

windō

THE DEFINITIVE GUIDE TO

Discovering Your Ideal, Values-Aligned Employer

And be well placed to smash the interview

Values

Sustainability

Pay

Diversity & Inclusion

Belonging



Guide Contents



Windō's platform and insights are essential tools for students that want to stand out to employers in a competitive landscape.

Siddharth Kataria

President of LSE Economics Society

Introduction

Why This? Why Now?	3
Community Insights at the Core	4

Essential Tips

Essential Checklist for the Climate Conscious Candidate	6
Essential Checklist for the Socially Conscious Candidate	7

Tip No. 1: Look at the Data

Look for accessible data that tells a story	8
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Tip No. 2: Transparency is Truth

Find a company that is clear on the topics you care about most	16
--	----

Tip No. 3: Authentic Storytelling

Understand your employer's true identity.....	25
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Final Thoughts

What it all boils down to	32
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Why This? Why Now?

50% of Gen Z employees are leaving their first job because they discover that their employer's values do not align with their own.

For the sake of your wellbeing and career progression (and to help prevent companies from making the expensive mistake of attracting and replacing the wrong talent), we're on a mission to connect you with an employer that is "doing the right thing", whose values are closely aligned to your own, and where you feel like you can be you from day one.

From the initial spark of creating a platform that effortlessly allows anyone to explore, understand, and evaluate employers' commitments to sustainability, diversity, inclusion and wellbeing, we've worked directly with young talent to shape Windō's design and content.

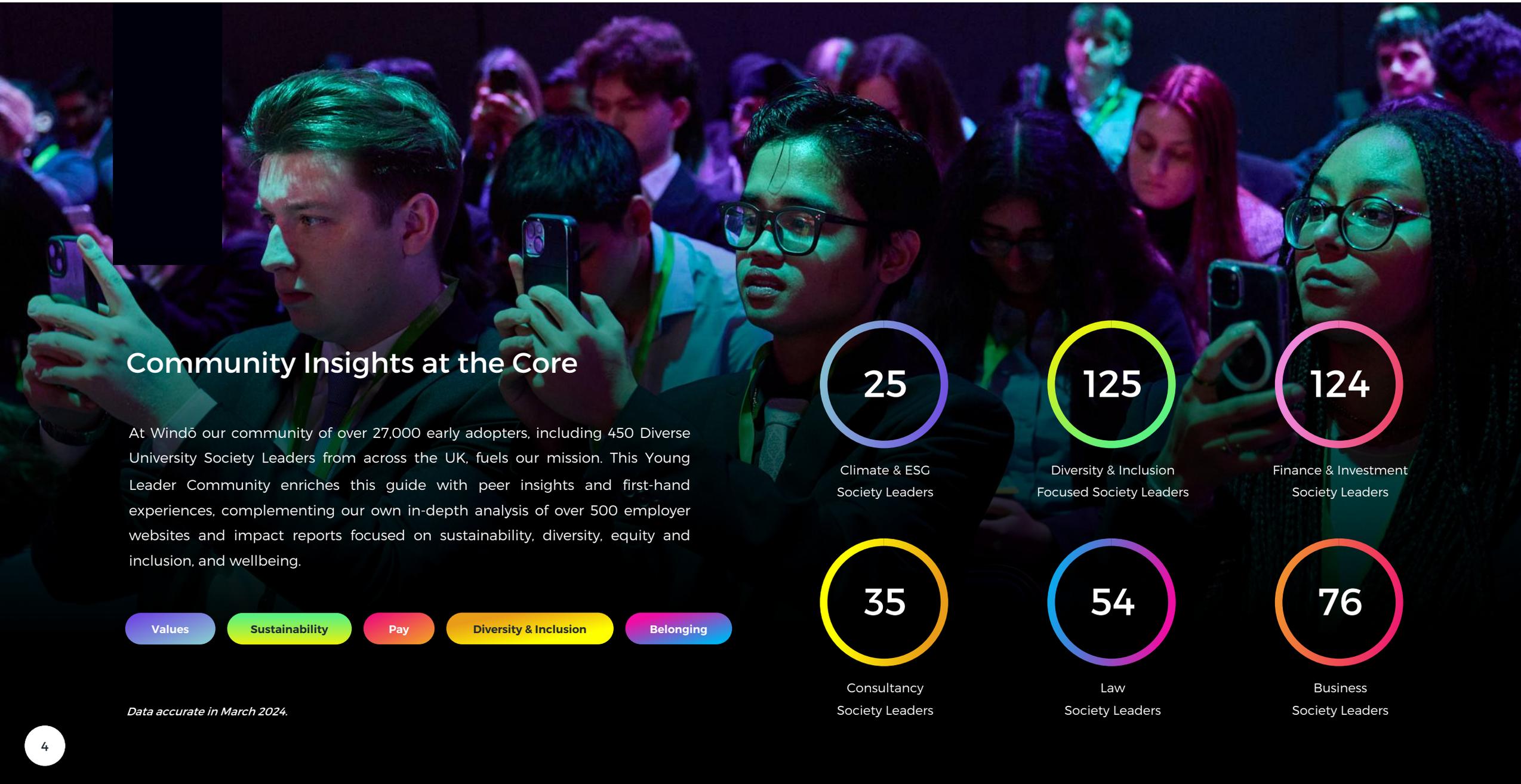
A brilliant example of this took place at Bloomberg's European HQ on 4th March 2024 for Windō's inaugural Preside which was attended by 140 Young Leaders representing 111 University Societies from 40 Universities across the UK. At the event we discussed what "great" looks like when it comes to sustainability communications today. Through two panels we explored what Gen Z look for from potential employers when it comes to their sustainability, diversity and inclusion and importantly, what more they would like to see.

This Guide is a must-have tool for any candidate aiming to find meaningful work with an employer that is the right fit, as well as presenting you with the tools to gain insights about a potential employer that will make you stand out in interviews.

Oli Coles & Ken Janssens

Co-Founders @ Windō





Community Insights at the Core

At Windo our community of over 27,000 early adopters, including 450 Diverse University Society Leaders from across the UK, fuels our mission. This Young Leader Community enriches this guide with peer insights and first-hand experiences, complementing our own in-depth analysis of over 500 employer websites and impact reports focused on sustainability, diversity, equity and inclusion, and wellbeing.

- Values
- Sustainability
- Pay
- Diversity & Inclusion
- Belonging



Climate & ESG Society Leaders



Diversity & Inclusion Focused Society Leaders



Finance & Investment Society Leaders



Consultancy Society Leaders



Law Society Leaders



Business Society Leaders

Data accurate in March 2024.

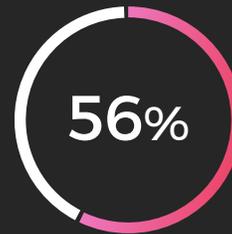
**Talent use LinkedIn to discover jobs and
Glassdoor to access employee reviews.
Where do they go to review an employer's
Sustainability, DEI and Values?**

We've spent a lot of time researching the processes that young talent go through to find their next employer and of course, LinkedIn and Glassdoor are key third-party platforms that you engage with.

But with values, sustainability and DEI being such important topics for Gen Z, and the very reason we've built Windō, we wanted to understand a bit more about your processes without Windō.



86% of young talent visit an employer's website to get a better understanding of their Sustainability and DEI.



56% of young talent look at an employer's PDF Reports to get a better understanding of their Sustainability and DEI.



71% of young talent feel that organisations are not currently being transparent about their progress and plans to protect the planet and advance equality for all people.

ESSENTIAL CHECKLIST

For the Climate Conscious Candidate

Values

Sustainability

This is most relevant for large employers with a workforce of 500+ where they are likely to have the resource in-house to measure and report on their environmental impact. For smaller organisations, looking for certifications like [B Corp](#) can be a good indication that as an organisation they take sustainability, diversity and inclusion seriously.

Does your future employer...

- Have a Net Zero Target Date?
- Share their Scope 1, 2 **and** 3 emissions data?
- Share the carbon footprint of their investments?
- Engage employees in sustainability initiatives?
- Have reputable awards for their environmental efforts?
- Share their renewable energy usage?

Some helpful tips & resources

-  *Is it [SBTi](#) Approved?*
-  *Here's a [glossary](#) explaining the different scopes.*
-  *[MotherTree](#) is a good resource for this.*
-  *Where possible, reach out to existing employees.*
-  *The [CDP](#) is a pretty good place to start.*
-  *[Windō](#) is a good source for accessing this information.*

ESSENTIAL CHECKLIST

For the Socially Conscious Candidate

Values

Pay

Diversity & Inclusion

Belonging

This is most relevant for large employers with a workforce of 500+ where they are likely to have the resource in-house to measure and report on their social impact.

For smaller organisations, looking for certifications like [B Corp](#) can be a good indication that as an organisation they take sustainability, diversity and inclusion seriously.

Does your future employer...

- Share comprehensive workforce representation data?
- Have awards for being an inclusive employer?
- Make public statements in support of equality for all?
- Share their Senior Leadership representation data?
- Share their pay gap data beyond gender?
- Have a message from a Senior Leader on DEI?

Some helpful tips & resources

-  Look for [LGBTQ+](#), [Disability](#) and [Socio-Economic](#) data.
-  You can find the [most awarded companies here](#).
-  Here are a number of [reputable diversity pledges](#).
-  [These employers](#) go beyond gender and race.
-  Look for Pay Gap data for [other diverse groups](#).
-  Look for C-suite level quotes.

To go deeper, read on...

TIP No.1

Look at the Data!



The core advantage of data is that it tells you something about the world that you didn't know before.

Hilary Mason, Data Scientist and Co-Founder at Hidden Door



Relevant for...

