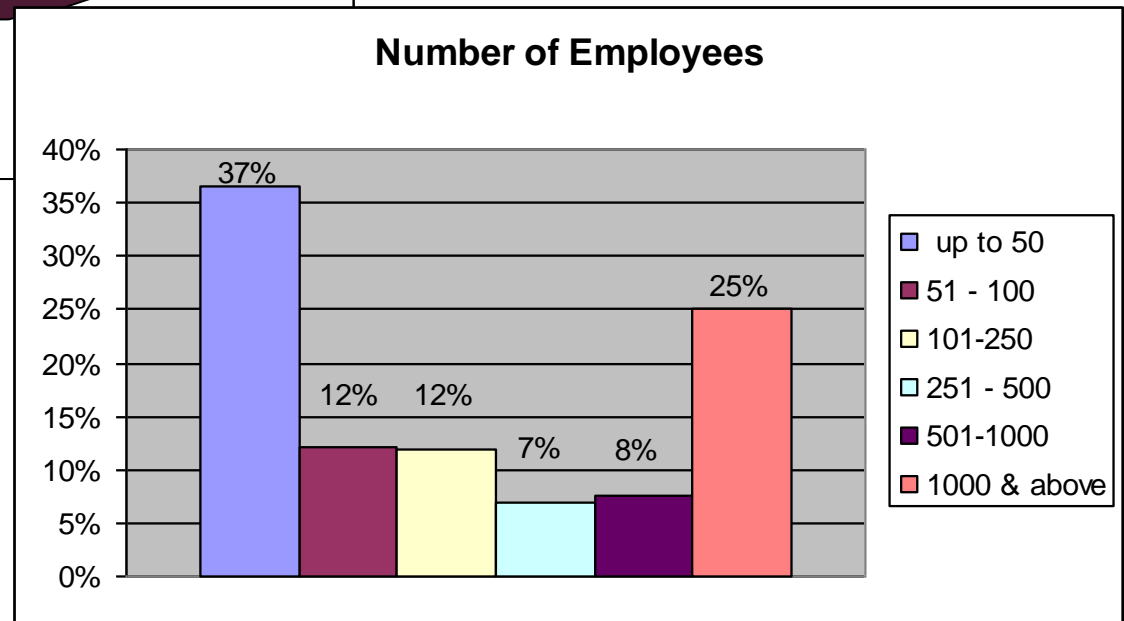
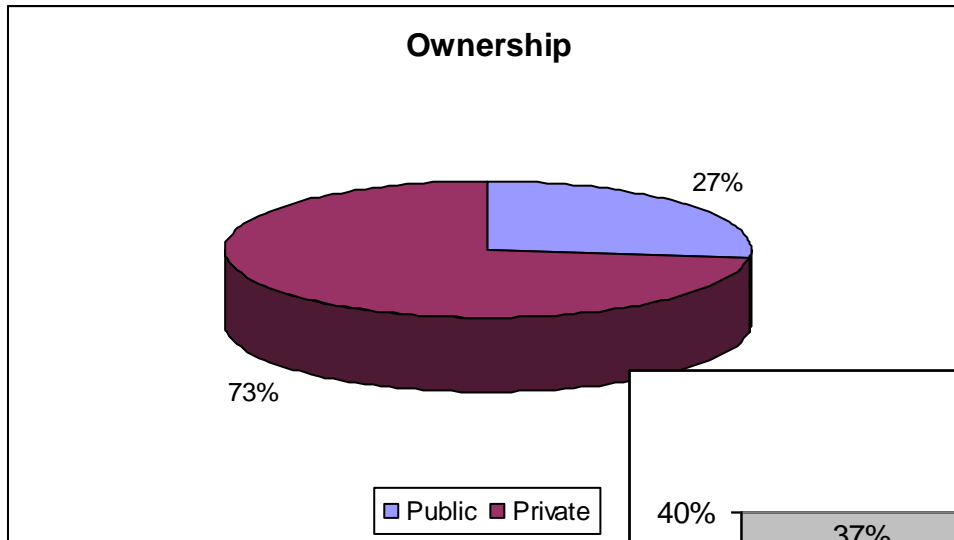
BT Engagement on Supplier Diversity



