The Windō

Young Talent Values Report 2024

A concise guide including Insights, Leaderboards
& Checklists to help you *find the right employer*

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WHERE VALUES ARE ALIGNED

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Discovering Values-Aligned Employers

Introduction   Gender Equality   Racial Justice   Salary Transparency   Open About Mistakes   Social Mobility   Disability Inclusion   LGBTQ+ Rights   Environmental   Methodology

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Windō Discovering Values-Aligned Employers

Introduction Gender Equality Racial Justice Salary Transparency Open About Mistakes Social Mobility Disability Inclusion LGBTQ+ Rights Environmental Methodology

Introduction

At Windō, we believe that companies thrive when they align with the values of the next generation of talent. That's why we conducted our most extensive Young Talent survey yet, gathering insights from 705 students across the UK and US. **You spoke, and we listened.**

The results speak clearly: **59% of young talent do not feel organisations are currently being transparent about their progress and plans to protect the planet and advance equality for all people. Furthermore, 69% of young talent would leave a company if its values don't align with theirs.**

This mismatch in values and desire for more transparency is something we've seen across multiple surveys over the past two years. It led us to create Windō — to make it easier for young talent to evaluate companies on sustainability and DEI.
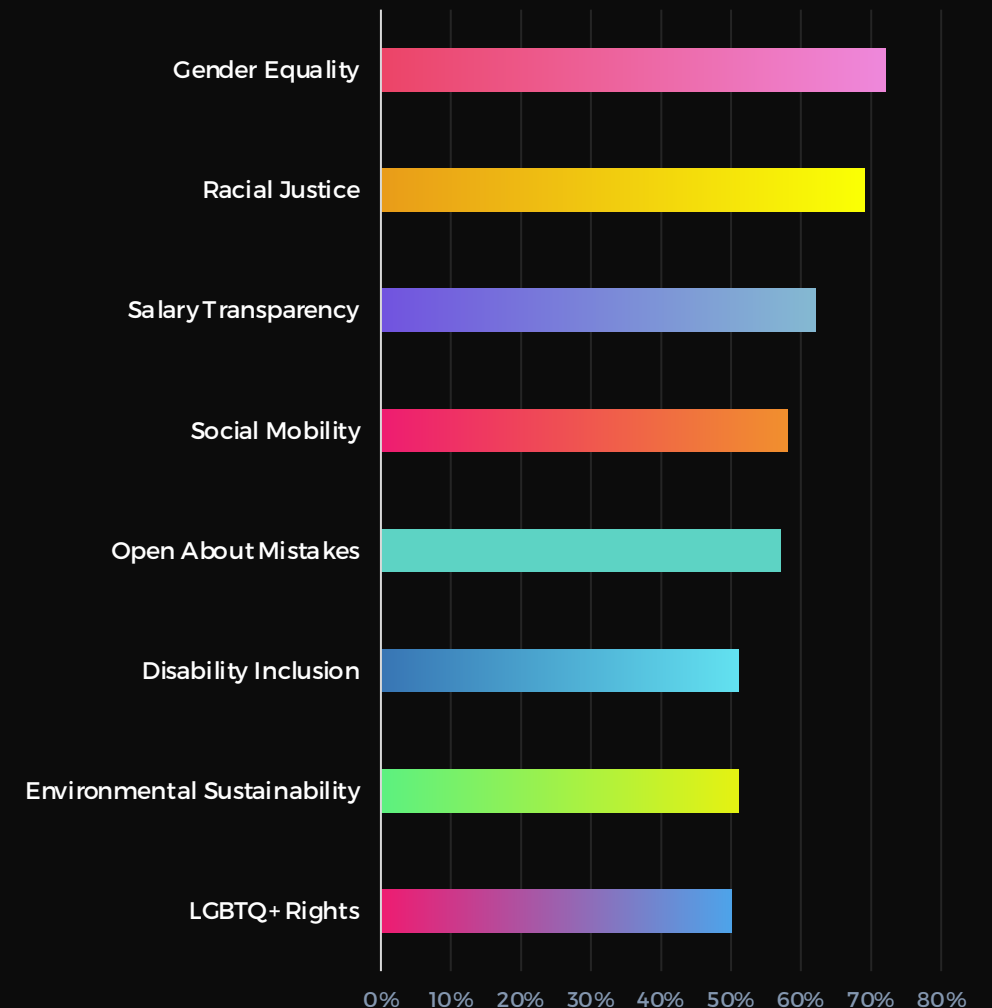
From our most recent Young Talent Survey, eight core values stood out—areas where young talent feels most passionately. These values represent the priorities that today's graduates seek in potential employers. For each of these values, we've developed a practical guide, including either a checklist of key information to look for or a Windō feature that helps you identify companies leading in these areas.