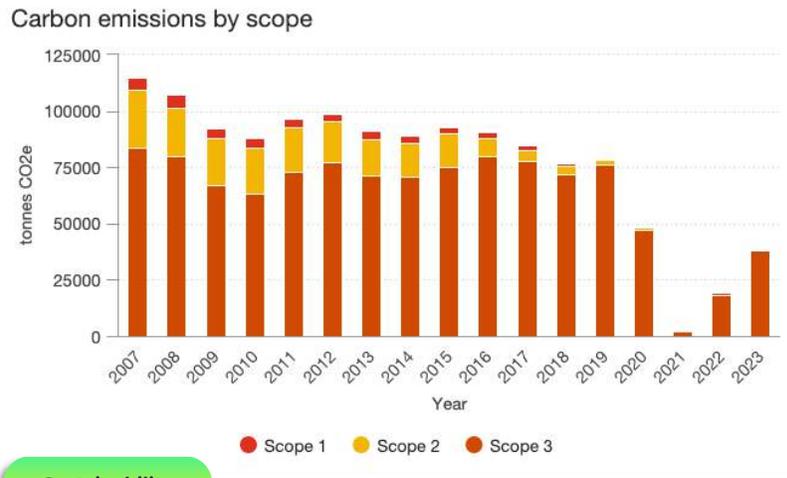
Values

Sustainability

Pay

Diversity & Inclusion

Belonging



Values

Sustainability

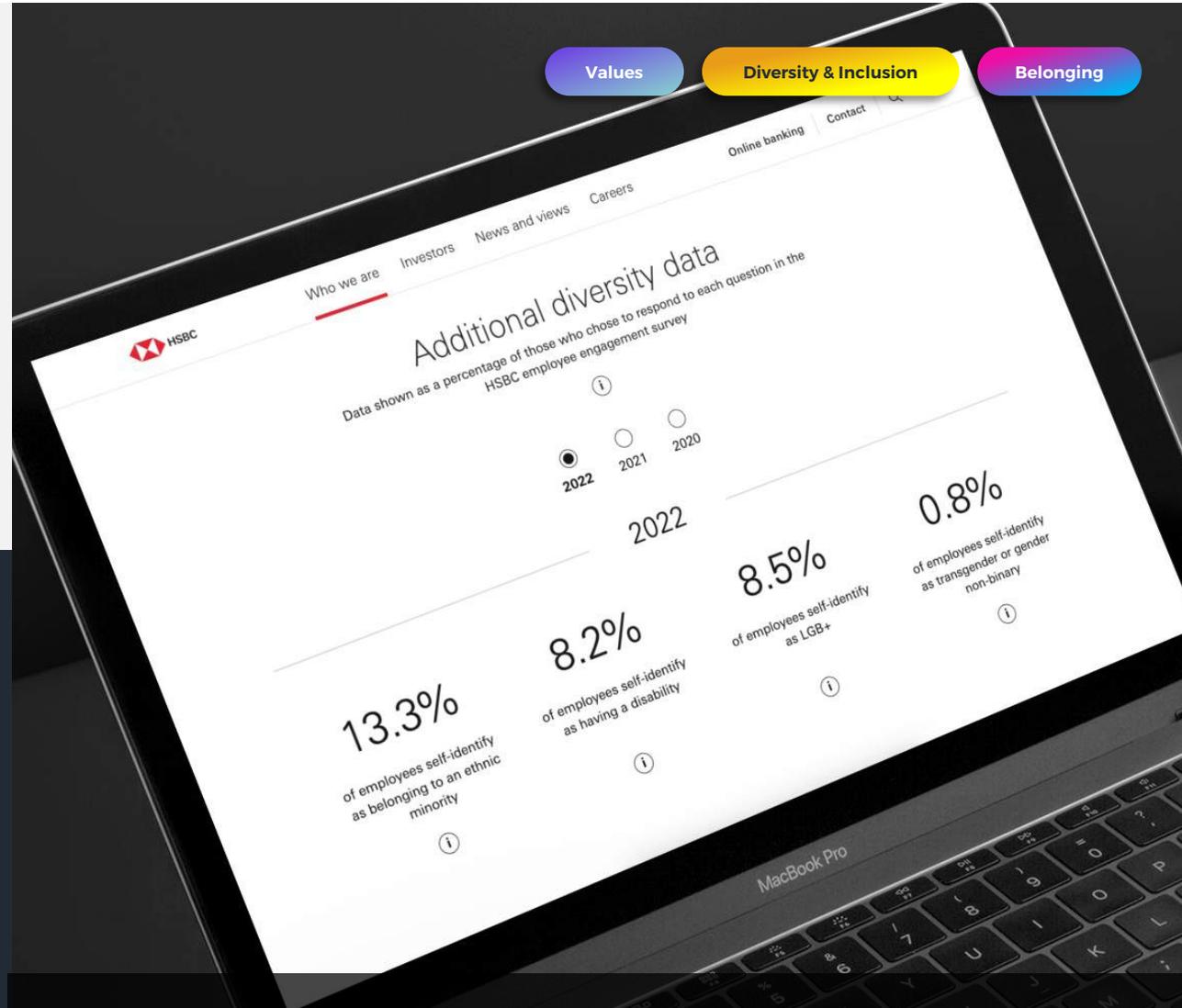
[View Page >](#)



INTERACTIVE DATA CHARTING

Look for an employer that provides interactive data charting of key metrics on their public facing website, specifically around the topics that are important to you. If you don't find it on their website it *should* be in the Sustainability, DEI or Impact PDF reports.

Which companies do it well?

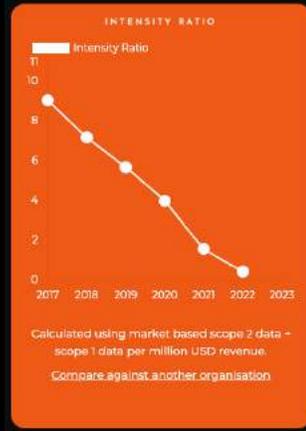
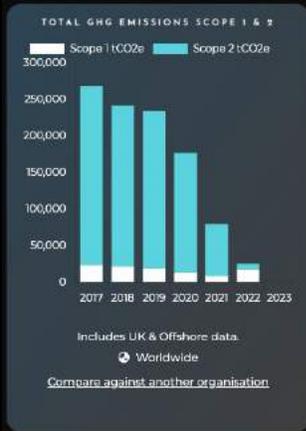
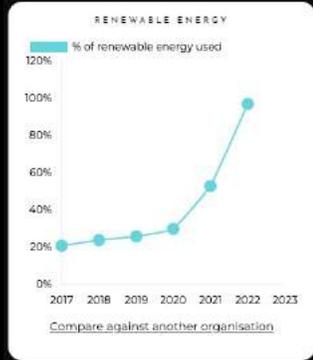


HSBC set high standards for global DEI data across Gender, Ethnic Minority, Disability, LGB+ and Trans/non-binary

[Visit page >](#)

2023 FACT
3%

Only 3% of the FTSE 100 provide interactive data charting on their websites.



Values

Sustainability

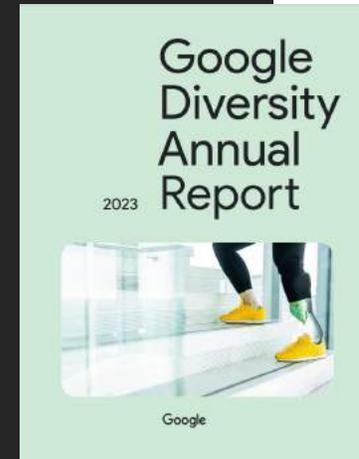
[Visit Accenture on Windō >](#)



MULTI-YEAR TRENDING OF DATA

Gain an understanding of the journey your future employer has been on. Moving the dial from one year to the next is hard but is easier to demonstrate if they share longer time frames. This also reinforces their long-term commitment.

Which companies do it well?



Appendix

Google Workforce Representation Data

Overall

Race/Ethnicity	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Asian+	31.5%	32.7%	33.9%	36.3%	38.1%	39.8%	41.9%	42.3%	43.2%	44.8%
Black+	2.4%	2.5%	2.8%	2.8%	3.0%	3.3%	3.7%	4.4%	5.3%	5.6%
Hispanic/Latinx+	4.5%	4.9%	5.2%	5.3%	5.3%	5.7%	5.9%	6.4%	6.9%	7.3%
Native American+	1.0%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
White+	64.5%	62.9%	61.0%	58.5%	56.6%	54.4%	51.7%	50.4%	48.3%	46.2%

U.S. Gender

Gender	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Women	29.0%	29.2%	29.3%	29.5%	29.8%	31.0%	31.6%	32.2%	33.5%	33.9%
Men	71.0%	70.8%	70.7%	70.5%	70.2%	69.0%	68.4%	67.8%	66.5%	66.1%

Global Gender

Gender	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Women	30.6%	30.6%	30.6%	30.8%	30.9%	31.6%	32.0%	32.5%	33.9%	34.1%
Men	69.4%	69.4%	69.4%	69.2%	69.1%	68.4%	68.0%	67.5%	66.1%	65.9%

High standards set in Google's 2023 Diversity Report for providing representation data by diverse group going back 10 years.

[Visit Report \(page 65\) >](#)



2023 FACT
Only 4% of the FTSE 100 provide multiple years of DEI data on their website.

ON DIVERSITY & INCLUSION

Take a Deep Dive.



