



Introduction

This is a guide to the submission questions for the **Empower Role Model Lists 2024 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 of 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 or inclusion 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.

What are the Empower Submission Questions?

Here is a full list of the questions which appear on the online Empower submissions form. Guidance on how best to answer each question is provided later in this guide.

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 complete.

Section 1 : About You

First name*

Last name*

Preferred pronouns*

Email address*

Phone number (optional)

Secondary contact email address (optional)

Which country do you work in?*

Which city do you work in?*

Have you previously appeared in an Empower list?*



Section 2 : Your Role

Job title*

What is your reporting line to the head of your organization (CEO)?*

Company*

Company size*

Annual company revenue

Industry sector*

Section 3 : Diversity

What is your race/ethnicity?*

What is your sexual orientation?

What is your gender identity?

Do you consider yourself Trans?

Do you consider yourself to have a disability?

Section 4 : Your internal work supporting ethnically diverse individuals' diversity & inclusion

Are you currently a member of/involved in any internal groups or networks promoting ethnically diverse individuals' diversity and inclusion?*

If yes, please list the roles in these groups or networks in which you have had the most impact.

How have you been involved in promoting ethnically diverse individuals' diversity and inclusion within your company (with an internal group or otherwise) and what impact has this had within the company in the last two years?* (200 words)

Section 5 : Your public work supporting ethnically diverse individuals' diversity and inclusion

Are you currently a member of/involved in any external groups or networks promoting ethnically diverse individuals' diversity and inclusion?*

If yes, please list the roles in these groups or networks in which you have had the most impact.

How have you been involved in promoting ethnically diverse individuals' diversity and inclusion independent of your organization and what impact has this had within the last two years? (300 words)



Section 6 : Further information & headshot

Please provide any further information relevant to being a Role Model for inclusion not covered in earlier questions. (200 words)

How to complete the Empower Submission Questions.

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.

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 complete.

submission tips

- ▶ use bullet points & lists
- ▶ be clear, concise & specific
- ▶ prioritize your most trail-blazing achievements
- ▶ only include information from the last two years
- ▶ ensure all information is in the correct section



Role Model
Lists 2024

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Section 1: About you

Which list are you making a submission for?

Please select the appropriate list that you would like your submission to be considered for.

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 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 for ethnically diverse individuals within business. The List features our Top 20 Empower Future Leaders alongside 80 other 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.



Section 1: Introductory Questions

This section is made up of simple introductory questions including contact details and basic information regarding your role and the company that you work in.

We also ask if you have appeared in an Empower List before. This allows us to monitor how many applications come from previous Role Models – it does not impact the likelihood of someone appearing on the Lists.

Section 2: Your role

What is your reporting line to the head of your organization (CEO)?

This question asks you to outline your reporting line to the head of your organization i.e. which roles are between you and the effective CEO. We appreciate this will vary considerably depending on type and size of company as well as organizational structure. For those who report into a country-CEO rather than global CEO; the line to the country CEO can be included.

Alongside the other information provided it helps us assess whether an individual has applied for the right category (Executive or Future Leader level), and also the level of opportunity an Executive-level Role Model may have to directly influence the company leadership on matters relating to inclusion.

Section 3: Diversity

We proactively track the diversity of submissions we receive, and we encourage all participants to complete these questions to help us monitor the diversity within the final lists against the diversity of applications.

As the Empower Role Model Lists are for people of color and their allies, the race/ethnicity question in section 3 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/ethnicity question, they help us to ensure that we have received submissions that represent the full spectrum of diversity. **Any information you provide is strictly confidential.**

Section 4: Your internal work for ethnically diverse individuals' diversity and inclusion

In this section, we focus on the pivotal work carried out by role models within their organization. Respondents should share how they have made a positive impact within their workplaces, facilitated collaboration, or contributed to organizational goals when it comes to DEI. The questions in this section



covers all the work you have done to increase ethnically diverse individuals' inclusion within your own organization, or with internal audiences.

1. Are you currently a member of/involved in any internal groups promoting ethnically diverse individuals' diversity and inclusion?

If yes, please list the roles in these groups or networks in which you have had the most impact.

2. How have you been involved in promoting ethnically diverse individuals' diversity and inclusion within your company (with an internal group or otherwise) and what impact has this had within the company in the last two years? (200 words)

The questions in this section covers all the work you have done to increase ethnically diverse individuals' inclusion within your own organization, or with internal audiences.

This could include:

- If you have taken part in existing groups promoting ethnically diverse individuals' inclusion internally and/or have actively participated in internal events and initiatives.
- If you have been involved with internal groups (including a leadership role) and/or internal events, mentoring and can demonstrate that you have driven specific initiatives which have had a clear impact on ethnically diverse individuals' inclusion.
- If you have driven specific groups/schemes or programs internally dedicated to ethnically diverse individuals' inclusion and have been a leading figure internally for inclusion activity supported by internal media.

Please use bullet points and include the time frame of each initiative/activity.

Section 5: Your public work supporting ethnically diverse individuals' diversity and inclusion

In this section we are keen to hear about the innovative work that you are doing to drive inclusion independent of your organization. Please include details on your work and the impact that this work has had in driving inclusion for people of color.

1. Are you currently a member of/involved in any external groups or networks promoting ethnically diverse individuals diversity and inclusion?



If yes, please list the roles in these groups or networks in which you have had the most impact.

2. How have you been involved in promoting ethnically diverse individuals' diversity and inclusion independent of your organization and what impact has this had within the last two years? (300 words)

This could include:

- Prominent initiatives undertaken independent of your organization
- High-profile speaking engagements or panel discussions
- Prominent media opportunities including interviews, press articles and being quoted
- Your formal roles and work with external organizations around diversity and inclusion, including non-profits, charities and schools

Please use bullet points and include the time frame of each initiative/activity.

Section 6: Further information and headshot

Please provide any further information relevant to being a Role Model for inclusion not covered in earlier questions (200 words).

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
- Any awards and achievements

Please use bullet points. Kindly refrain from including hyperlinks and instead provide descriptive text to outline your relevant experience.



Your Headshot.

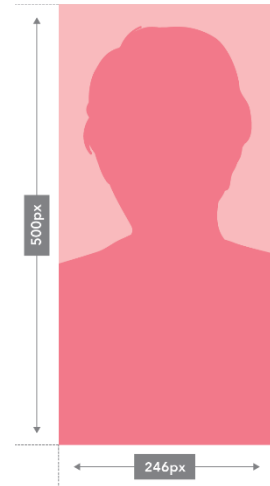
Please upload a high-resolution professional headshot.

Requirements:

- at least 246x500 pixels
- vertical orientation
- PNG or JPG file type
- maximum 50MB

This is the image that we will use should you be featured on the Empower Role Model Lists 2024.

Please note that you must submit a headshot to be considered for the Empower Role Model Lists. If you cannot upload a headshot through this form please email it to us at emnominations@involvepeople.org



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