

# Everything changes – or does it?



David Hynam  
1991

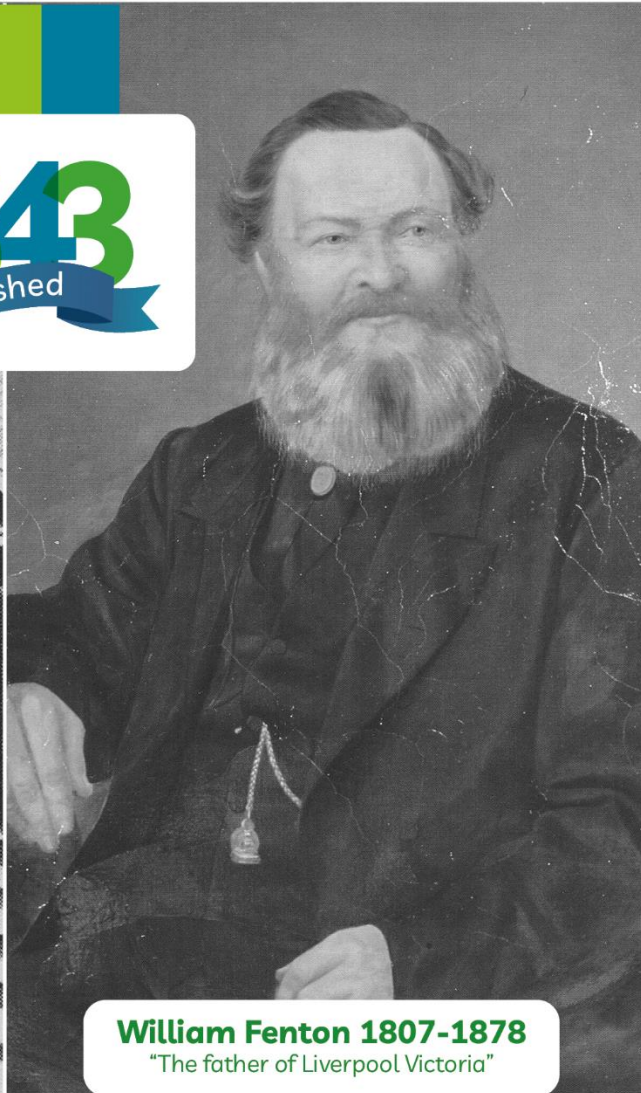
- | LV= three years
- | Financial services 33 years

“Do people **perform best** when they **conform** or when the **organisation is inclusive** to everyone?”

# Our business is our members' business



**Our first office**  
37 Blake street, Liverpool, the Fenton family home



**William Fenton 1807-1878**  
"The father of Liverpool Victoria"



**Investments**



**Equity Release**



**Pensions**

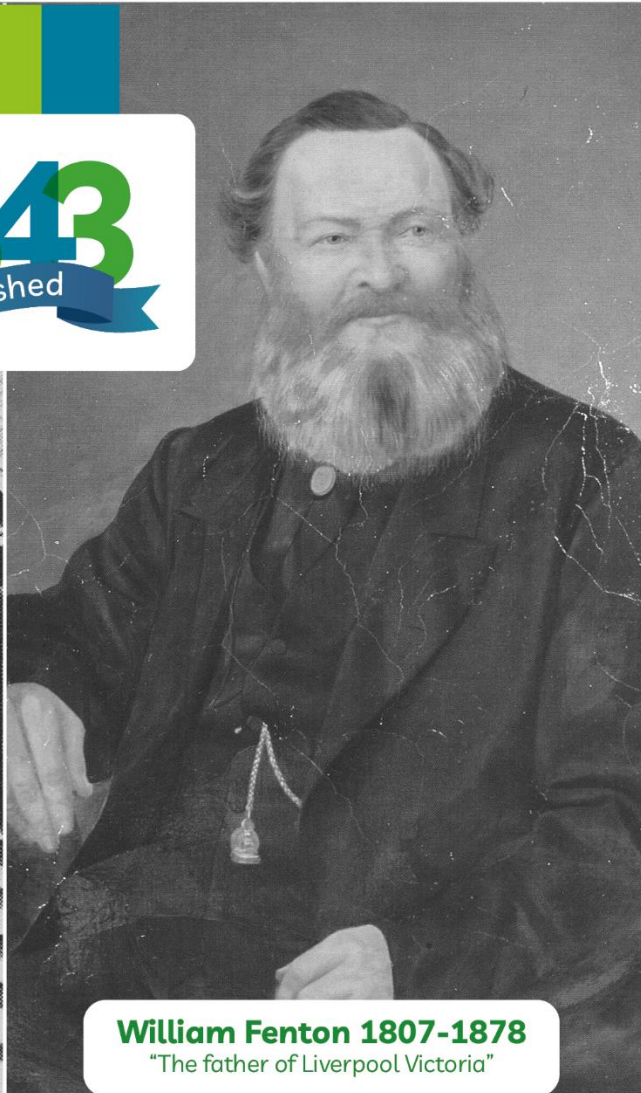


**Protection**

# Our business is our members' business



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# Our business is our members' business