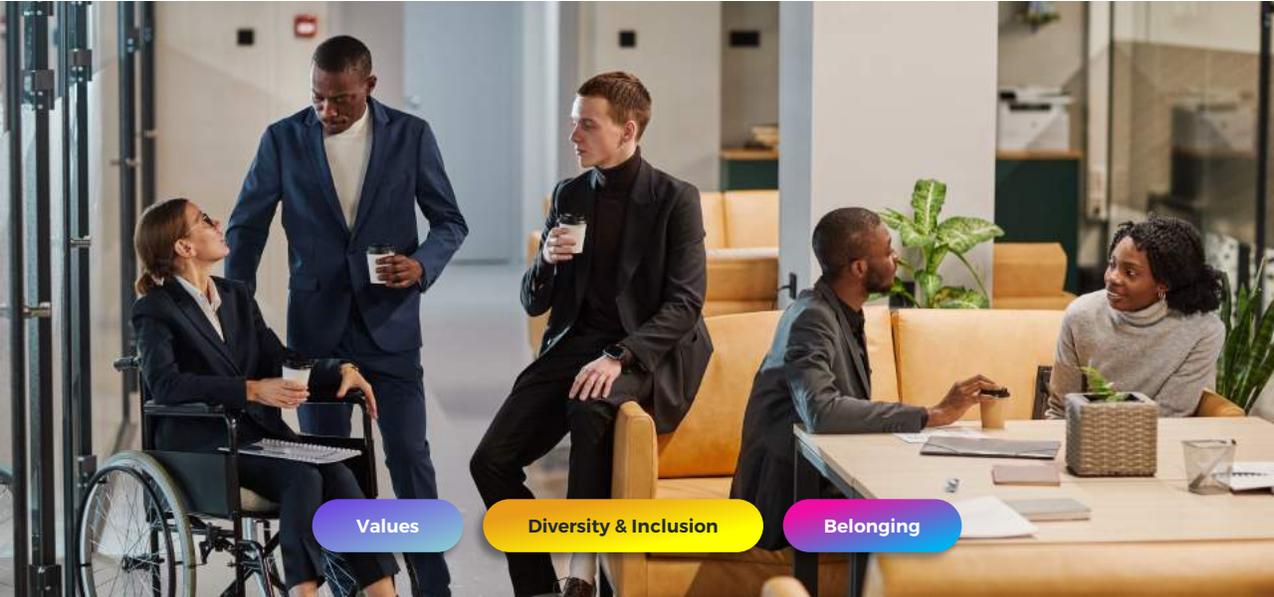
I strongly recommend that everyone looks at a potential employer's PDF reports. It gives you a lot more insight, it gives you numbers going as far back as the last five years and an idea of how the company operates beyond the vision, salary and benefits.

What I would like to see from companies moving forward is representation metrics by different divisions and teams because ultimately, we want to know that we will feel comfortable within the team of people that we work with.

Leonardo Zhang | Vice President of King's College BAME In The City Society



Leonardo Zhang | Vice President of King's College BAME In The City Society



Values

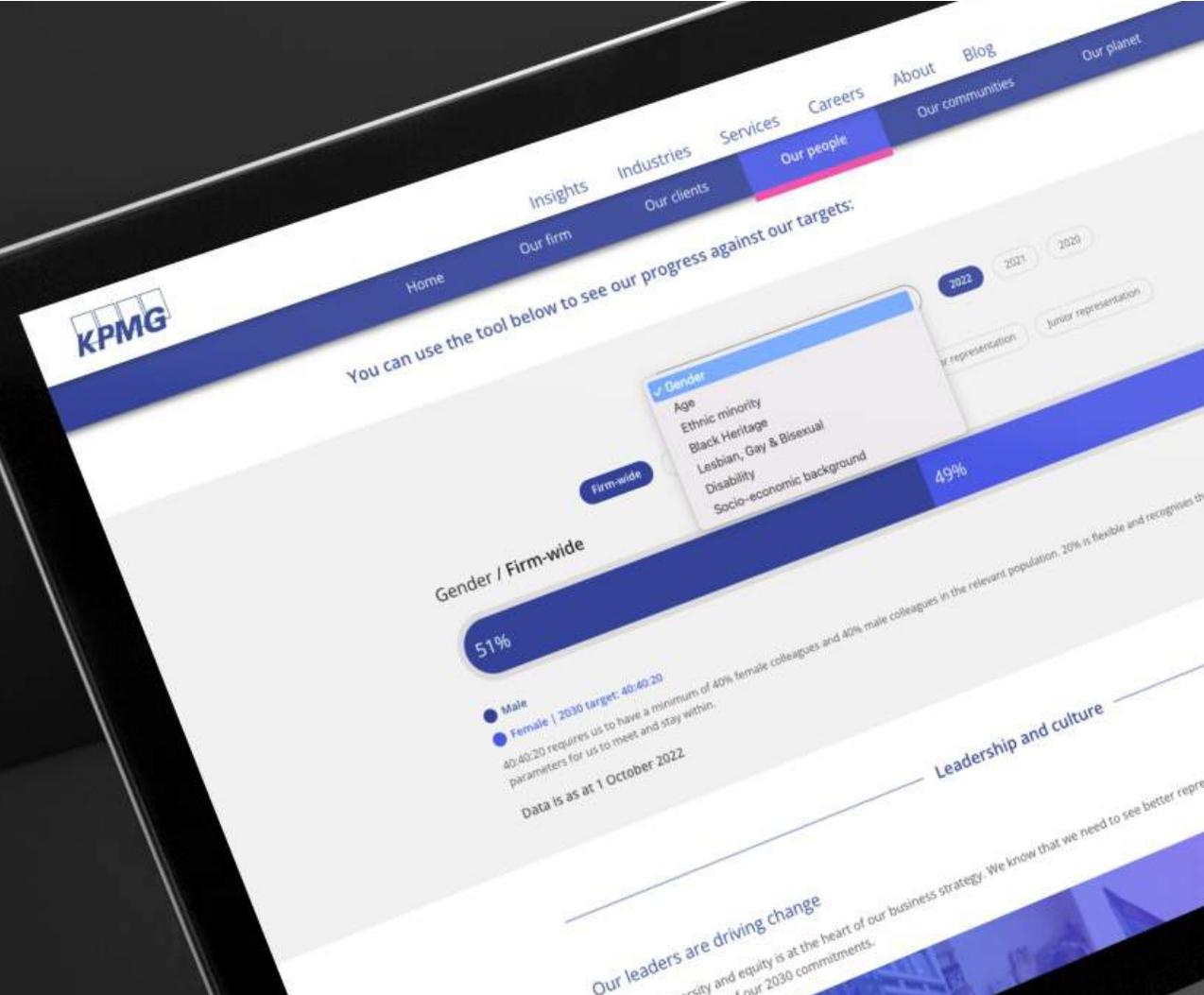
Diversity & Inclusion

Belonging

DATA TRANSPARENCY & EQUALITY

There is no better way for a company to demonstrate their commitment to equality than by treating each diverse group as equal in their reporting. Look for an employer that reports on their workforce representation for all diverse groups.

Which company does it well?



KPMG set high standards for DEI data
Across Gender, Age, Ethnic Minority, LGB,
Disability and Socio-Economic
[Visit page >](#)



2023 FACT
Only 4% of the FTSE 100 share
representation data beyond
gender and race on their website.



Values

Diversity & Inclusion

Belonging

THE MISMATCH OF YOUNG TALENT EXPECTATIONS VS DEI CORPORATE COMMUNICATIONS



Gender equality and racial justice really aren't controversial topics and companies are so influential so they should take a public stand on it.



Lin Lundberg

Founder of The Cardiff University Equal Opportunities Law Society

The % of Young Talent that believe companies should publicly advocate for:

The % of the FTSE 100 that share on their website that they have signed a public pledge for:



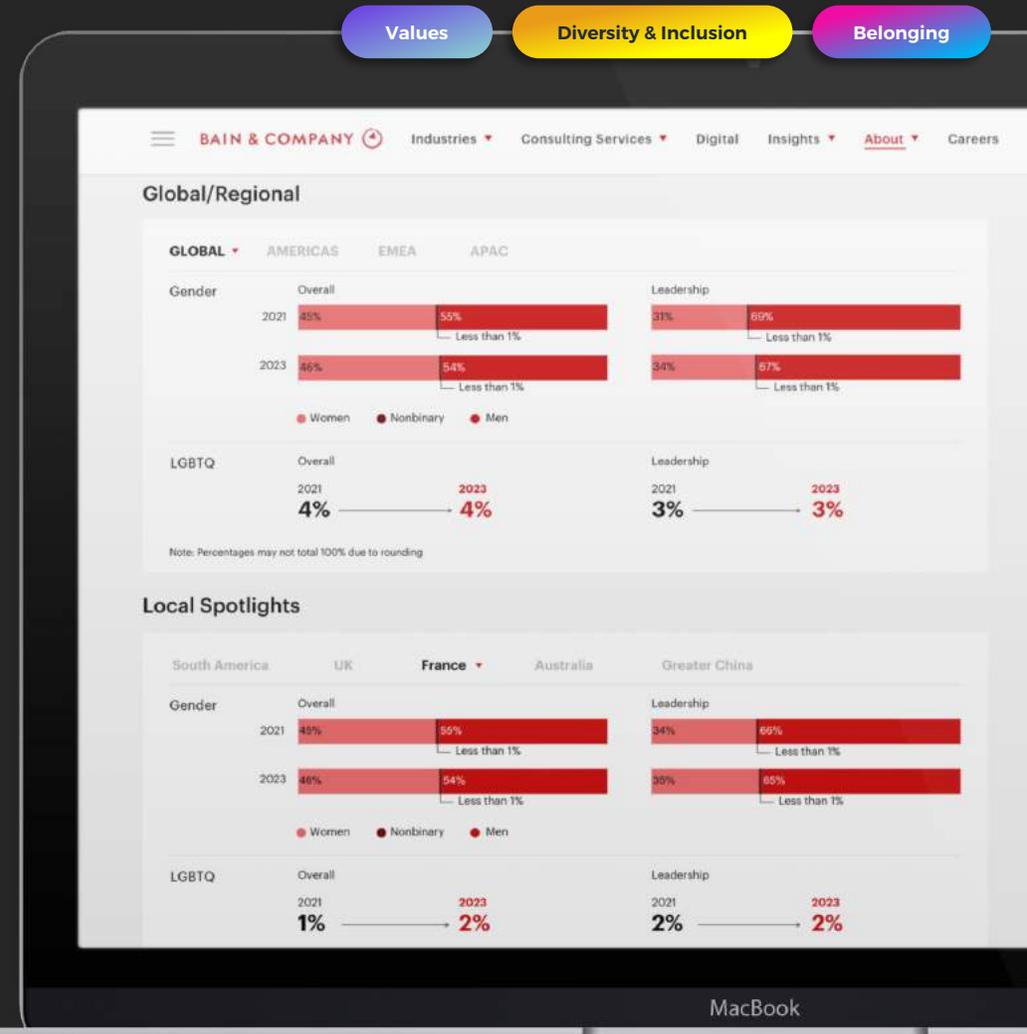
Based on a Windō survey put out to our community of 450 University Society Leaders



DATA BY REGIONS & COUNTRIES

If your prospective employer has an international presence, it might be helpful to review their diverse workforce representation data for each region and key market, particularly given that employers have to attract talent beyond just the country of their headquarters.