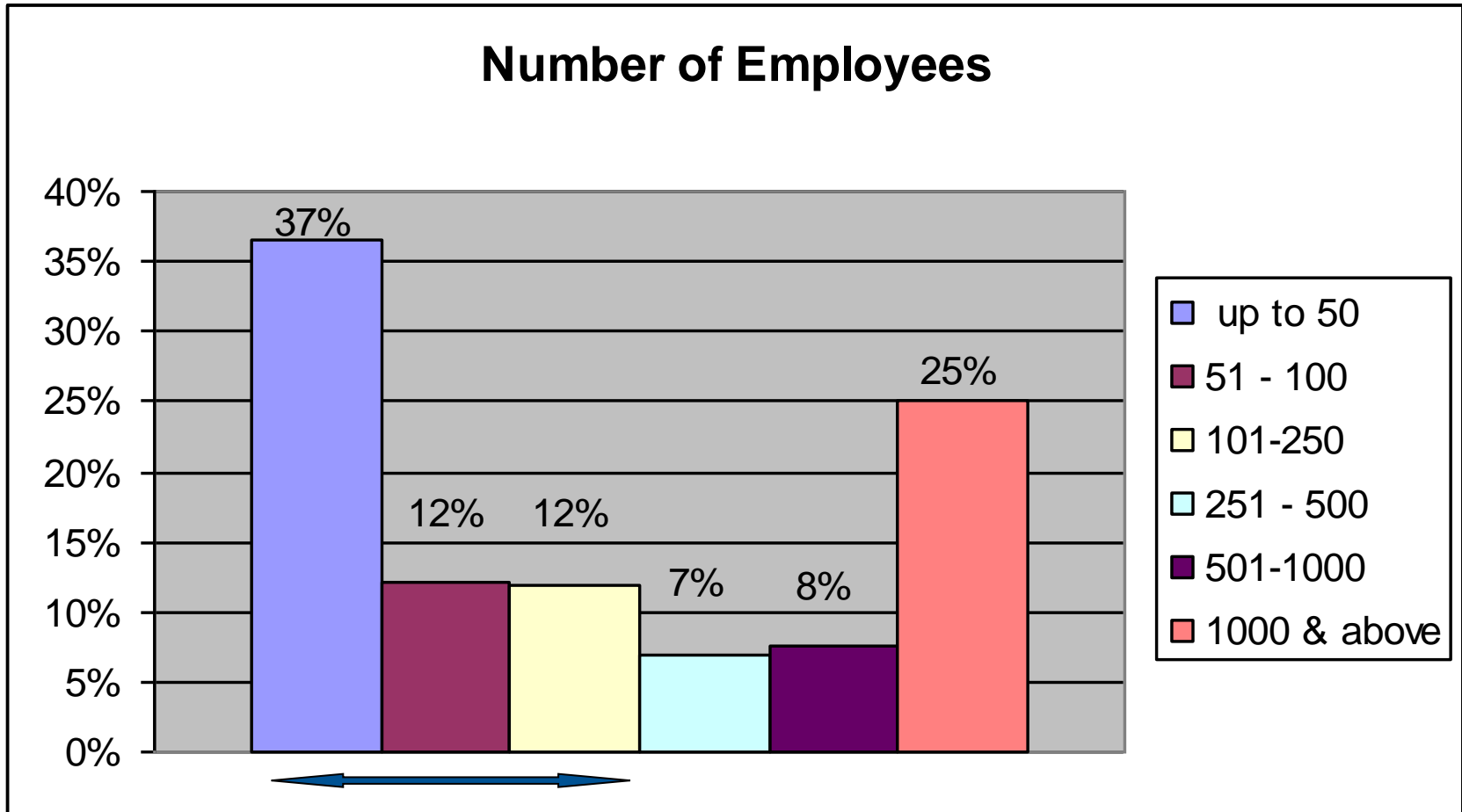
Corporate member

- Contact & engagement with other supplier diversity organisations
 - **East London Business Place**
 - **Stonewall**
 - **WEConnect**
- Know our supplier diversity numbers
- Strategy developed