## The vote

LV= Special General Meeting 2021



LV= Annual General Meeting 2022



LV= Annual General Meeting 2023



## A successful year

LV= Annual General Meeting 2024



Members Q&A 2024

We are **COURAGEOUS**

Doing our best for our members and each other – giving all we've got to meet our goals

We are **TRUSTED**

Doing the right thing is everything

We are **CURIOUS**

Ideas come from all around. Invite them and learn from them

We are **INCLUSIVE**

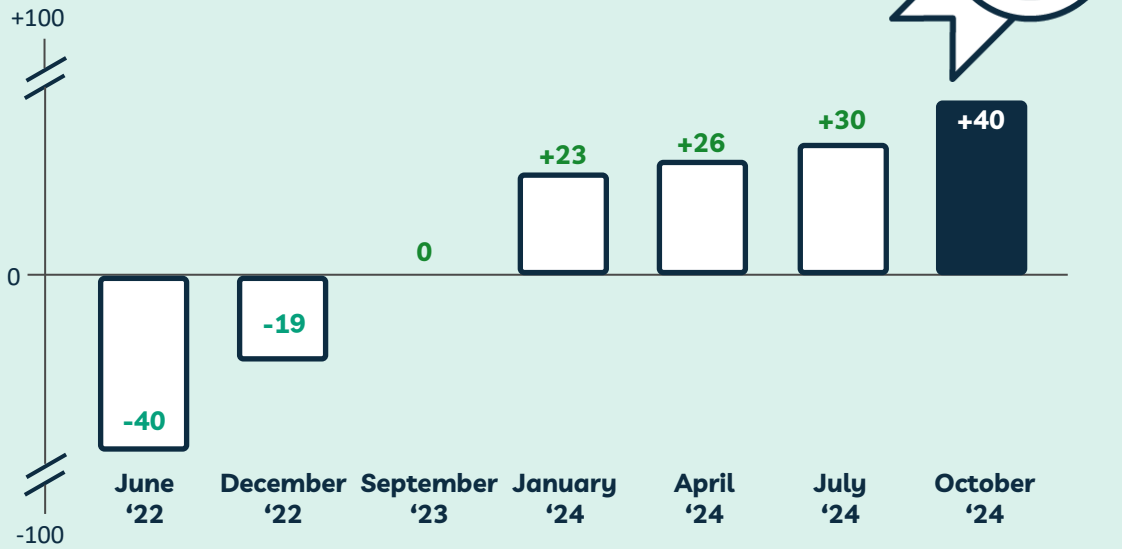
Everyone's welcome here

Our values

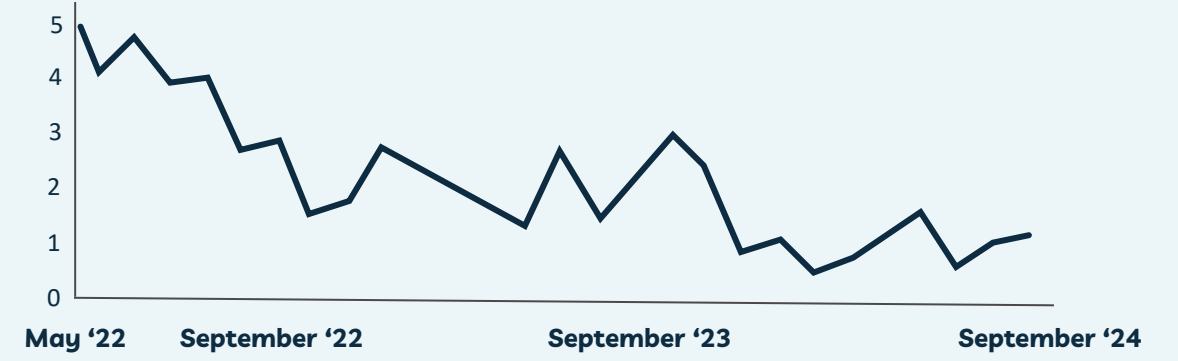
# Outcomes matter



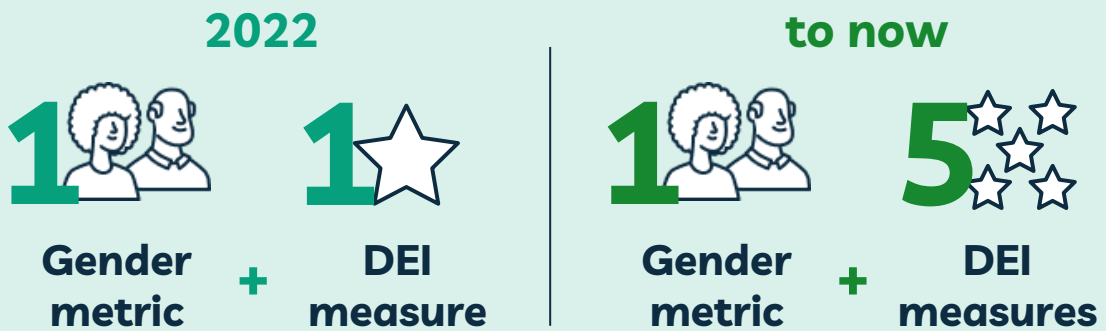
## eNPS



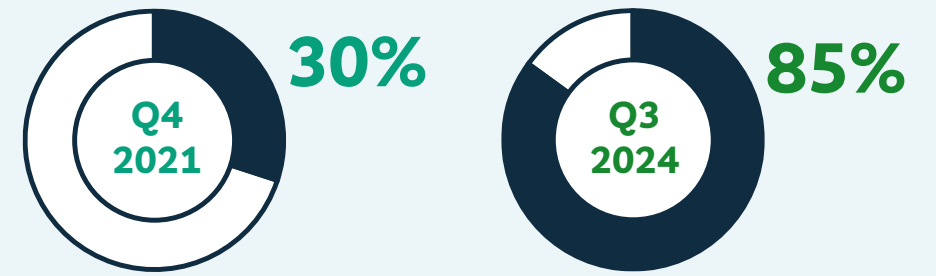
## Attrition



## DEI Balanced Scorecard



## Diversity data sharing



“What has contributed to **change**?”

