



Be What You See

Impact Report

2023-2024





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Introduction



As we celebrate **three years of Be What You See**, I am immensely proud of the impact we have made in workplaces, schools, and communities across the UK. When I founded this company, I envisioned a world where **equity, diversity, and inclusion are not just buzzwords** but the foundation of how we work, lead, and support one another. This year's report is a testament to how far we have come in making that vision a reality.

In 2023-2024, we delivered our most impactful year to date, supporting **over 800 adults and young people** in building truly inclusive spaces. Through our **EDI Champions programme, Active Bystander training, and leadership development** initiatives, we empowered individuals to challenge discrimination, advocate for change, and embed inclusive practices in their organisations. **98% of our participants recognised the importance of EDI, and 93% were able to identify workplace discrimination**, demonstrating the lasting impact of our work.

This year also marked a major milestone as we expanded our **healthcare, education, and youth programmes**.

Through our work we are ensuring that the **next generation of leaders** are equipped with the skills to foster inclusion from the ground up.

Looking ahead, our mission remains the same—to **dismantle workplace discrimination** and build a future where **everyone, regardless of identity, can thrive**. Thank you to my amazing team, our partners, champions, and supporters for making this possible. Together, we are **creating systemic change that lasts**.

- Catherine Millan,
Founder and Director at Be What You See



Be What You See is 3!



Leading up to our 3rd birthday, we had our biggest year preventing workplace discrimination yet!

Below is a snapshot of our impact in 2023-2024:

We supported over **800 adults** creating inclusive workplaces across the UK.

98% of our participants recognised the **importance of Equity, Diversity and Inclusion.**

We launched our **Young People's EDI Champions** programme working with schools.

100% of our EDI Champions understood the **barriers faced by global majority and LGBTQIA+ staff** in the workplace after our training.

Our Champions delivered workshops to **over 1,200 colleagues** sharing their learning from our programme.

We launched our **Theory of Change** workshops helping organisations reach their EDI goals.

93% of our participants were able to **recognise workplace discrimination.**

Adults' EDI Champions



Our Adults' EDI Champions programme supports employees over 12 months to become champions of inclusive workplaces. They engage in **Anti-Racist education, LGBTQIA+ and Neurodiversity inclusion** to ensure an intersectional and sector-specific approach to their learning.

All 3 themes are **based in Active Bystander education** to safely challenge workplace discrimination.

Our Champions then **deliver workshops to their teams sharing their knowledge** and creating a positive culture shift.

Anti-Racist Education

Through our Anti-Racism Training, our Champions **define racial microaggressions, use tools to dismantle racism** and understand the role of conscious and unconscious racial bias in the workplace.

Research into racism in the workplace and case studies based on real-life examples underpin all their learning.

1 in 5

attendees at our Champion-led workshops said they saw anti-racist practice as everyone's job.

100%

of our Champions could recognise and challenge racial microaggressions.

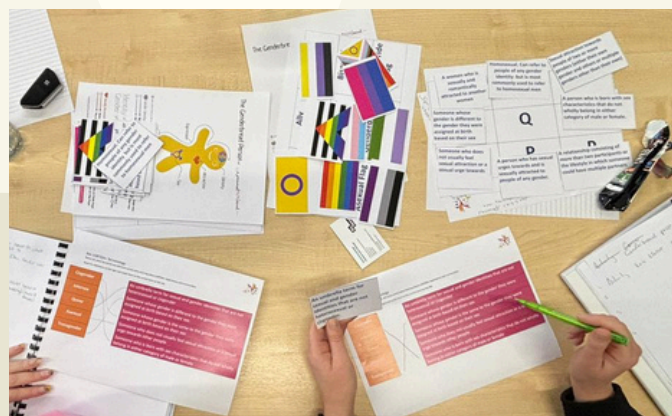


LGBTQIA+ Inclusion



In our LGBTQIA+ (Lesbian, Gay, Bisexual, Transgender, Queer, Intersex and Asexual) Inclusion training, our Champions discuss different understandings of gender and sexuality, **learn about the history of UK legislation impacting LGBTQIA+ people** and explore the barriers facing these communities today.

We also **identify policies and practices our Champions can adopt** to create truly inclusive workplaces for LGBTQIA+ staff.



100% of our Champions knew LGBTQIA+ inclusive practices for their workplace.

Neurodiversity Inclusion

During our Neurodiversity Inclusion training, our Champions are introduced to common neurodiverse conditions. They then **learn about inclusive practice and adjustments** that can be made to support neurodiverse staff and service users.

We **use a strengths-based model** to ensure our Champions leave with a **holistic understanding of neurodiversity**.

100% of our Champions were confident in making workplaces inclusive for people with Dyslexia.

It was **really important to look at all the positive attributes** as we tend to only hear about the limitations.