Which companies do it well?



Bain & Company provide global, regional and local spotlight breakdowns of DEI data

[Visit page >](#)

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Belonging



ON VALUES ALIGNMENT

The Power of a Cultural Fit.



When researching potential employers, I really urge everyone to really look beyond the conventional check list. Of course, salary and benefits are important. But what about the intangibles that really shape your experience at work? Look at employer development – do they have a genuine commitment to nurturing talent and fostering growth? Is “Diversity and Inclusion” just something you see in the marketing materials or is it something that you also recognise in the faces that you see around the office and through the stories they share? Lastly is the power of a cultural fit; be sure to assess the vibe that you get during interviews, or the company events you attend, and determine if it feels like a place that you can truly thrive.

An employer’s representation data, particularly if broken down by different job level, combined with Employee Survey results by diverse group, can provide a decent indication of the culture.

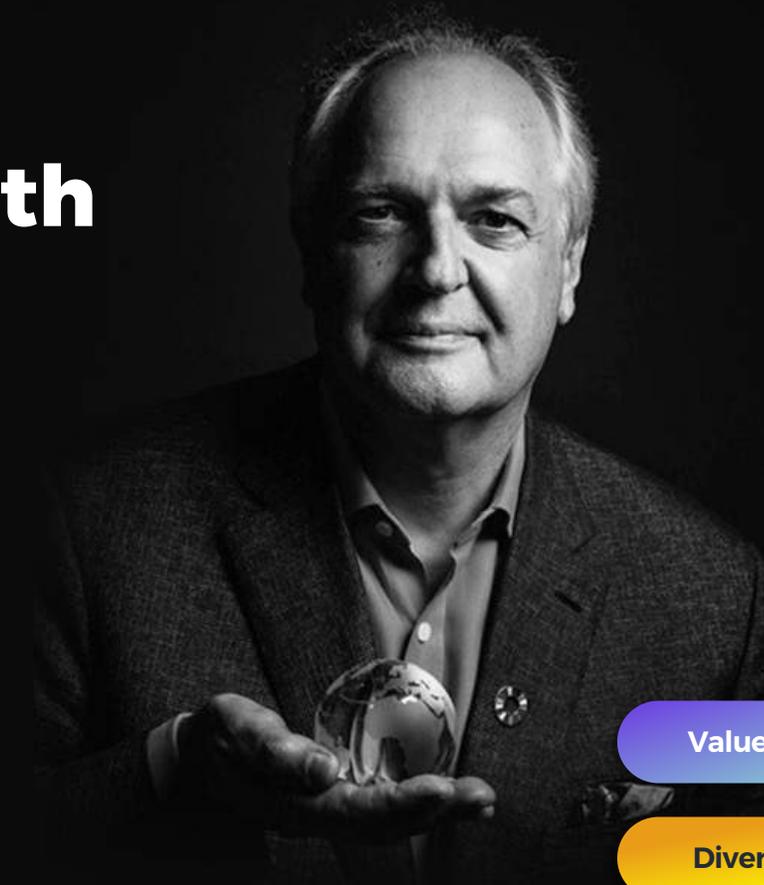
TIP No.2

Transparency is Truth



Transparency is not about telling people how good you are. It's about telling them what you're doing differently to make a positive impact.

Paul Polman, Former CEO of Unilever



Relevant for...

Values

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Diversity & Inclusion

Belonging

PAY TRANSPARENCY

Approach with Caution.



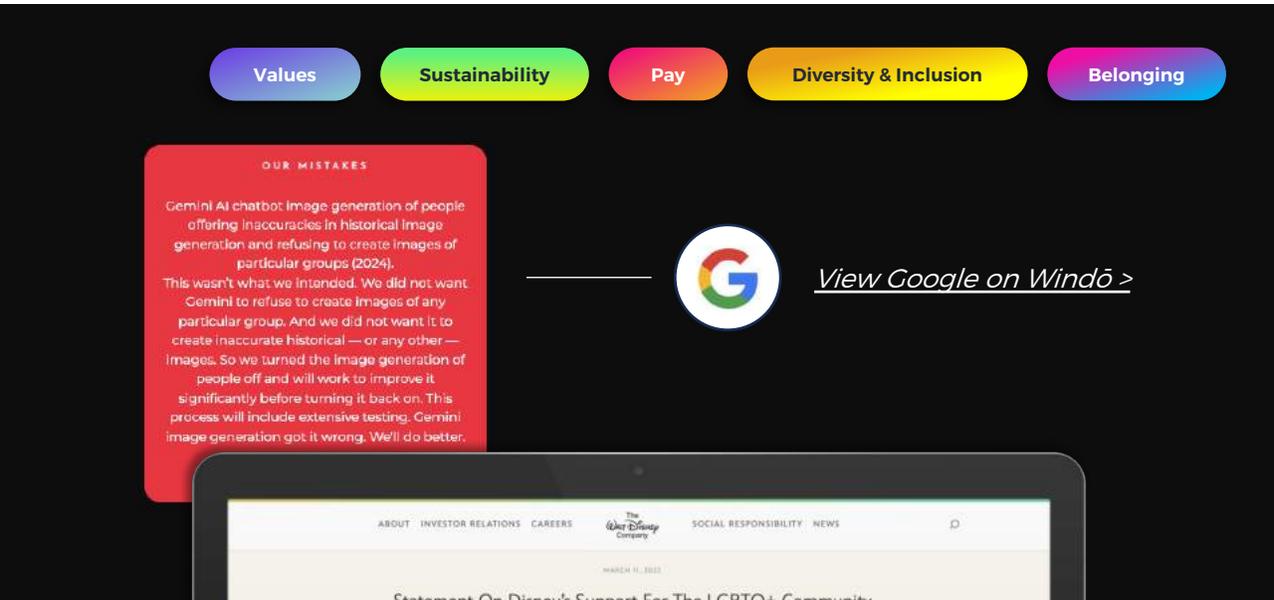
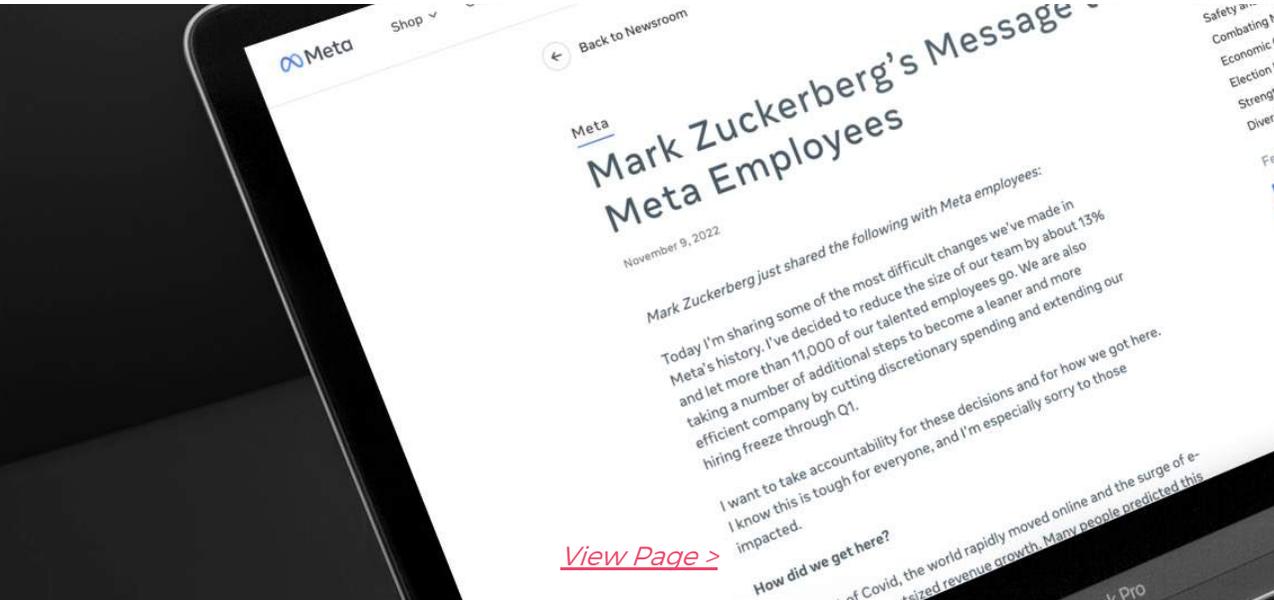
Graduates deserve to know what kind of salary they can expect when they apply for a role, particularly given that you've done 3 years' work, minimum, to get to the application stage. Companies listing a salary as "competitive" is just purposely vague. I suggest to people that they approach such jobs with caution.