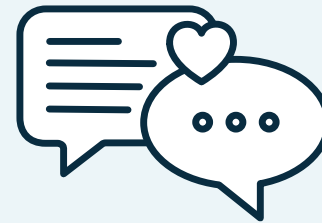
# Leading from the front



**Don't  
walk past**



**Call it  
out**



**Language  
matters**



**Treat DEI  
targets the same  
as others**

**Pride**  
network

**Balance**  
network

**Colleague  
networks:  
do they have  
impact?**

**Respect**  
network

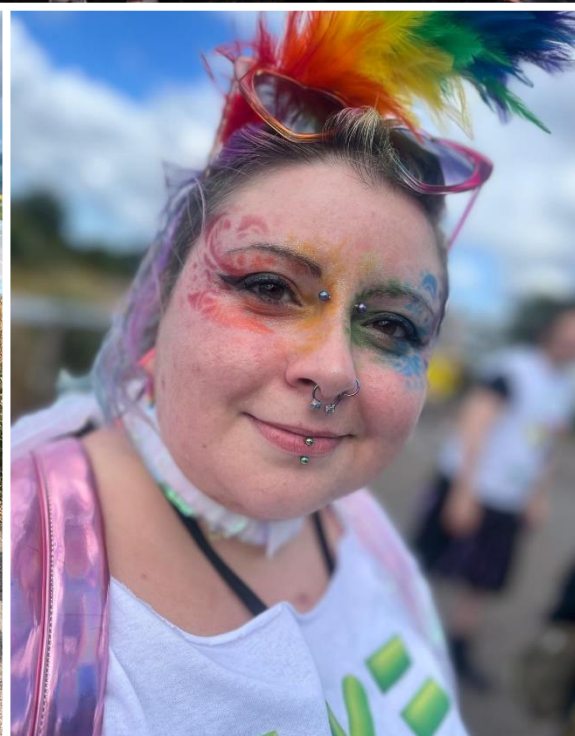
**Wellbeing**  
network

**Diversability**  
network





Pride  
network



**Respect**  
network



# The Prince's Responsible Business Network

Race at Work Charter signatory



National Inclusion panel event



**Diversability**  
network



# auticon



## The CAARE Framework

The framework helps us define and drive actions that enable the culture we aspire to.