- EDI Champion

End of Programme Day

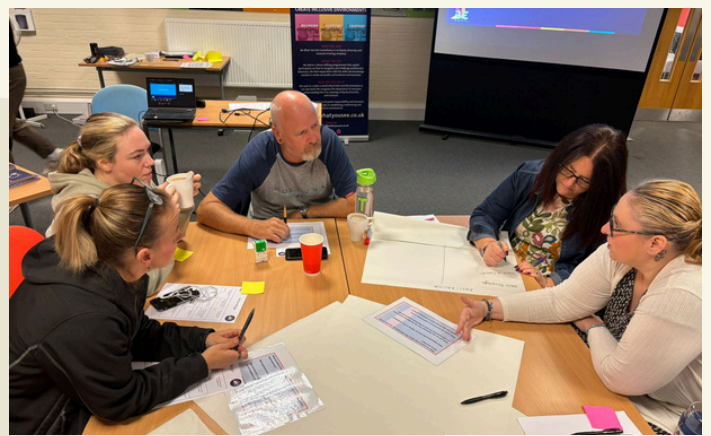


After completing the 3 themes, we bring our EDI Champions together to celebrate their journey throughout the programme. This is an opportunity for the EDI Champions to share their experiences with us and **set new goals as they continue their commitment to addressing workplace discrimination** beyond the programme.

100% of our Champions said they would recommend the programme to others.

100%

of our Champions felt supported by Be What You See on the programme.



Focus on: Healthcare



In 2023-2024, we worked with **2 NHS Trusts** to support healthcare professionals across Greater Manchester. We delivered **52 training days** to these Trusts including **3 EDI Champions Programmes** and **15 Active Bystander training**.

We caught up with [Aimee](#) and [Ian](#), 2 of our NHS Champions, who shared the impact our programme had on them and their Trust.



This training was really good, **it made me think differently about our challenges** and how to support others.

- Active Bystander participant

We are incredibly proud of our work with the NHS and their **commitment to build inclusive facilities** for staff and patients where discrimination is not accepted.

Active Bystander



We deliver Active Bystander training both as part of our EDI Champions programme and as one-off training sessions. 2023-2024 was **our biggest year for Active Bystander training yet, with almost 300 individuals taking part.**

It is not like any other training I have been on, and **I wish I would have had this earlier in my career**

- Active Bystander participant

Our training introduces Active Bystander theory and education to ensure **attendees leave the workshop with the tools needed to safely challenge anti-social behaviour.**



94%

of attendees could confidently champion inclusive practice in their workplace.

We do this through **5 techniques that any staff member can use in a work setting to help eliminate workplace discrimination.** Our training is made sector-specific to ensure the examples, data and tools we provide are the most relevant and applicable to our participants' roles.



100%

of attendees could name at least one barriers to being an Active Bystander.

Theory of Change



Through our Theory of Change workshops, **we support organisations to unpack their ambitions for EDI work** and turn them into strategies and action. Using the Theory of Change as a basis, we explore the change employees want to see in their workplace and **create short-term and long-term objectives to work towards these.**

100%

of attendees understood their organisation's EDI strategy and goals.

100%

of attendees understood Theory of Change and how it supports EDI work.



Inclusive and Compassionate Leadership

Our Inclusive and Compassionate Leadership (ICL) training teaches leaders how active bystander education and **anti-discriminatory approaches can transform leadership in an organisation.**

I learnt a lot and **it really made me challenge myself in terms of my leadership** being inclusive and compassionate.

- ICL participant



Through our ICL training, leaders **discover how to create safer spaces for reflection, learning and action** to create a more positive working culture.

Young People's EDI Champions



This year, 9 pupils joined our first Young People's EDI Champions programme.

They will **learn about Anti-Racist Practice, LGBTQIA+ and Neurodiversity Inclusion**. These Champions will then deliver school workshops and campaigns on these themes.



I'm most excited to **see the growth the Champions will experience** from both a knowledge and personal development standpoint. As they deliver workshops and campaigns back to their peers, **I hope the Champions will feel an immense sense of pride** in the lasting, positive impact this will have in promoting a more inclusive culture within their schools.

- Viv Richards,
Young People's EDI
Champions Lead



A Look to 2024-2025

Whilst 2023-2024 was a year of incredible growth for Be What You See, we are not stopping!

Next year is already shaping up to be an amazing year for the team:

We'll celebrate our **Young People's EDI Champions'** journeys at our **Awards Ceremony!**

We're **launching our Anti-Racism and LGBTQIA+ Inclusion training** as independent workshops!

We're making classrooms more inclusive with our **teacher and pupils Active Bystander training!**



Conclusion

Having the Impact Report has not only helped to put into context all that we've been able to achieve over the past year but also **serves as a reminder as to how far Be What You See has come in our first 3 years.** There are so many highlights I could pick but there are a couple I'd like to give a special mention...

As our **Young People's EDI Champions** lead, the **programme launch and meeting the first cohort** was an extremely proud moment for myself and the team.

Secondly, supporting our Adult EDI Champions cohorts is truly inspiring. **Seeing the tangible actions the Champions have taken forward into their workplaces** and beyond gives me a real sense of purpose in what we do.

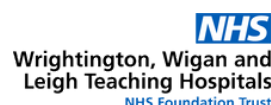
As we look to further evolve our training, **it is a great time to be a part of the BWYS team** with our client base continuing to grow. **I'm really excited to see what new opportunities this will bring!**

- Viv Richards,
Programmes Manager



Thanks to our Partners

In 2023-2024 we worked with the most organisations yet! It is a privilege to partner with organisations who want to build workplaces and schools that are truly inclusive. Here are some of the partners we worked with this year:





Do you want to join us in transforming workplace culture for the better?

You can get in touch with us via info@bewhatyousee.co.uk.

We'd love to hear from you!



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www.bewhatyousee.co.uk



info@bewhatyousee.co.uk



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