Introduction

This is a guide to the submission questions for the **2025 Empower Role Model Lists supported by YouTube**. All entries are scored by our judges to help determine which individuals will appear on our latest Lists.

This guide is designed to clarify what type of activity and evidence should be put into each question response, and what our judges are looking for in the responses from a potential Role Model.

Please note that all our Role Model questions are seeking to understand what you are doing **outside of your everyday work** to inspire and develop the next generation of diverse talent. This means activities which are a standard part of your role at your organization cannot be included or scored. Nominees cannot work professionally in diversity, equity and inclusion (DEI) or be in a role where the majority of their work is focused on DEI activity. Those who have DEI as part of a much wider remit within their role are allowed.

Below is general guidance on how to submit a great form, together with a full list of the questions which appear on the online Empower submissions form and guidance on how best to answer each question.

Please note that responses on our online form cannot be saved prior to submission. We therefore suggest that you prepare your answers first and then cut/paste them onto the form once completed.

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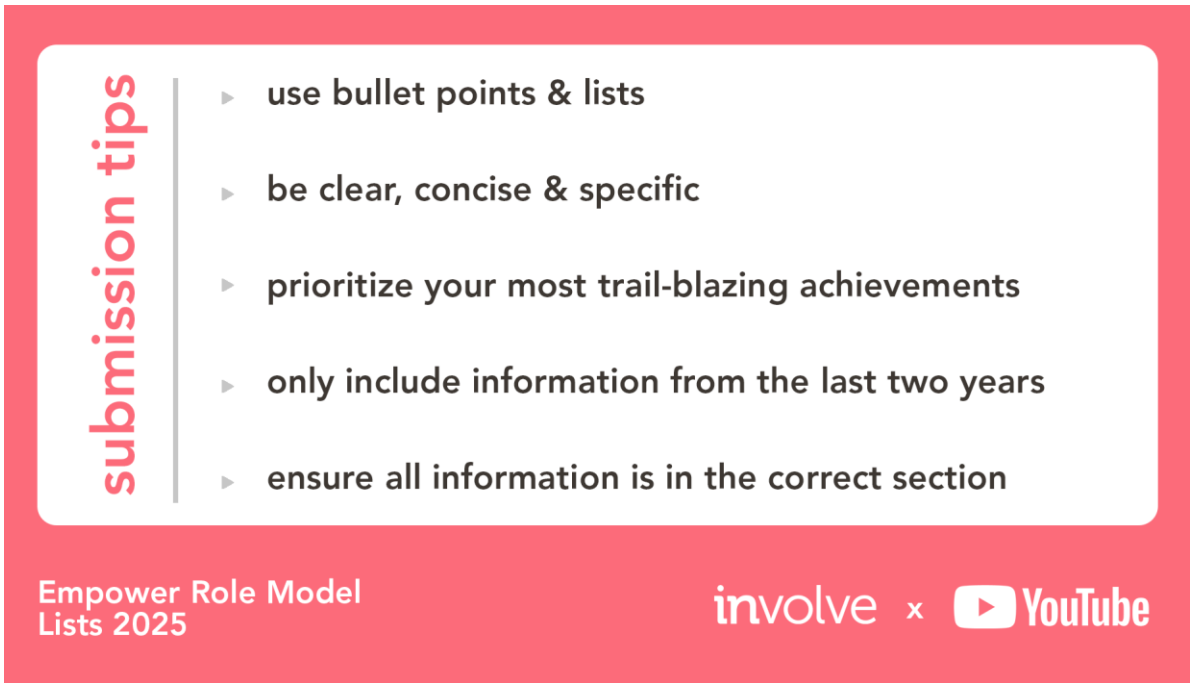
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General guidance



All of the questions have a **word limit** so we expect that responses will be concise. Our judges score only for the activities and achievements you outline and there are no scores assigned for the style or presentation of your response. Please use bullet points and lists and write as concisely as possible.

We are interested in work that makes a difference. Therefore, providing information on the specific outcomes and impact of your activities in all responses is important for our judges to be able to understand and appropriately score the scale of your achievements. Supporting this with any statistics, feedback or examples you have will enhance your responses and the likely scores awarded. Please ensure that you only include details from the last two years in Sections 4 and 5. There is an opportunity to include details from beyond the last two years in Section 6. Any details from beyond the last two years included in Sections 4 and 5 will not be considered.