It seems unfair that companies that have so much money cannot provide some kind of base for what you might reasonably expect going into a job, almost as if it's something you shouldn't be considering which is unrealistic because of course it is.

[Matilda Thorley](#) | President of The 93% Club Manchester



[Matilda Thorley](#) | President of The 93% Club Manchester



PUBLIC ACKNOWLEDGEMENT OF MISTAKES

Recognising mistakes and taking accountability for them showcases dedication to deriving lessons from experiences. This practice contributes to the establishment of trust and credibility, fosters a positive demeanor, and enhances your connections.

Which companies do it well?



High standards set by Disney in releasing their Statement in Support For the LGBTQ+ Community after their silence in response to the Florida "Don't Say Gay" bill.

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PUBLIC ACKNOWLEDGEMENT OF MISTAKES



At some point, every company makes a mistake that requires an apology—to an individual; a group of customers, employees, or business partners; or the public at large. And more often than not, organizations and their leaders fail to apologize effectively, if at all, which can severely damage their relationships with stakeholders and their reputations, especially if the incidents become public (and publicized).

**Harvard
Business
Review**



62% of young talent say that a company being open about their mistakes and challenges is a deciding factor when evaluating a potential employer.



We're all encouraged to admit to mistakes when we make them and for that to not apply to corporations who are often making huge mistakes that impact a large amount of people, the same level of apology and plan to fix it should be required.

Matilda Thorley | President of The 93% Club Manchester



23% of young talent look at Wikipedia's Controversies to get a better understanding of their Sustainability and DEI.

Based on a Windō survey put out to our community of 450 University Society Leaders



EVALUATE TARGETS

Peter Drucker, the father of management thinking, wrote in 1999, “Unless commitment is made, there are only promises and hopes; but no plans” which was reinforced recently by PwC stating that “disclosure without information on where your company has been, where it is now and where it aspires to be will not accomplish the objective of greater transparency”.



2023 FACT
Only 27% of the FTSE 100 share workforce representation targets on their website.



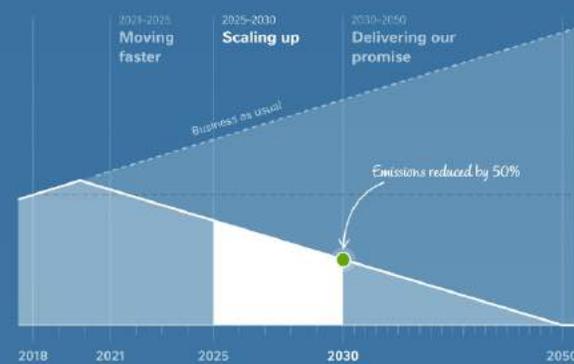
71% of young talent feel companies should set and communicate workforce representation targets across gender, race/ethnicity, disability, sexual orientation and gender identity.

Which companies do it well?



High standards set by Centrica for committing to set and publicly report their targets across different diverse groups.

[Visit Report \(Page 39\) >](#)



2025–2030

Scaling up

- By 2030, we will reduce our emissions by 50%

Further down the greener path, we will invest in new technologies and fundamental changes to our products and businesses around the globe.

Our milestones

- Use more renewable thermal energy in our manufacturing
- Source 50% of key ingredients through regenerative agricultural methods by 2030
- Plant 200 million trees by 2030



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Values

Sustainability

Pay

Diversity & Inclusion

Belonging



Patricia Shevel-Bleikss | President Of UCL ESG Society

ON TRACKING TARGETS

How's the Performance?



Of the 27% of FTSE100 companies that publish sustainability targets on their website, only 37% are sharing any performance against these targets which rings alarm bells to me. Many organisations have set these targets years ago. I want to see how they are progressing and whether or not they are on track to achieving them. I encourage my peer to look for the same metrics.

Windō's Preside gathering of bright, future leaders was a testament to the collective resolve and innovation we possess in facing environmental challenges. Together, we're not just envisioning a sustainable future; we're actively crafting it with every idea shared and impact made on our university campuses

Patricia Shevel-Bleikss | President Of UCL ESG Society

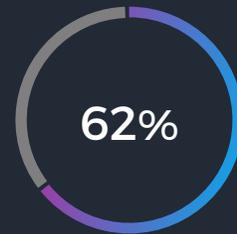
ENVIRONMENTAL COMMITMENTS

YOUR SEARCH FOR A CLIMATE CONSCIOUS EMPLOYER

We asked our Society Leaders network what they expect when it comes to an employer's environmental impact and here's what they said:



53% of you say that a company's commitment to the environment is a priority when researching a potential employer.



62% of you find it difficult to evaluate a company's environmental impact.



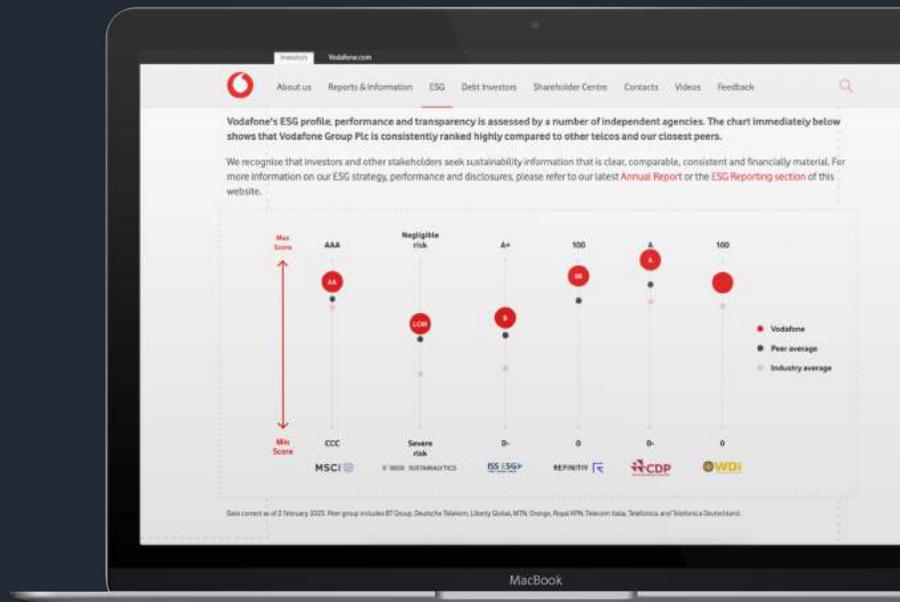
37% of you deem a firm Net Zero target date as a deciding factor when evaluating a potential employer.



47% of you would expect your future employer to have environmental awards and recognition.

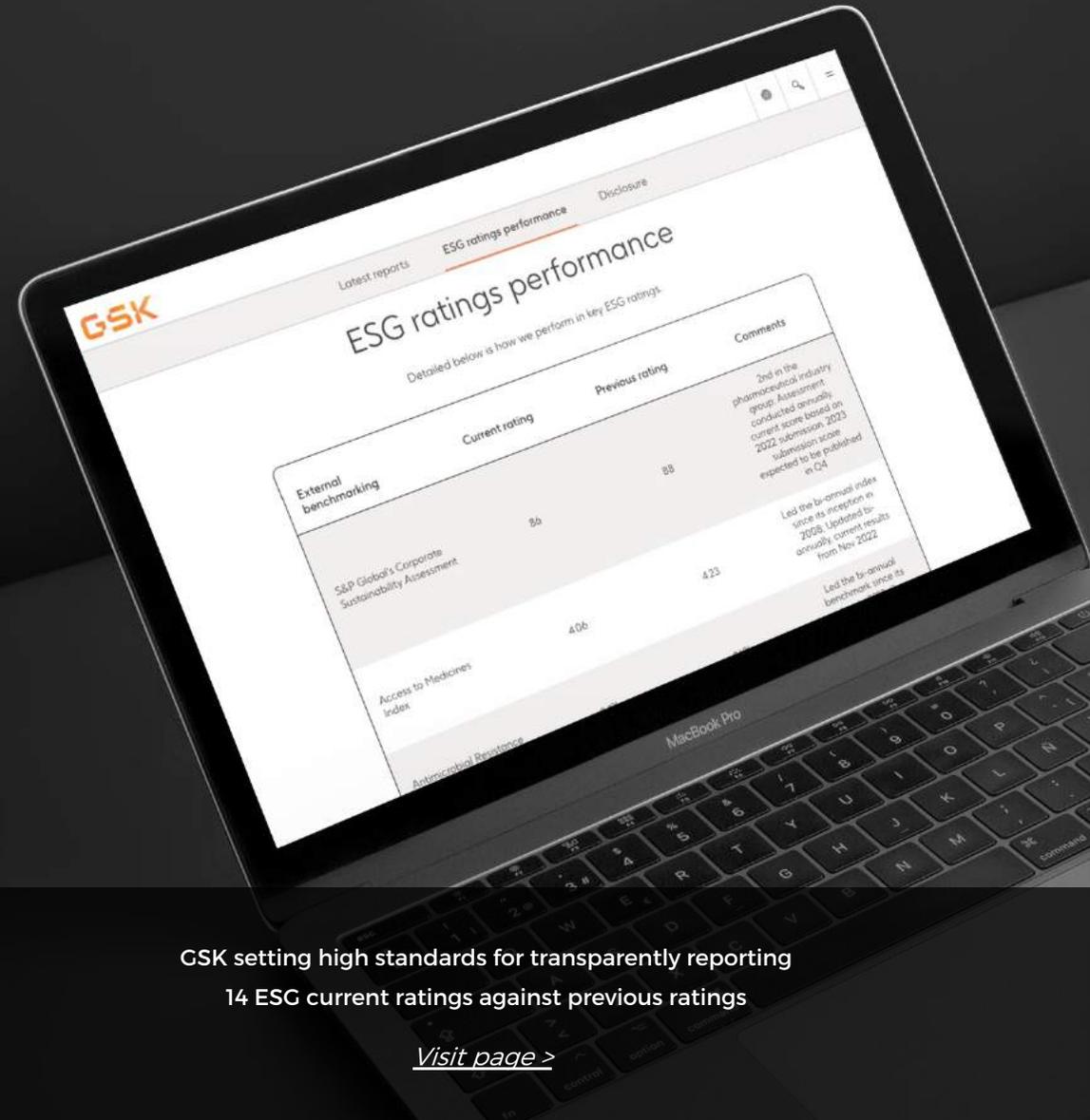
SCOPE OUT AWARDS

47% of young talent would expect their future employer to have environmental & DEI awards and recognition. Scope these on the company website or in their reports. Vodafone and GSK present their ESG ratings in a very transparent way.