This report goes beyond merely identifying values. We've also spotlighted the companies that are top performers for each value, making it easier for young talent to connect with employers who are genuinely committed to making a positive impact. Whether it's racial justice, gender equality, environmental sustainability, or social mobility, this report provides the transparency needed to guide your career decisions with confidence.

By using the tools and insights in this report, you can ensure that your future employer shares your commitment to doing the right thing for both people and the planet. **Let Windō help you find the companies that lead the way.**

Ken Janssens & Oli Coles *Co-Founders @ Windō*

The % of Young Talent that would like to see companies advocating for or actioning...

Discovering Values-Aligned Employers

Introduction   Gender Equality   Racial Justice   Salary Transparency   Open About Mistakes   Social Mobility   Disability Inclusion   LGBTQ+ Rights   Environmental   Methodology

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Gender Equality

72% of young talent believe that a potential employer should publicly advocate for Gender Equality. *Windō*

Top Graduate Employers for Gender Equality

1st	Sainsbury's	Retail	View Profile	→
2nd	Diageo	Manufacturing	View Profile	→
3rd	Société Générale	Finance	View Opportunities	→
4th	NatWest Group	Finance	View Opportunities	→
5th	Aviva	Insurance	View Profile	→
6th	BNP Paribas	Finance	View Opportunities	→
7th	Unilever	Manufacturing	View Profile	→
8th	Admiral Group	Insurance	View Profile	→
9th	Vodafone	Telecommunications	View Profile	→
10th	Citi	Finance	View Opportunities	→

View our methodology for assigning leaders at the end of this report

Employer Checklist

Helpful for
Cover Letters   Interview Topics

A true "Gender Equality" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

✓	Public Statements in Support of Gender Equality	Top 20%
✓	Awards & Recognition as a Gender Inclusive Employer	Top 30%
✓	Female Board Diversity Data	Top 60%
✓	Female Senior Leadership Data	Top 75%
✓	Overall Female Representation Data	Top 90%
✓	Gender Pay Gap Data	Top 100%
✓	Female Senior Leadership Target	
✓	Female Board Diversity Target	
✓	Overall Female Representation Target	
✓	Quote from Senior Leaders on Gender Equality	
✓	Video on Gender DEI Initiatives	

Percentage of companies on Windō that report each metric

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Discovering Values-Aligned Employers

Introduction   Gender Equality   **Racial Justice**   Salary Transparency   Open About Mistakes   Social Mobility   Disability Inclusion   LGBTQ+ Rights   Environmental   Methodology

Racial Justice

69% of young talent believe that a potential employer should publicly advocate for Racial Justice. *Windō*

Top Graduate Employers for Racial Justice

Rank	Employer	Sector	
1st	UBS	Finance	View Opportunities →
2nd	EY	Consulting	View Opportunities →
3rd	HSBC	Finance	View Opportunities →
4th	KPMG	Consulting	View Opportunities →
5th	PwC	Consulting	View Opportunities →
6th	Lloyds Bank	Finance	View Opportunities →
7th	BT	Telecommunications	View Profile →
8th	Centrica	Utilities	View Profile →
9th	Barclays	Finance	View Opportunities →
10th	ITV	Media	View Profile →

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Employer Checklist

Helpful for   Cover Letters   Interview Topics

A true "Racial Equality" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

	Metric	
✓	Ethnicity Pay Gap Data	Top 15%
✓	Awards & Recognition for Racial Equality	Top 20%
✓	Public Statements in Support of Racial Justice	Top 25%
✓	Ethnic Minority Board Diversity Representation Data	Top 30%
✓	Ethnicity Representation Breakdown Data	Top 40%
✓	Ethnic Minority Senior Leadership Data	Top 40%
✓	Overall Ethnicity Representation Data	Top 50%
✓	Senior Leadership and Board Representation Targets	
✓	Overall Disability Representation Target	
✓	Quote from a Senior Leader on Ethnic Minority DEI	
✓	Video on Ethnic Minority DEI Initiatives	

Percentage of companies on Windō that report each metric

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Discovering Values-Aligned Employers

