

# Our social value

## Creating a more equitable world

Many people experience hardship as a result of outmoded and biased employment practices. People who don't have years of experience, degrees, or shiny corporate connections are often overlooked for job opportunities, regardless of their potential or their fit to role.

We want to help under-served communities to overcome the prejudices of the corporate world, and provide a lifeline to those who need it most.

FORMER  
DEFENCE

WORKS IN  
CONSTRUCTION

PUZZLE



SOLVER

Shows

LEADER-

SHIP

skills

Practical

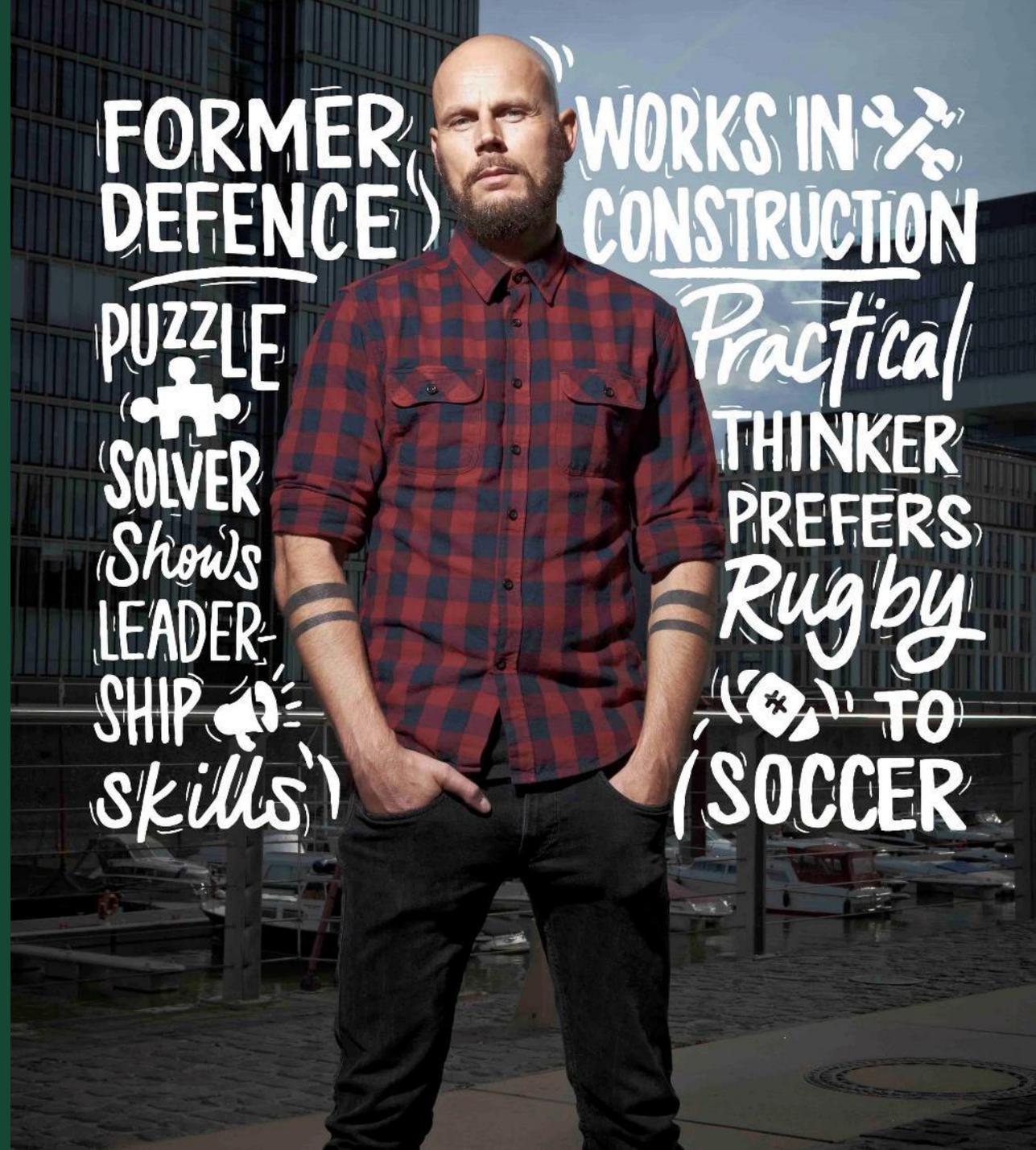
THINKER

PREFERS

Rugby

TO

(SOCCER)