Ensure your submission is for the correct List

Our Empower Lists are made up of three Lists to celebrate the breadth of work being done by business leaders. In order to ensure a successful submission, please make sure that the category that you are submitting under is the correct one for you. Below is an outline of each category:

Empower Executives - Senior people of color who are leading by example and removing barriers on the pathway to success for ethnically diverse employees. The List will feature our Top 20 Executive Role Models alongside 80 unranked further amazing senior leaders of color who are changing the face of modern business.

Empower Future Leaders - People of color who are not yet senior leaders in an organization but are making a significant contribution to inclusion of ethnically diverse individuals within business. The List features our Top 20 Empower Future Leaders alongside a further 80 unranked up-and-coming leaders who are making an impact for inclusion.

Advocates - Senior leaders who are not people of color but are dedicated to creating a more diverse and inclusive business environment for ethnically diverse employees at all levels.

Empower submissions questions and guidelines for response

Section 1: About You

Question	Further information
Our Role Model Lists aim to put the spotlight on individuals who are driving inclusion in business outside of their main job role. This means we cannot consider submissions from those working professionally in diversity and inclusion or who have DEI activity as a majority part of their work responsibility. Submissions from those who have DEI as part of a much wider remit are welcome including those working in HR roles.	The Empower Role Model Lists are seeking to understand what you are doing outside of your everyday work to inspire and develop the next generation of diverse talent. This means activities which are a standard part of your role at your organization cannot be included or scored.
Guidance	**Answer to be entered**
In order to proceed with the submission, you must confirm that you do not work primarily with DEI by ticking the checkbox.	☐ I do not consider my professional job role to be a predominately diversity and inclusion centered role.

Question	Further information
Which list are you making a submission for?	There are three Lists within the Empower Role Model Lists: Empower Executives: This List features senior ethnically diverse corporate leaders who are leading by example and removing barriers on the pathway to success for ethnically diverse employees. Those on the Executive List will generally be within three positions below the CEO of their large organization, a Partner in a law firm, be in the c-suite for smaller organizations, or a

<table>
<tr><td></td><td colspan="2">Non-Executive Director.

<u>Empower Future Leaders:</u> This List features inspirational people of color in business who are not yet senior leaders but are making a significant contribution to inclusion for ethnically diverse individuals within business. Future Leaders can have any role within an organization.

<u>Empower Advocates:</u> This List features senior corporate leaders who are not people of color but are dedicated to creating a more inclusive business environment for ethnically diverse employees at all levels. Those on the Advocates List will generally be within three positions below the CEO of their large organization, a Partner in a law firm, be in the c-suite for smaller organizations, or a Non-Executive Director.</td></tr>
<tr><th>Guidance</th><th colspan="2">Answer to be entered</th></tr>
<tr><td rowspan="3">You must select the List which you would be best suited to be a part of by ticking one of the options. You will know which List is best suited for you by looking at the further information or description in the online form. At the judging stage, INvolve has the right to review the List you have chosen, and confirm or move you to a better suited List depending on your seniority and diversity, and if any such decisions are made you will be informed.</td><td>☐</td><td>Empower Executives</td></tr>
<tr><td>☐</td><td>Empower Future Leaders</td></tr>
<tr><td>☐</td><td>Empower Advocates</td></tr>
</table>

Question	Further information
First Name	
Guidance	**Answer to be entered**
You must write your first name as you would like it to appear on the Lists if selected.	Your first name

Question	Further information
Last Name	
Guidance	**Answer to be entered**
You must write your last name (surname) as you would like it to appear on the Lists if selected.	Your last name (surname)

Question	Further information
Preferred pronouns	Pronouns are the words we use to refer to someone without using their name. For example: he/him, she/her, they/them, ze/hir.
Guidance	**Answer to be entered**
You must write your pronouns as this will ensure you are referred to correctly in any communication, announcements, or materials about the Lists.	Your preferred pronouns

Question	Further information
Email address	We will use this as the primary contact details for communications about the Lists, please ensure you are providing a valid, preferred email.
Guidance	**Answer to be entered**
You must provide a valid email address that you use and check regularly as we will be contacting you regarding whether you have been selected to be in the Lists, checking your biography and headshots, and media kit for the Lists. If you have	Your email address

been nominated for the Lists, please use the same email address that was used in your nomination.	