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Salary Transparent

62% feel strongly that employers should disclose the graduate salary or salary range upfront on job descriptions. *Windō*
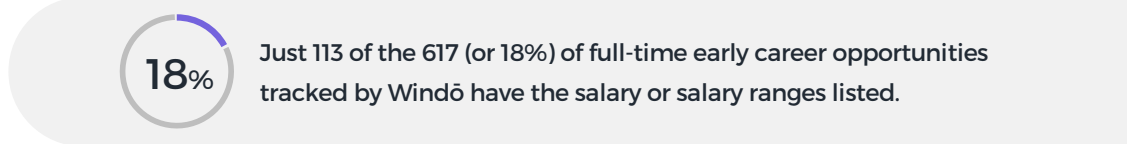
18% Just 113 of the 617 (or 18%) of full-time early career opportunities tracked by Windō have the salary or salary ranges listed.

Top Graduate Employers for Salary Transparency

✓ & A&O Shearman	Law	[View Opportunities →](#)
✓ Accenture	Consulting	[View Opportunities →](#)
✓ Baker McKenzie	Law	[View Opportunities →](#)
✓ Capital One	Finance	[View Opportunities →](#)
✓ CMS	Law	[View Opportunities →](#)
✓ BDO	Consulting	[View Opportunities →](#)
✓ Capgemini	Technology	[View Opportunities →](#)
✓ Clifford Chance	Law	[View Opportunities →](#)
✓ Herbert Smith	Law	[View Opportunities →](#)
✓ Hogan Lovells	Law	[View Opportunities →](#)

✓ IM Irwin Mitchell	Law	[View Opportunities →](#)
✓ LW Latham & Watkins	Law	[View Opportunities →](#)
✓ Lloyds Banking Group	Finance	[View Opportunities →](#)
✓ NatWest Group	Finance	[View Opportunities →](#)
✓ Newton	Consulting	[View Opportunities →](#)
✓ Pinsent Masons	Law	[View Opportunities →](#)
✓ Schroders	Finance	[View Opportunities →](#)
✓ SM/ Slaughter & May	Law	[View Opportunities →](#)
✓ White & Case	Law	[View Opportunities →](#)

[Discover "Salary Transparent" Opportunities on Windō](#)

Listed Alphabetically

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Discovering Values-
Aligned Employers

Introduction   Gender Equality   Racial Justice   Salary Transparency   Open About Mistakes   **Social Mobility**   Disability Inclusion   LGBTQ+ Rights   Environmental   Methodology

Social Mobility

58% of young talent believe that a potential employer should publicly advocate for Class Equality. *Windō*

Top Graduate Employers for Social Mobility

1st	EY	Consulting	View Opportunities →
2nd	KPMG	Consulting	View Opportunities →
3rd	PwC	Consulting	View Opportunities →
4th	A&O Shearman	Law	View Opportunities →
5th	Linklaters	Insurance	View Opportunities →
6th	Clifford Chance	Law	View Opportunities →
7th	ITV	Media	View Profile →
8th	Barclays	Finance	View Opportunities →
9th	Deloitte	Consulting	View Opportunities →
10th	HSBC	Finance	View Opportunities →

View our methodology for assigning leaders at the end of this report

Employer Checklist

Helpful for   Cover Letters   Interview Topics

A true "Social Mobility" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

✓	Socio-Economic Pay Gap Data	Top 2%
✓	Overall Socio-Economic Representation Data	Top 5%
✓	Awards as a Socio-Economic Inclusive Employer	Top 10%
✓	Public Statements in Support of Social Mobility	Top 10%
✓	Socio-Economic Senior Leadership Target	
✓	Socio-Economic Board Diversity Target	
✓	Overall Socio-Economic Representation Target	
✓	Quote from Senior Leaders on Social Mobility	
✓	Video on Social Mobility DEI Initiatives	
✓	Socio-Economic Board Diversity Data	
✓	Socio-Economic Leadership Data	

Percentage of companies on Windō that report each metric

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Open About Mistakes

57% of young talent consider a company being open about their Mistakes and Challenge as deciding factor when evaluating potential employers. *Windō*

Graduate Employers that have publicly acknowledged and apologised for their mistakes and challenges

✓	🍎 Apple	**Technology**	**View Profile** →
✓	citi Citi	**Finance**	**View Opportunities** →
✓	G Google	**Technology**	**View Opportunities** →
✓	Grant Thornton	**Consulting**	**View Opportunities** →
✓	JPMC JPMorgan Chase	**Finance**	**View Opportunities** →
✓	KPMG KPMG	**Consulting**	**View Opportunities** →
✓	NatWest Group	**Finance**	**View Opportunities** →
✓	P&G Procter & Gamble	**Manufacturing**	**View Profile** →
✓	Unilever	**Manufacturing**	**View Profile** →
✓	Walt Disney	**Entertainment**	**View Profile** →

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Employer Checklist

[Cover Letters]   [Interview Topics]

Look at the company's public communications, such as annual reports, blog posts, and social media. Companies that are transparent often address setbacks, lessons learned, and improvements made in these channels.