# **We're tackling the digital skills shortage** *while creating a more equitable world*

## **Future potential not past experience**

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Founded by veterans, we use the military method of assessing aptitude and personality traits to discover fit for in-demand tech roles, then deploy rapid job readiness training.

## **Data-driven decisions over bias**

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We build teams based on data which eradicates the bias inherent in CV-based employment. This allows us to create genuinely diverse and inclusive workforces.

## **Positive social impact**

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We tap into new talent pools of under-served parts of society. Then we train them for free. Providing access to in-demand skills creates new pathways to wealth.

## **Retaining top talent**

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Through effective continuous learning, individual's skills stay ahead of evolving market requirements.

## **From human capital to human asset**

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We don't see people as simply resources or a cost of revenue. We see people as assets. High performing individuals and teams enable genuine business acceleration and growth.

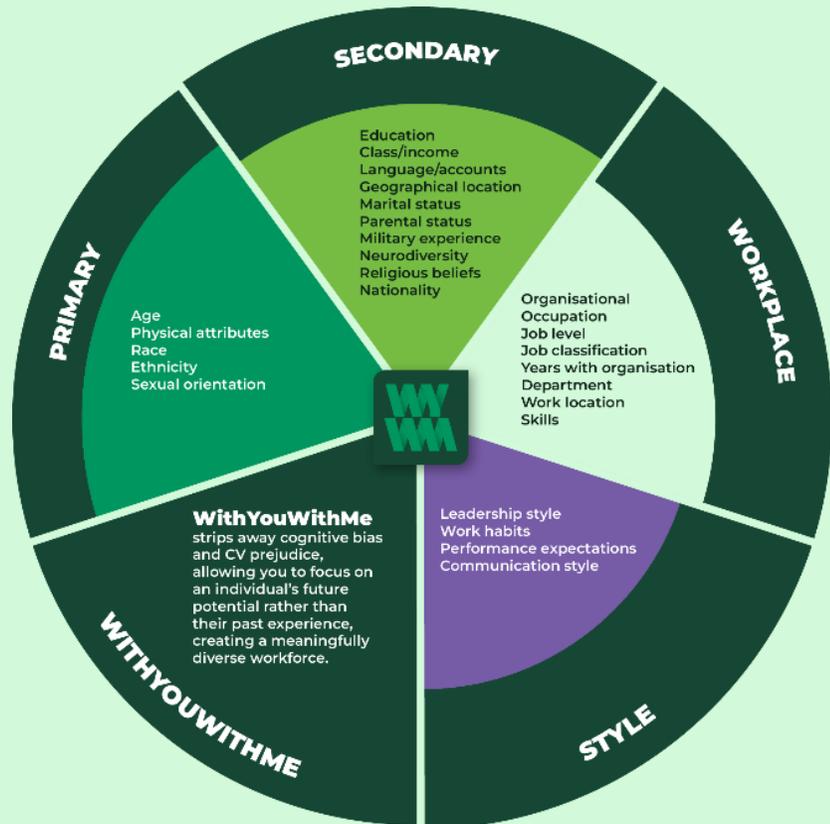
## It's the Potential effect

*Supporting our communities with every licence.*



Every SaaS licence you purchase gives us the ability to train **10 individuals** from diverse talent pools for free.