Question	Further details
Phone number	
Guidance	**Answer to be entered**
If you would like to enter a phone number, please provide it with the international code from the country in which you reside.	Your phone number

Question	Further details
Secondary contact email address	This should be a personal assistant or a member of your Communications team, if applicable.
Guidance	**Answer to be entered**
If you would like to provide a secondary email address, this will be used to contact you should your primary email address is not valid.	Your secondary contact email address

Question	Further details
Which country do you work in?	
Guidance	**Answer to be entered**
You must select the country in which you work in from the drop-down list.	Select a country from the drop-down list

Question	Further details
Which city do you work in?	
Guidance	**Answer to be entered**
You must write the city that you work in the text box provided.	The city that you work

Question	Further details	
Have you previously appeared in an Empower list?		
Guidance	**Answer to be entered**	
You must select "No" or "Yes" from the options provided. This answer is applicable whether you have appeared in all Empower Lists or not; it is not applicable if you appeared in any other Role Model Lists.	☐	No
	☐	Yes

Question	Further details	
Did you appear in the 2024 Empower list?	If you have answered "Yes" in the question "Have you previously appeared in an Empower list?", this question will appear.	
Guidance	**Answer to be entered**	
You must select an option from the options provided. This is answer is only applicable if you have appeared specifically in the 2024 Empower Lists; if you have not appeared in the 2024 Empower Lists, you should select "No".	☐	No
	☐	Yes, as an Empower Executive
	☐	Yes, as an Empower Future Leader
	☐	Yes, an Empower Advocate

Section 2: Your role

Question	Further details
Job title	If you have more than one, please choose the title which best describes your daily role.
Guidance	**Answer to be entered**
Please state your job title as you would like it to appear on the Lists if you are selected.	Your job title

Question	Further details
What is your reporting line to the head of your organization (CEO)?	Who do you report to, and who do they report to. For example: your role – the role of your boss – CEO (or equivalent).
Guidance	**Answer to be entered**
Please provide details on your reporting line, meaning the role you report to and who do they report to and so forth, until you get to the CEO of your company or the equivalent of that role. The layout should be as follows: Example: Operations Director (your role) – Chief Operating Officer (the role of your direct manager) – CEO (head of your organization) Please avoid giving out names, as we do not have knowledge of who the people are. **Please note:** if you have selected to be in the Empower Executives List or Empower Advocates List, your role must be generally within three positions below the CEO of your large organization, a Partner in a law firm, in the c-suite of a smaller organization, or a Non-Executive Director, and this should be reflected on your reporting line. If your reporting line is outside of this guidance, we may move your submission to the Empower Future Leader category and notify you.	Your reporting line

Question	Further details
Company	
Guidance	**Answer to be entered**
Please write the name of your company as it is officially listed.	The name of your company

Question	Further details	
Company size		
Guidance	**Answer to be entered**	
	☐	1-50 employees
	☐	51-500 employees
	☐	501-1,000 employees
	☐	1,001-5,000 employees
	☐	5,001-10,000 employees
	☐	10,001-50,000 employees
	☐	50,001+ employees

Question	Further details
Industry sector	
Guidance	**Answer to be entered**
You must select the industry that your company falls under from the options provided.	Select one industry option from the tick box list

Question	Further details
Please enter your industry sector	If you selected the "Other" option on the "Industry sector" question, this question will appear.
Guidance	**Answer to be entered**
You must write the industry sector that your company falls under in the text box provided.	The industry sector that your company falls under

Section 3: Diversity

As the Empower Role Model Lists are for people of color and allies, the race and ethnicity question in this section is mandatory to ensure individuals qualify for the category they have selected. The other questions in this section are optional, but along with the race and ethnicity question, they help us ensure that we have received submissions that represent the full spectrum of diversity. Any information you provide is strictly confidential.