Vodafone setting high standards for transparently reporting ESG ratings

[Visit page >](#)



GSK setting high standards for transparently reporting

14 ESG current ratings against previous ratings

[Visit page >](#)



intel Introduction Our Business Responsible **Inclusive** Sustainable Enabling Appendix

Employee Inclusion Survey Results (Shown percentage of favorable response)

Question	Global Employees						US Employees						
	All	Men	Women	Non-Apparent Disability	Visible Disability	LGBT+	All	URM	Hispanic or Latinx	American Indian or Alaska Native	Native Hawaiian or Pacific Islander	Black or African American	Black or African American Women
Average experience (across 9 inclusion questions)	84%	87%	85%	74%	82%	73%	85%	79%	80%	77%	76%	74%	69%
There are visible role models like me at Intel	81%	84%	80%	65%	74%	56%	77%	70%	73%	66%	70%	60%	49%
I can be open about who I am and still be successful at Intel	85%	88%	86%	72%	84%	68%	82%	80%	83%	79%	78%	75%	68%
My manager values diverse talents, beliefs, backgrounds, and experiences	91%	92%	91%	86%	87%	85%	89%	88%	88%	87%	84%	88%	88%
There is fairness in the Insights/Rewards process	76%	79%	77%	66%	78%	70%	70%	69%	74%	65%	63%	62%	53%
ERGs help me develop at Intel through networking, career development, mentorship, or sponsorship	76%	77%	82%	74%	79%	68%	77%	80%	81%	64%	76%	80%	80%
ERGs' areas of community or support helps me stay at Intel	65%	67%	70%	63%	74%	61%	65%	69%	68%	64%	62%	72%	71%

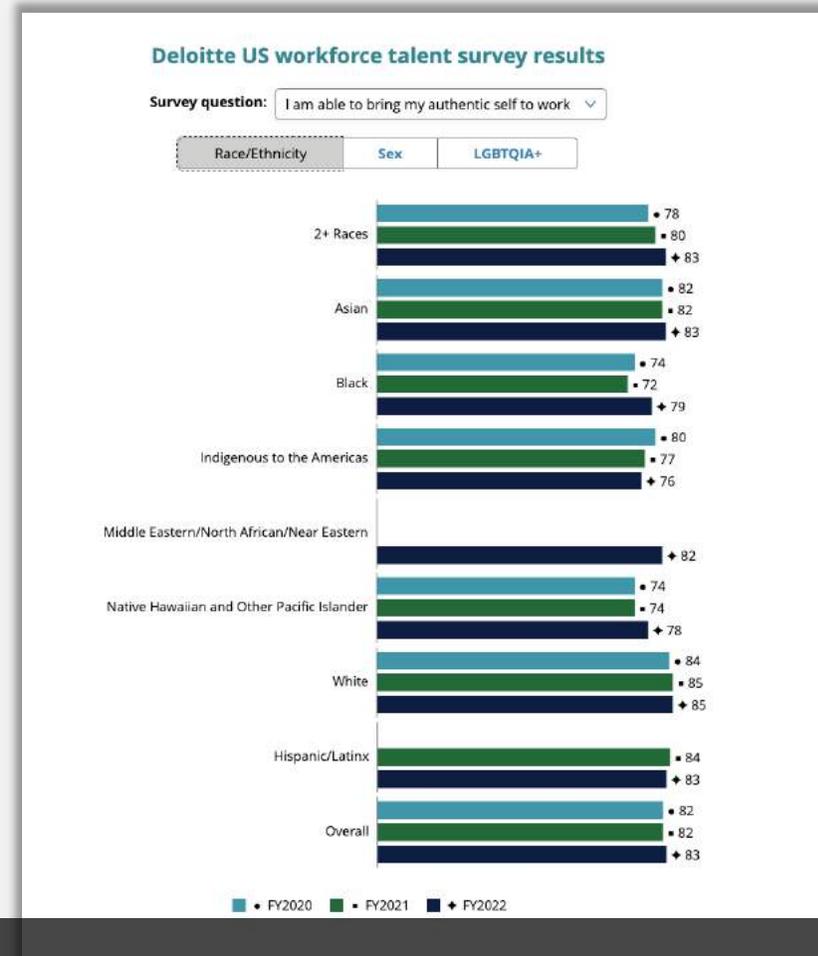
[Visit Report \(page 54\) >](#)

EMPLOYEE SURVEY RESULTS THAT GO FURTHER

A lot of companies will share results of their employee opinion surveys on how engaged they feel or to what extent they can bring their full authentic self to work but in aggregate these percentages do not tell us much. Try to find these results broken down by diverse group.

Which companies do it well?

Deloitte. intel.



High standards set by Deloitte US for providing employee opinion survey results broken down by sex, race/ethnicity and LGBTQIA+.

[Visit page >](#)

TIP No.3

Authentic Storytelling



Stories are the ultimate currency
for fostering authentic connections
in the corporate world

Dr Rod Berger, Global Journalist and Keynote Speaker



[Dr Rod Berger in conversation with Ken Janssens of Windō](#)



Relevant for...

Values

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[Watch video >](#)

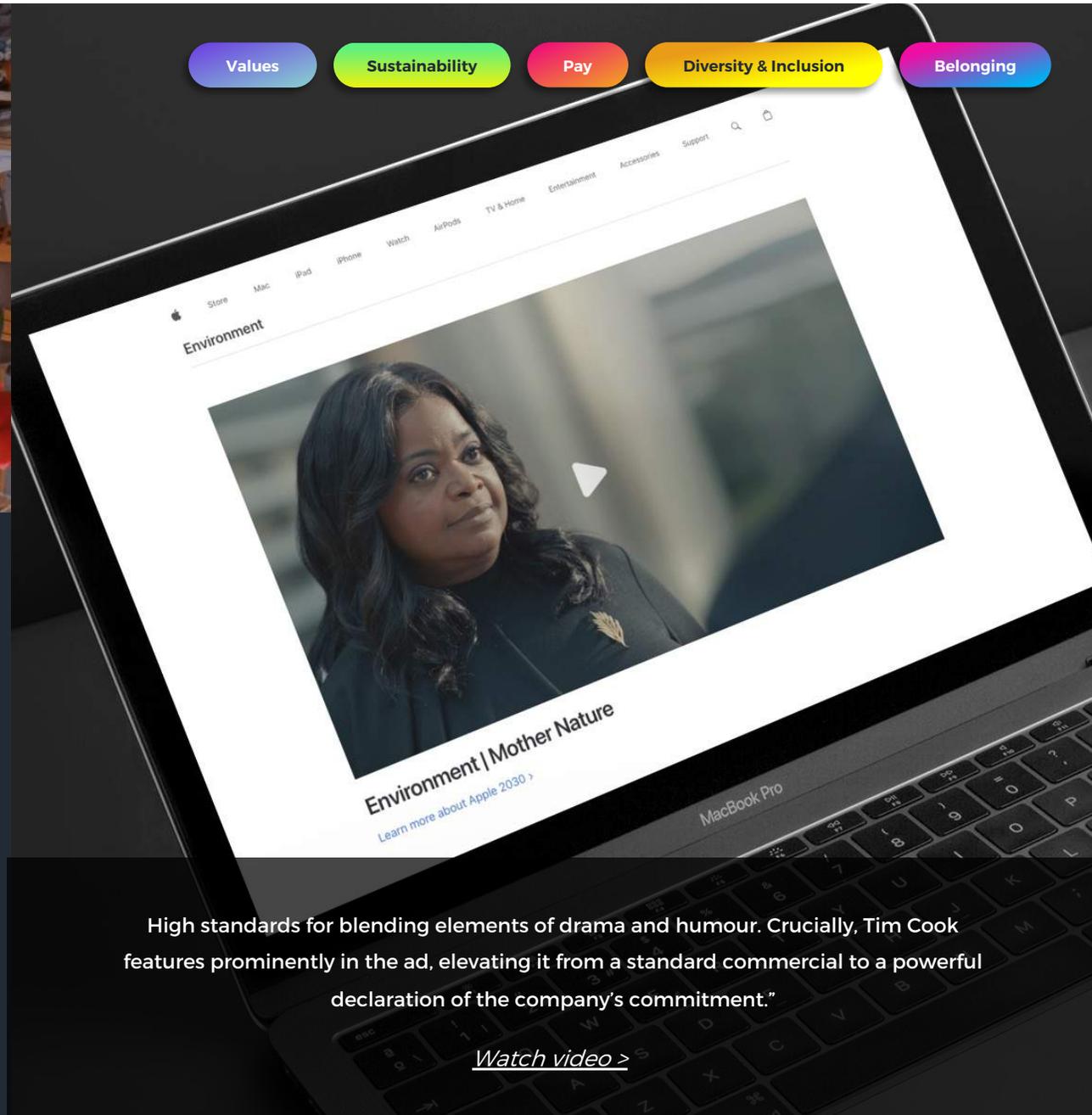
TRUST AUTHENTIC, INFORMATIVE VIDEOS

Look for videos that leave you better informed. On TikTok you might find authentic videos of existing employees sharing their lived experience.