✓	Check out the "Mistakes" button on Windō DEI Profiles
✓	Follow the social media accounts of employers
✓	Ask about their challenges during interviews
✓	Check employee reviews and testimonials

25% of young talent look at Wikipedia's Controversies to get a better understanding of their Sustainability and DEI. *Windō*

" 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

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Discovering Values-
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Introduction   Gender Equality   Racial Justice   Salary Transparency   Open About Mistakes   Social Mobility   **Disability Inclusion**   LGBTQ+ Rights   Environmental   Methodology

Disability Inclusion

51% of UK Young Talent believe that companies should publicly advocate for Disability Equality. *Windō*

Top Graduate Employers for Disability Inclusion

1st	BT Group	Telecommunications	View Profile	→
2nd	KPMG	Consulting	View Opportunities	→
3rd	Clifford Chance	Law	View Opportunities	→
4th	PwC	Consulting	View Opportunities	→
5th	BBC	Media	View Profile	→
6th	ITV	Media	View Profile	→
7th	Booz Allen	Technology	View Profile	→
8th	Accenture	Consulting	View Opportunities	→
9th	MassMutual	Insurance	View Profile	→
10th	Deloitte	Consulting	View Opportunities	→

View our methodology for assigning leaders at the end of this report

Employer Checklist

Helpful for

Cover Letters   Interview Topics

A true "Disability Inclusive" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

✓	Disabled Board Members Breakdown Data 1%	Top 1%
✓	Disability Pay Gap Data 3%	Top 3%
✓	Disabled Senior Leaders Breakdown Data 7%	Top 7%
✓	Awards & Recognition for Disability Inclusion 25%	Top 25%
✓	Public Statements in Support of Disability Inclusion 25%	Top 25%
✓	Overall Workforce Disability Breakdown Data 30%	Top 30%
✓	Disabled Senior Leaders Representation Target	
✓	Disabled Board Members Representation Target	
✓	Overall Disability Representation Target	
✓	Quote from a Senior Leader on Disability	
✓	Video on Disability DEI Initiatives	

Percentage of companies on Windō that report each metric

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Environment

Top Graduate Employers for Environmental Sustainability

✓	Accenture	Consulting	View Opportunities →
✓	Bain & Company	Consulting	View Opportunities →
✓	Capgemini	Technology	View Opportunities →
✓	Cisco	Technology	View Opportunities →
✓	HP	Technology	View Opportunities →
✓	Novartis	Pharma	View Profile →
✓	Morgan Sindall	Technology	View Profile →
✓	McKinsey	Consulting	View Opportunities →
✓	Siemens	Insurance	View Profile →
✓	L'Oreal	Manufacturing	View Profile →
✓	Sony	Entertainment	View Profile →
✓	Vodafone	Telecommunications	View Profile →

Listed Alphabetically

Employer Checklist

Helpful for

Cover Letters   Interview Topics

A true "Environmentally Sustainable" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

- ✓ Have a Net Zero Target Date
- ✓ Share their Scope 1, 2 and 3 emissions data
- ✓ Have SBTi Verified Near Term and Long-Term Targets
- ✓ One of 362 to make the CDP Climate Change A List
- ✓ Engage employees in sustainability initiatives
- ✓ Have reputable awards for their environmental efforts
- ✓ Share their renewable energy usage

70% of young talent are looking for internships and/or full-time graduate roles that involve "sustainability".

51% of young talent consider a commitment to the environment as a priority when researching a potential employer.