Question	Further details
What is your race and ethnicity?	Race is based on perceived physical differences (for example: skin colour, hair texture, facial features), while ethnicity is based on shared cultural traits (people who share a common cultural heritage including country, language, religion, customs, history, and ancestry).
Guidance	**Answer to be entered**
This is a required question, so that we can ensure that you qualify for the Empower Role Model Lists. Please cite your race and ethnicity; below is an example that you can follow: Example: Black (race), Italian (ethnicity)	Your race and ethnicity

Question	Further details
What is your sexual orientation?	Orientation is an umbrella term describing a person's attraction to other people. This attraction may be sexual (sexual orientation) and/or romantic (romantic orientation). For example: some people are attracted to the opposite gender (heterosexual), the same gender (gay/lesbian), both (bisexual), or neither (asexual).
Guidance	**Answer to be entered**
	Your sexual orientation

Question	Further details
What is your gender identity?	Gender identity is an individual's internal understanding of their own gender, which may or may not align with the sex they were assigned at birth. For example: male, female, or non-binary.
Guidance	**Answer to be entered**
	Your gender identity

Question	Further details	
Do you consider yourself Trans?	Trans is an umbrella term for people whose gender identity and/or expression differs from the sex they were assigned at birth. Being transgender does not imply any specific sexual orientation.	
Guidance	**Answer to be entered**	
Please select "Yes", "No" or "Prefer not to say" from the options provided. This answer is applicable for those who consider themselves to be Trans.	☐	Yes
	☐	No
	☐	Prefer not to say

Question	Further details	
Do you consider yourself to have a disability?	This can be physical disability, neurodiversity, or mental health challenges.	
Guidance	**Answer to be entered**	
Please select "Yes", "No" or "Prefer not to say" from the options provided. This answer is applicable for those who consider themselves to have a disability.	☐	Yes
	☐	No
	☐	Prefer not to say

Section 4: Your internal work supporting inclusion for ethnically diverse individuals

In this section, we focus on the important work carried out by Role Models within their organizations. Respondents should share how they've made a positive impact in their workplaces, facilitated collaboration, or contributed to organizational goals when it comes to supporting DEI.

Question	Further details	
Are you currently a member of/involved in any internal groups or networks supporting ethnically diverse individuals' inclusion in your workplace?	This could be: • Employee groups dedicated to the inclusion of employees of color in your company • Specific group, schemes or programs driving inclusion of employees of color in your company • Mentoring of employees of color	
Guidance	**Answer to be entered**	
Please select "Yes" or "No" from the options provided. This answer is applicable for those who are a part of any groups or networks inside their organizations only.	☐	Yes
	☐	No

Question	Further details	
Please list your role in each of the groups or networks (such as employee resource groups) where you had the most impact inside or your organization.		
Guidance	**Answer to be entered**	
Please write down your role in the group or network and the name of the group or network. You have the option of giving the name of up to THREE groups or networks and your role within these groups on separate text boxes provided. You do not need to define what these groups or networks are at this stage. Please ensure that the internal group and/or network is relevant to the **Empower Role Model Lists**, meaning it supports and drives inclusion for people of color specifically inside your organization. This should be a role you have undertaken in addition to your job role. **Do not list your actual job title.**	1	Your role in the below group or network
		The name of the group or network
	2	Your role in the below group or network
		The name of the group or network
	3	Your role in the below group or network
		The name of the group or network

Question	Further details
Please describe what each of the internal groups and/or networks listed above are, and your role within them. You can include statistics and milestones that you have helped the group and/or network achieve in the last two years, as well as any other work you have done for inclusion internally. (200 words)	
Guidance	**Answer to be entered**
In this section you can go into more detail about the groups and/or networks that you have provided in the previous section, and more about your role within these groups	Details about your role in the groups and/or networks inside your organization that you have listed

and/or networks. Any work undertaken within these groups and/or networks must have taken place within the last two years (2023, 2024 and 2025). You can include: • Activities you have taken part in/spearheaded • Events and initiatives • Effect on the wider company You can also include any work for inclusion for your organization that wasn't as part of a network or group. Please bullet point your answer and include the time frame of each initiative/activity. Please do not share links or details to view aspects of your work on other platforms, as this will not be graded. Please do not talk about your wider job role in your company, only the work that you are doing in the groups and/or networks to increase ethnically diverse individuals' inclusion inside your own organization.	

Section 5: Your public work supporting inclusion for ethnically diverse individuals

In this section, we are keen to hear about the innovative work that you are doing to drive inclusion for ethnically diverse individuals **independent** of your organization. Please include details of your work and the impact that this work has had in driving inclusion and positive change within business or society.