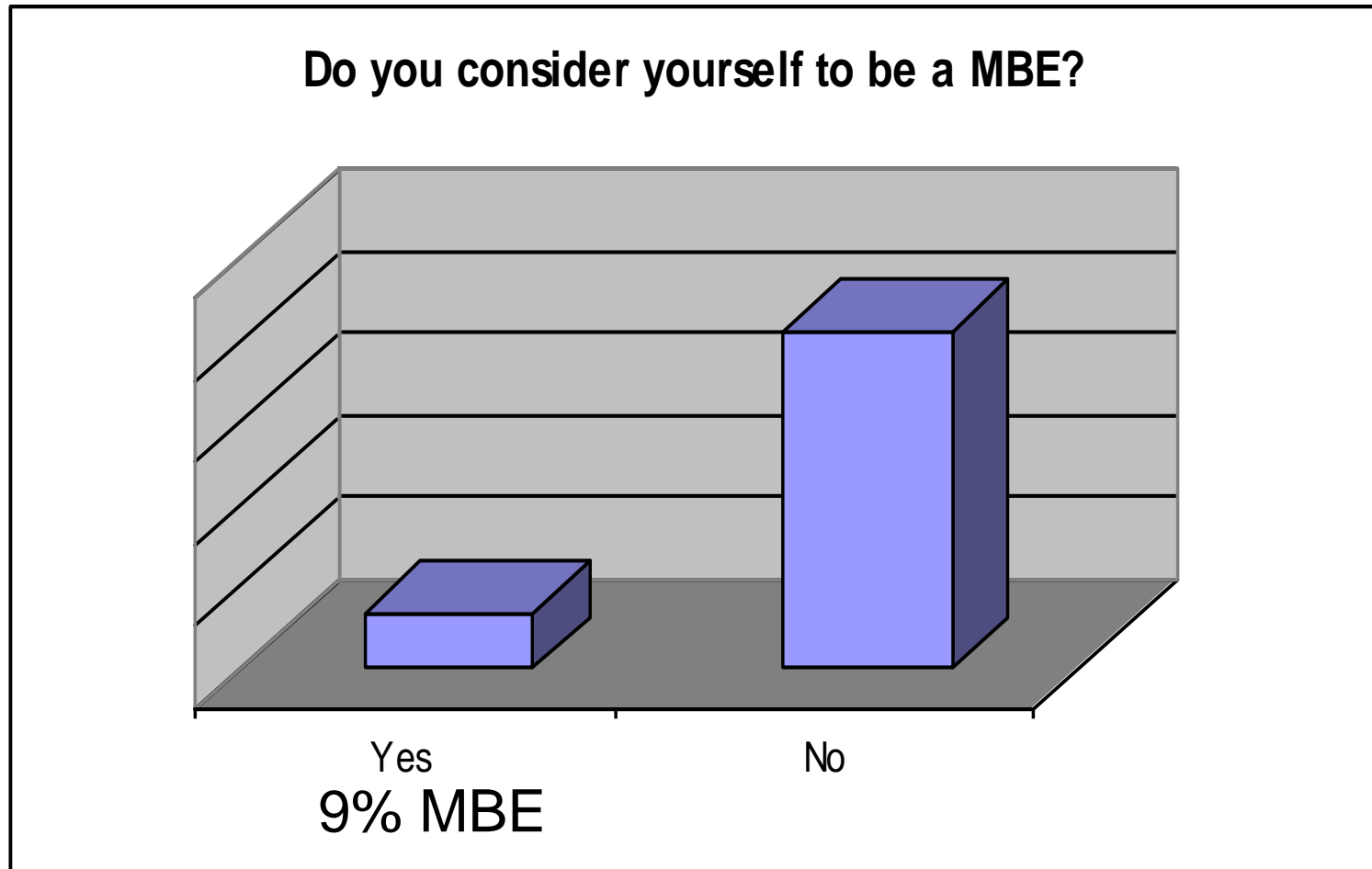
Data Gathering - BT Supplier Surveys



SMEs in BT Supply Chain



Are any Minority Business Enterprises?



Where are the Opportunities?

Recruitment

Media recruitment

Recruitment - IT staff.

Executive Recruitment

Communications

Brand Communication specialising in Public Relations, Event Management

Market Research

Events

print company, warehouse & distribution of finished goods

Environmental Solutions

consultancy and testing services

Building maintenance, refurbishment & new build.

Installation of internal cables, wiring, blown fibre tubing, associated cabling infrastructure

'one-stop' provider of transmission systems, specialist voice, data compression, broadcast solutions.

Software support

Plastics

Best Practice Steps

- Leadership
 - Policy statement on Supplier Diversity
 - Senior leadership commitment
 - Supplier Diversity Champion
- Gather information
 - Know your business case drivers
 - Understand your current diversity
 - Identify Opportunities
 - Work with the experts
- Strategy - Action Plan & Targets

Focus on Outcomes

Twin Track Approach

- **Tier One Direct Opportunities**
 - Identify and work on the best Niches within buying domains
- **Tier 2 Supply Chain Opportunities**
 - Identify areas where the best outcome is through engaging our Major Suppliers on Diversity too

Thank you



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