**C**

**Champion**

**A**

**Accommodate**

**A**

**Attract**

**R**

**Retain**

**E**

**Enable**



**Wellbeing**  
network



Mental Health First Aiders



Money 

Move 

Munch 

Mind 



Guest speakers/webinars

Bring your whole self to health

*more myself*  
NUTRITION

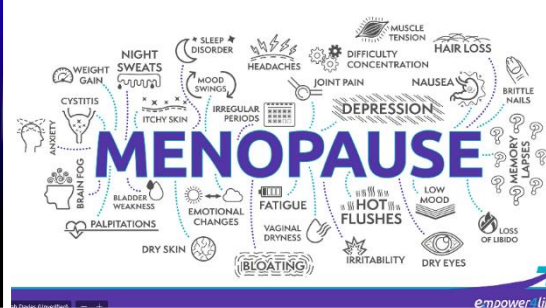
Becky Hogan - Registered Nutritionist (mBant)

The graphic features a blue background with white and orange text. At the top right, there is a white line-art illustration of a fork, knife, and spoon. The "more myself" logo is a white circle with a stylized 'm'.

MHFA time to talk



**Balance**  
network



## Spotlight on Sam Preece

“Our values play a big role at LV= and we’re encouraged to really live what they stand for”



Menopause champions

Sam Preece  
Chief Brand and  
Communications Officer

# Voices



**Encourage story  
sharing**



**Bring the outside  
world in**

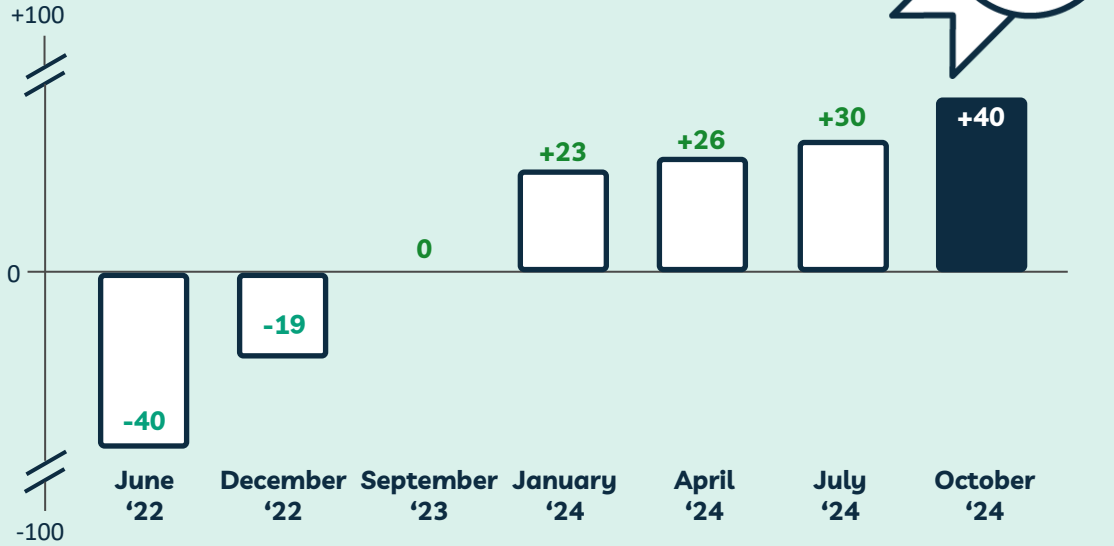


**Continual  
listening**

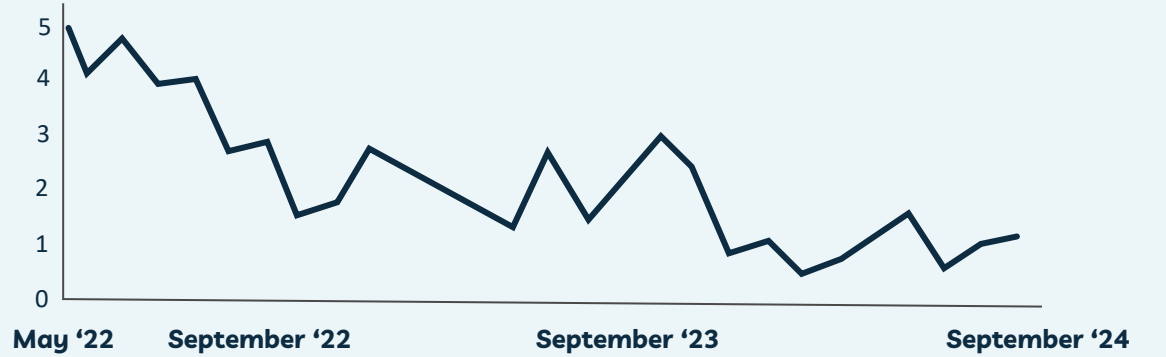
# Outcomes matter



## eNPS



## Attrition



## DEI Balanced Scorecard

2022



Gender metric



DEI measure

to now



Gender metric



DEI measures

## Diversity data sharing



30%



85%

LIVE