# Our model and unique process helps organisations deliver real diversity and inclusion in the workforces.



# We recommend 4 action areas to drive more D&I.

WithYouWithMe strips away cognitive bias and CV prejudice creating a meaningfully diverse workforce.

## Expanding screening methods

Use psychometric and aptitude testing, don't rely solely on resume, cover letter and reference checks.

## Accommodating needs

Find out what needs the candidate has and be creative with how you meet them.

## Training

Ensure everyone interacting with candidates has training on cultural sensitivity, disability awareness and unconscious bias.

## Feedback

Get your diverse workforce assisting you with your measures and policies, to keep them evolving to meet changing needs

*Our community partners*

**Amplify our  
impact...**



As part of our mission to solve 'underemployment' for underrepresented groups, WithYouWithMe provide special support to nonprofit and community organisations that focus on social justice, equity, mental health, education, and more.

WithYouWithMe's not-for-profit partnership program provides access to free technology and support, to help these groups advance their mission, achieve measurable impact, engage with communities, and advocate for their causes.

*Leading by example*

**We spearhead  
industry  
initiatives**

We partner with universities and research institutions like YouGov to undertake research into the state of diversity, equity and inclusion strategies within workplaces.

We regularly host events and participate in industry forums (including TechUK, Tech Council of Australia and more) to drive these conversations forward and provide recommendations for improving the status quo.



*Delivering  
meaningful  
impact*



## Social impact in action



We've helped thousands of veterans, military families, neurodivergent people, women in tech, youth, Indigenous communities and refugees to find meaningful employment.



More than 400 organisations use our tech to deliver social value to their organisation and surrounding communities



We've matched 15,000 individuals from under-represented backgrounds to meaningful careers



Employed 1250 veterans across the globe



24,000 veteran users globally upskilling



This partnership is a **win-win** as it allows us to provide **tailored pathways to veterans** looking to work in technology focused roles and enables the company to build a sustainable future through **purposeful workforce skilling initiatives.**

**Danielle Mesa**  
Chief People Officer

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*BAE Systems*

**BAE SYSTEMS**



Partnering with WithYouWithMe has given us the opportunity to meet **great new people** and bring them into our team, offering them a new **rewarding career path**, which may not have been obvious to them before.

**Rishi Badiani,**  
Head of Software

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*Northrop Grumman  
National Security Solutions*



# Changing lives – one at a time



*Pablo Quintana*



After leaving the Navy, I found it difficult to adapt to anything new. I went from being a cook in a cafe to a janitor and was even considering working at a fast-food restaurant. None of my skills at the time felt transferable. That changed when I found WithYouWithMe and heard about their partnership with Pega.

I couldn't believe I'd get paid to learn and upskill in their low-code platform, and then be offered a job at the end of the training straight away, it almost seemed too good to be true.



*David Attwood*



It is 100% daunting having to prepare your resume post service to give to employers. My resume was completely based on my experiences as a Royal Airforce (RAF) Specialist . My resume did list my skills, but I found employers wanted relevant work experience.

I lacked the technical expertise I knew I needed to get a job in IT. I was uncertain about finding a job while finding time to and money to pay for training. I was anxious about the future. The WYWM aptitude test showed me my strengths. The test results indicated that a career in low coding would be a great match for my personal skillset. Through the support of WithYouWithMe, I transitioned from my position with the RAF and into a role as a PEGA junior developer for Accenture UK.



*Samantha Gillison*



I worked as a UK Met Police officer for almost 7 years. At the age of 24, I was diagnosed with chronic fatigue syndrome. This diagnosis was unexpected and changed my life. Astriid, a disability employment NFP, referred me to WithYouWithMe and assured me that WithYouWithMe would help me find a job that offered a healthy work/life balance.

I signed up to look for work on WYWM's Potential platform and completed their psychometric and aptitude tests. They accurately predicted both my personality and my preferred learning methods. After completing my digital skills training, Northrop Grumman UK employed me as a Full Stack Developer (JavaScript).