Discover "Sustainability" Related Opportunities on Windō

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Discovering Values-Aligned Employers

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LGBTQ+ Rights

50% of young talent believe that a potential employer should publicly advocate for LGBTQ+ Equality. *Windō*

Top Graduate Employers for LGBTQ+ Rights

1st	Clifford Chance	Law	View Opportunities	→
2nd	Freshfields	Law	View Opportunities	→
3rd	A&O Shearman	Law	View Opportunities	→
4th	Slaughter & May	Law	View Opportunities	→
5th	BCLP	Law	View Opportunities	→
6th	Hogan Lovells	Law	View Opportunities	→
7th	KPMG	Consulting	View Opportunities	→
8th	PwC	Consulting	View Opportunities	→
9th	Starbucks	Retail	View Profile	→
10th	Google	Technology	View Opportunities	→

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Employer Checklist

Helpful for   Cover Letters   Interview Topics
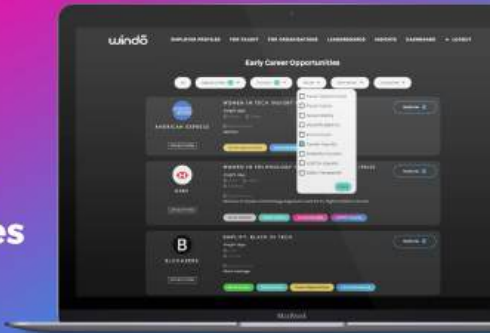
A true "LGBTQ+ Inclusive" employer should be sharing data for at least 3 of the below. As the list goes down, the metrics become easier to report on.

✓	LGBTQ+ Board Representation	Top 5%
✓	Sexual Orientation Pay Gap Data	Top 5%
✓	Senior LGBTQ+ Representation Data	Top 10%
✓	Overall LGBTQ+ Representation Data	Top 20%
✓	Awards & Recognition as a LGBTQ+ Inclusive Employer	Top 35%
✓	Public Statements in Support of LGBTQ+ Rights	Top 35%
✓	LGBTQ+ Senior Leadership Target	
✓	LGBTQ+ Board Diversity Target	
✓	LGBTQ+ Representation Target	
✓	Quote from Senior Leaders on LGBTQ+ Inclusion	
✓	Video on LGBTQ+ DEI Initiatives	

Percentage of companies on Windō that report each metric

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Other popular resources from Windō...

1,600+ Early Career Opportunities

Take me there

Employer Sustainability & DEI Data

Take me there

Young Talent Values Report

Insights, Leaderboards & Checklists to help you find the right employer

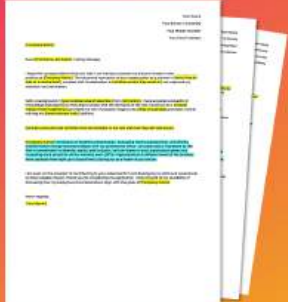You've got this! ✓

Data-Driven Sustainability & DEI Leaderboards

Take me there

Values-Alignment Cover Letter Content

Take me there

Meet Winnie, our AI Career Advisor

Hey, I'm Winnie, your AI Career Advisor

Take me there

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Discovering Values-
Aligned Employers

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Methodology for determining Top Graduate Employers by Value

Gender Equality

1. Report on overall female workforce representation
2. Have made public pledges to advance gender equality
3. Have received reputable external recognition as gender inclusive employer
4. Female Senior Leaders at 30% or above
5. Female Board Representation at 40% or above

Racial Justice

1. Publish Ethnicity Pay Data
2. Public Statements in support of Racial Justice
3. External Recognition as Ethnic Minority Inclusive Employer
4. Then sorted by those with greatest Ethnic Minority in Senior Leadership

Salary Transparent

1. Provide salary or salary ranges for full-time graduate roles

Social Mobility

1. Collect/started to collect socio-economic workforce data
2. Public statements in support of social mobility
3. External recognition as socio-economic inclusive employer

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Open About Mistakes

1. Windō was able to find an example where a company made a mistake, and the company or C-suite leader issued an apology. You can find these on their DEI profile on Windō

Disability Inclusion

Report on 3 or more of the following criteria:

1. Overall Workforce Representation
2. Senior Leadership Representation
3. Board Representation
4. Pay Gap Data
5. Public Statements in support of Disability Inclusion
6. Awards & Recognition

For organisations that report on the same number of criteria we then order them by highest % of senior leaders and then by highest % of overall workforce that identify as having a disability.

Environment

1. SBTi verified Net Zero Target
2. Feature on the CDP Climate Change A List
3. Report on Scope 1, 2 and 3 Emissions

LGBTQ+ Rights

Report on 5 out of the 6 data points

1. Overall LGBTQ+ Workforce Representation
2. LGBTQ+ Senior Leadership Representation
3. LGBTQ+ Board
4. Sexual Orientation Pay Gap Data
5. LGBTQ+ Public Statements
6. External Recognition as an LGBTQ+ Inclusive Employer

Then ordered by those that have the greatest % of employees in their overall workforce that identify as LGBTQ+

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Fancy going deeper?

Get Ahead on Windō

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