Question	Further details
Are you currently a member of/involved in any groups or networks outside of your	This could be:

organization that are supporting ethnically diverse individuals' inclusion?	• Initiatives dedicated to the inclusion of ethnically diverse people outside of your organization • Work with external organizations around inclusion and representation of people of color • Mentoring people of color outside of your organization
Guidance	**Answer to be entered**
Please select "Yes" or "No" from the options provided. This answer is applicable for those who are a part of any groups or networks driving inclusion for ethnically diverse people outside their organizations.	☐ Yes ☐ No

Question	**Further details**	
Please list your role in each of the groups or networks where you have had the most impact outside of your organization.		
Guidance	**Answer to be entered**	
Please write down your role in the group or network and the name of the group or network. You have the option of giving the name of up to THREE groups or networks and your role within these groups on separate text boxes provided. You do not need to define what these groups or networks are at this stage. Please ensure that the external group and/or network is relevant to the **Empower Role Model Lists**, meaning it supports and drives inclusion <u>for people of color specifically</u>. This should be <u>**different work that you do outside of your organization and not in partnership with it.**</u>	1	Your role in the below group or network
		The name of the group or network
	2	Your role in the below group or network
		The name of the group or network
	3	Your role in the below group or network
		The name of the group or network

Question	Further details
Please describe what each of the external groups and/or networks listed above are, and your role within them. You can include statistics and milestones that you have helped the group and/or network achieve in the last two years, as well as any other work you have done to support inclusion separate from your organization. (200 words)	
Guidance	**Answer to be entered**
This is a required question. In this section you can go into more detail about the groups and/or networks that you have provided in the previous section, and more about your role within these groups and/or networks. Any work undertaken within these groups and/or networks must have taken place within the last two years (2023, 2024 and 2025). You can include: • Prominent initiatives undertaken independent of your organization • High-profile speaking engagements or panel discussions • Prominent media opportunities including interviews, press articles and quotes • Your work with external organizations around diversity, equity and inclusion, including non-profits and charities Please bullet point your answer and include the time frame of each initiative/activity.	Details about your role in the groups and/or networks outside of your organization that you have listed

Please do not share links or details to view aspects of your work on other platforms, as this will not be graded.	

Section 6: Further information and headshot

Question	Further details
Please provide any further information relevant to being a Role Model for inclusion not covered in earlier questions. (200 words)	
Guidance	**Answer to be entered**
Here you have the option to go into detail about anything that you think is relevant for us to know regarding your work in driving inclusion for people of color that you don't think was covered in the previous sections. This could include: • Any information on your personal journey or any specific life events which have influenced or inspired your work supporting inclusion • Experience gained working in different parts of the world • Work and initiatives focused on other areas of inclusion or on intersectionality • Any community advocacy or youth work • Awards and achievements • Any other work you are doing to drive inclusion for women, LGBTQ+ employees, and employees with	Relevant details that you wish to talk about

disabilities, mental health challenges and neurodiversity Please bullet point your answer and include the time frame of each initiative/activity. Please do not share links or details to view aspects of your work on other platforms as this will not be graded.	

Question	Further details
Please upload a high-resolution professional headshot	Your headshot must be: • at least 246x500 pixels • vertical (portrait) orientation • PNG or JPG file type • 300 dpi resolution • maximum 50MB
Guidance	**Answer to be entered**
Uploading a headshot is marked as optional within the form in case you have technical difficulties in uploading your headshot to the platform. However, to complete your submission you **must** submit a headshot to be considered for the Empower Role Model Lists. Without a headshot we cannot include you in the Lists. If you cannot upload a headshot through the online form, please email it to us at rolemodels@involvepeople.org.	Upload a high-resolution professional headshot

Upon completion of your submission form, you will have the opportunity to nominate an Advocate for the Empower Role Model List. Empower Advocates are senior corporate leaders who are not people of color but are dedicated to creating a more diverse and inclusive business environment for ethnically diverse employees at all levels. They are either:

- Within three positions below the CEO of their large organization,
- A Partner in a law firm,
- In the c-suite of a smaller organization, or
- A Non-Executive Director

If you have an Advocate that you think should be included in our Empower Role Model Advocates List, you can fill in the nomination form in the confirmation page of the submission form. If you missed the nomination form and wish to nominate someone, you can do so here.

If you have any further questions about the submissions process, please don't hesitate to get in contact us at rolemodels@involvepeople.org.