Which companies do it well?



Bloomberg J.P.Morgan



High standards for blending elements of drama and humour. Crucially, Tim Cook features prominently in the ad, elevating it from a standard commercial to a powerful declaration of the company's commitment."

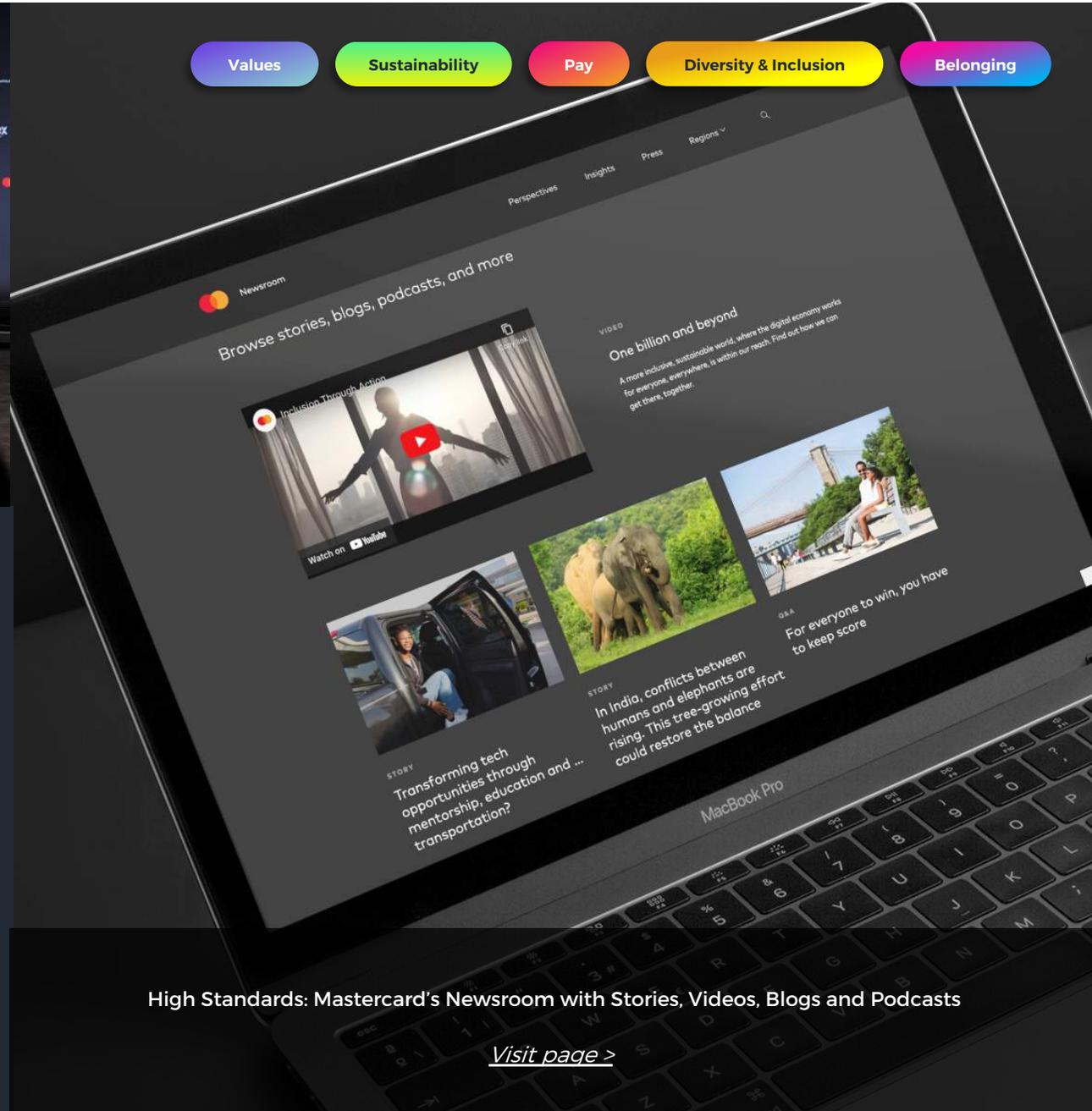
[Watch video >](#)



CONTINUOUS STORYTELLING

If “doing the right thing” is a core part of an employer’s identity and actions, why confine updates to an annual report? Look for companies that keep the conversation ongoing throughout the year across multiple channels.

Which companies do it well?



High Standards: Mastercard’s Newsroom with Stories, Videos, Blogs and Podcasts

[Visit page >](#)

Values

Sustainability

Pay

Diversity & Inclusion

Belonging



3:58

Google

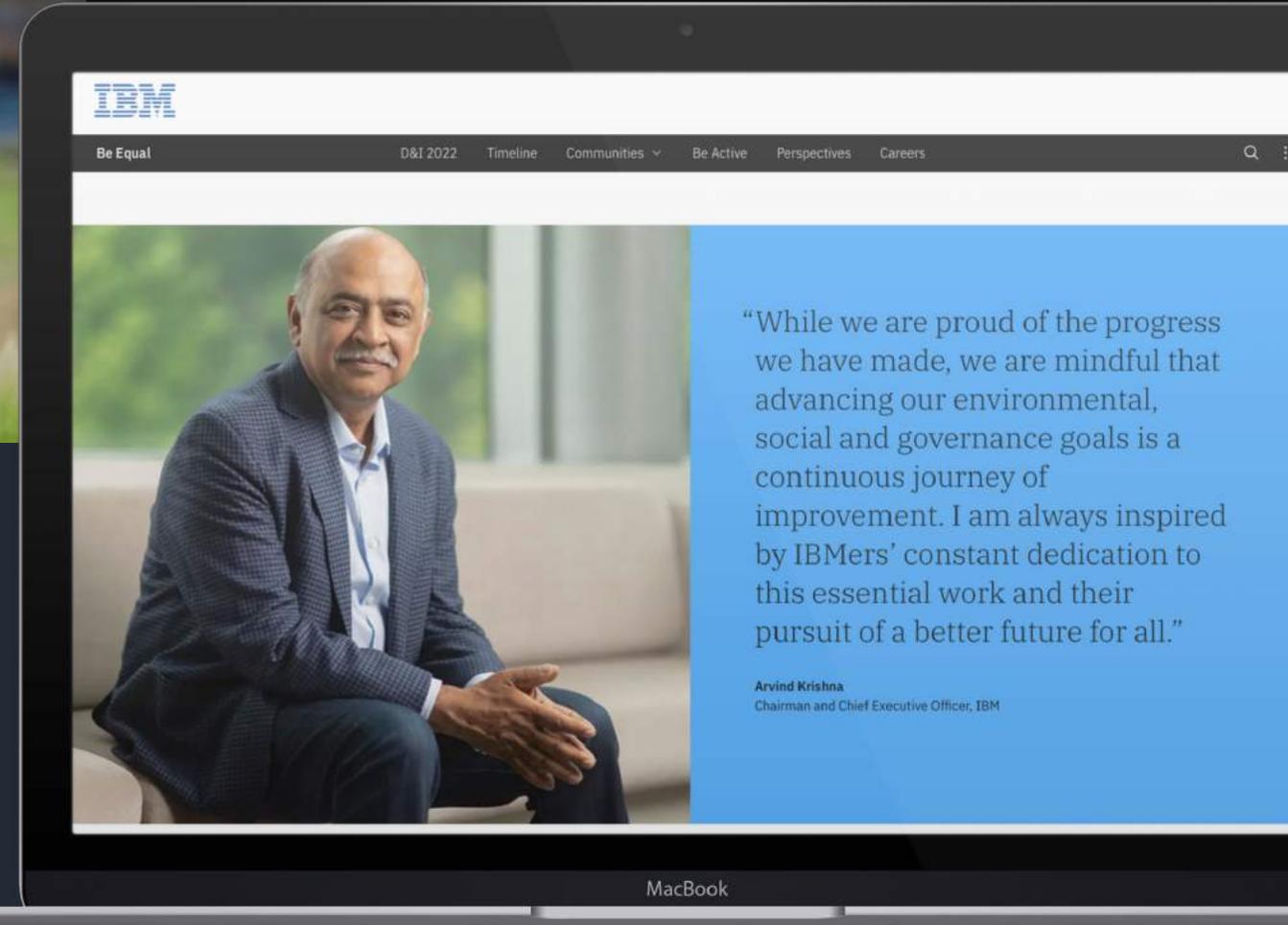
[Watch video >](#)

A MESSAGE FROM THE TOP

A compelling sustainability narrative should come from the top (C-suite).

Which companies do it well?





IBM: High standards for a prominent message from the top.

[Visit page >](#)



Values

Diversity & Inclusion

Belonging

THE MISMATCH OF YOUNG TALENT EXPECTATIONS VS DEI CORPORATE COMMUNICATIONS

66%

Viewing data demonstrating commitment to DEI for underrepresented diverse groups is a deciding factor when evaluating employers

VS

40%

Only 40% of the FTSE100 share workforce representation data on their website

50%

Employers receiving awards and recognition as an inclusive employer is a deciding factor when evaluating employers

VS

20%

Only 20% of the FTSE100 share their external recognition as an inclusive employer on their website

54%

Employers signing public statements in support of the equal rights for underrepresented groups is a deciding factor when evaluating employers

VS

28%

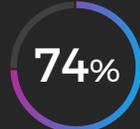
Only 28% of the FTSE100 share something on their public advocacy track record on their website



PUBLIC CORPORATE ADVOCACY TRACK RECORD

Look for companies that have made a public stand for the topics and values that are important to you.

Which companies do it well?



74% of students feel that companies should publicly advocate for Gender Equality.



70% of students feel that companies should publicly advocate for Race Equality.



64% of students feel that companies should publicly advocate for LGBTQ+, Disability and Class Equality.

- Values
- Diversity & Inclusion
- Belonging

Advocacy
Advocacy is about increasing opportunity through investments, partnership programs, external advocacy, and legislation. We donated \$2 million to our partners advocating for diversity. Throughout the year, we supported several bills brought forth to the US Congress in support of our diverse communities of IBMers:

- The Equality Act, to extend Civil Rights Act protections to the LGBTQ+ communities, February 2021
- The Dream Act, to provide protections and certainty for Deferred Action for Childhood Arrivals (DACA), or DREAMers, March 2021
- The George Floyd Justice in Policing Act, to address constitutional rights, March 2021
- Hate crime legislation passed in Arkansas, April 2021
- Asian American and Pacific Islander (AAPI) Hate Crimes Bill, passed in US Congress, May 2021

Emb(race)
Emb(race)[™], created in June 2020, is both a call to action and organizing principle that began with a pledge empowering IBM and IBMers to call for change to ensure racial equality. The commitment to sustained action with measurable outcomes, concentrated through the tenets of Emb(race), continued to build momentum in 2021 with the development of four core pillars focused on representation and transparency, creating economic opportunity, leading in good technology, and social justice policy advocacy. This year, IBM will continue to push back against inequity and further drive the Emb(race) advocacy campaign. Emb(race) illustrates our collective stance and shared vision for continued advocacy, actions, and accountability toward mitigating implicit bias.

- Surpassed \$100 million given in kind to historically Black colleges and universities
- Total diverse supplier spend in Americas exceeds \$1 billion
- Exceeded goal with more than 1,000 opportunities for P-T ECH[®] students

Call for Code for Racial Justice
The [Call for Code for Racial Justice](#) developer challenge, launched in 2020, resulted in seven projects that are now available as open source solutions. Since its launch, the open source community has grown to more than 3,000 members who have been engaged in community events and contributed to the projects. Call for Code for Racial Justice also launched a premier partnership with YMCA of Metropolitan Los Angeles to deploy

HBCU commitment
In 2020, we committed an investment of \$100 million in assets, technology, and resources for historically Black colleges and universities (HBCUs)—integrating access to IBM Skills Academy, coursework, instructor training, and curriculum reviews. In addition to our Quantum Research Innovation Centers, we will partner with more than 20 HBCUs to establish cybersecurity leadership centers to build a more diverse US cyber workforce.

OneTen
Propelled by a powerful and common vision of mobilizing 1 million Black people into family-sustaining jobs in 10 years, OneTen welcomed 17,000 hires across its network of 60 companies and supported the promotion of 4,000 Black employees within the same organizations in 2021.

IBM launched as the Raleigh-Durham market leader for OneTen in June 2021 and has since partnered with OneTen leadership to develop its talent development, transformation, and platform strategies. The IBM team designed and hosted monthly Skills First Working Group webinars and office hours, managing the security and development of the talent platform. The latter represents a \$1.3 million gift to OneTen and our collective vision.

High Standards: IBM's 2021 Impact Report mentions why Advocacy matters and list efforts across diverse groups



2023 FACT
Only 28% of the FTSE 100 share their public advocacy for diversity on their website.

[Visit Report \(page 21\) >](#)



Values

Sustainability

Pay

Diversity & Inclusion

Belonging

ON CHOICE

Can we all get it right?



I find myself asking whether economically disadvantaged students can afford to be selective on sustainability when making career decisions. The environment and social impact are very important to me but first and foremost I know that when I leave university, I will need a job that challenges me and pays me well. I look forward to the day when these topics don't even need to be raised, when all employers are doing the right thing, and it's exciting to see Windō leading the drive.

Samuel Seaborn | Co-Founder of Regent's Park College ESG Society



FINAL THOUGHTS

What is important to you?

Does your [potential] employer clearly communicate their plans and progress to improve in that/those areas.



No company is perfect, and they never will be.

So, focus on the topics that you care the most about and take a deep dive into their efforts in those areas. Are they being transparent about their journey? Does their data back up their commitments? Are Senior Leaders taking it seriously and do existing employees speak favourably and authentically about company initiatives?



SUSTAINABILITY & DEI DATA

Accessible & Comparable



Today, people are leaving jobs because employers aren't being transparent enough about their values, sustainability, DE&I and employee wellbeing at the point of talent attraction. Windō clearly communicates an organization's DE&I and Sustainability efforts to talent pools in an engaging format – helping them to match with employers that share their values.

EY, Transform in Tech Paper – October 2023



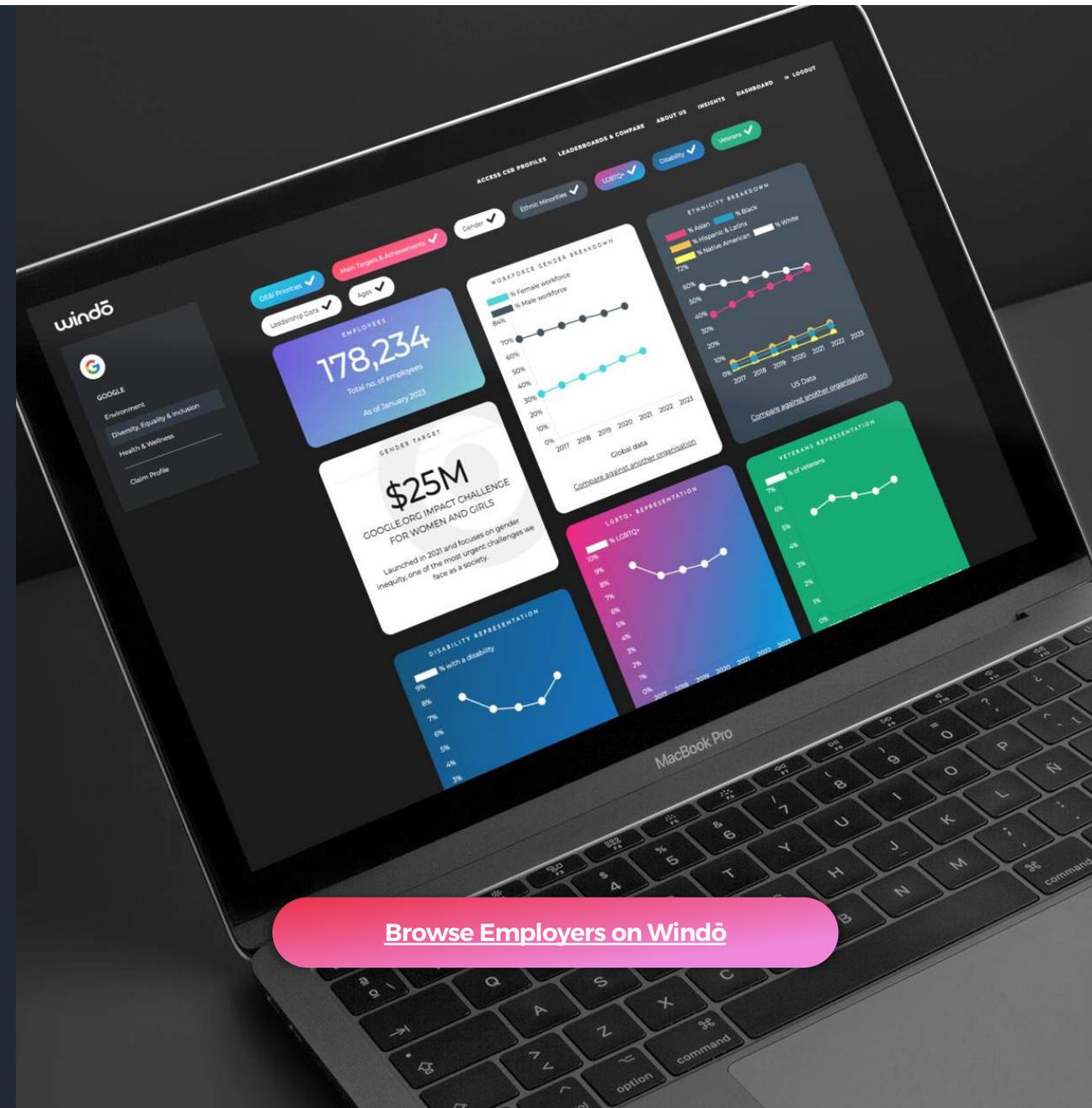
Values

Sustainability

Pay

Diversity & Inclusion

Belonging



[Browse Employers on Windō](#)



Ken Janssens & Oli Coles, Co-Founders of Windō

FINAL THOUGHTS

The pursuit of a fulfilling career is more than just a professional journey; it's a quest for alignment between your deepest values and your work.

Ken's journey from a Graduate Trainee to Chief Data Officer at JPMorgan Chase showcases the power of alignment between personal values and an organisation's ethos, underscoring a commitment that spanned over two decades. On the other hand, Oli's entrepreneurial spirit led him through the creation and nurturing of ventures across various sectors, each step fuelled by a passion for innovation and impact.

Together, Ken and Oli's diverse career paths converge at the heart of Windō: a testament to the strength found in authenticity and a shared vision for a workplace where everyone can thrive by being true to themselves. It's this principle of authenticity that Windō embodies, encouraging each individual to seek out employers not just for the role they offer but for the shared values and commitments that lie beneath.

As we conclude this guide, remember: use authenticity as your north star. It's the key to unlocking not only career satisfaction but also a sense of belonging and purpose in the workplace. Windō is here to support your journey towards finding that perfect alignment, where your job is not just a position but a reflection of your true self.

windō

Is your future employer **doing the right thing?**

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