

JEDI Investing Principles in Action

Guidance for Asset Managers

3. Going Further



About the Principles in Action Guidance Kits

This kit provides simple (not simplistic) guidance on how to implement the GenderSmart JEDI Investing Principles for results. It is backed by the thought leadership of leading JEDI researchers, policy makers and practitioners; as well as key insights gained from deep listening to gender smart members as well as their peers from the global south. Accountability for results, the courage to stand up to normalcy, clarity of purpose, commitment, and empathy for those excluded; all emerged as critical success factors.

The kits guide four actor types: asset owners, asset managers, wealth managers and foundations/ family offices on how to apply JEDI Investing Principles and measure results. There is a guide for Getting Started, another for those Levelling Up and a separate guide for those Going Further. Each guide presents the levers of change, a pathway to JEDI Investing results, an implementation toolkit as well as related accountability metrics.

Note: The guidance provided in the kit is based on the working definition of JEDI Investing which relates to the intersectionality of marginalisation in various cultural and geographic contexts. It was developed from the human-centred research and insights that informed the design of the kit.

These kits were produced by GenderSmart in partnership with TripleC Advisory and a roster of [expert contributors](#).



Pain Points

Power

The feeling of powerlessness against the normalcy of the socialisation, systems, structures that drive exclusion

Practical Knowledge

A lack of practical knowledge on how to adapt products and processes to a more diverse and inclusive global market

Collective Leadership

The dearth of collective leadership needed to incentivize and direct much more capital towards JEDI Investing

Strategic Levers

Shift Organisations

Shifts towards embedding JEDI investing as part of organizational purpose, mission and strategy. JEDI Investing principles need to be integrated into the purpose, strategy and KPIs of the company to normalize JEDI investment.

Adapt Investment Products and Process

Guidance in the form of key actions, tips, tools and templates for adapting investment policy, products and processes to normalize JEDI investing. The investment process should embed JEDI by including DEI. Investors risk missing out on new investment opportunities and a diverse talent pool.

Influence the Ecosystem

Enabling actors to position themselves for collective advocacy and influence in the investment ecosystem based on results. As leaders we all have the opportunity to influence (co-investors, peers, consultants, advisers, and market actors) and open new pathways to capital-backed success.

JEDI Investing: Actor Types

Each actor has an element of power and sphere of influence to help effect change.

The ultimate goal is to encourage the strategic flow of capital in the same direction.



JEDI Investing Principles In Action:

Mapping the pathway to results in three steps

1 Select a set of principles based on your entry point

2 Decide which strategic lever to engage

3 Define metrics to account for results

Getting Started

- Principle 1: Awareness
- Principle 2: Specificity
- Principle 3: Participation

Levelling Up

- Principle 4: Intentionality
- Principle 5: Implementation

Going Further

- Principle 6: Accountability
- Principle 7: Iteration

Shift Organisations
Utilise JEDI results for continuous transformation of the organisation's structures

Adapt Investment Products and Processes
Measure the impact of investments with a JEDI lens

Influence the Ecosystem
Track and share data about the impact of your JEDI investments

JEDI investing metrics are in the corporate strategy

JEDI Investing business process adaptation plan

Strategic influence & advocacy positioning identified

JEDI Investing Principles: Overview of Key Actions and Results

	Getting Started	Levelling Up	Going Further	Outcome
Principles	<ul style="list-style-type: none"> • Principle 1: Awareness • Principle 2: Specificity • Principle 3: Participation 	<ul style="list-style-type: none"> • Principle 4: Intentionality • Principle 5: Implementation 	<ul style="list-style-type: none"> • Principle 6: Accountability • Principle 7: Iteration 	
(Shift) Organisations	Identify the existing deficiencies inhibiting JEDI investing	Design a JEDI inclusive strategic plan	Design monitoring systems for JEDI investing	Acknowledgement of the existing inequity and adoption of remedial strategies from the board level all the way to the bottom.
Adapt Investment Principles and Processes	Develop and cascade JEDI from the Board level	Embed JEDI into the whole continuum of the investment process	Measure the progress and impact of JEDI	An increase in the amount of capital raised by women and other marginalised groups globally
Influence the Ecosystem	Sharing research findings & creating a JEDI blueprint for others to follow	Constantly engaging upcoming founders from diverse communities to show them the path to JEDI investing	Document and amplify successful stories of JEDI among peers.	An increase in the percentage of asset managers that have moved from one level of JEDI integration to a higher level of JEDI integration

JEDI Investing Principles In Action for Asset Managers:

Tips, Tools and Templates for Going Further

Principle: Accountability
 Monitor milestones and progress against concrete goals and allocation volumes, if applicable. Where possible, refer to measurable benchmarks and other industry standards.

Shift Organisations

Design monitoring systems for JEDI investing

Template: ILPA'S Due diligence

questionnaire and Diversity Metrics

Template designed to standardise key areas of inquiry and provide a framework for ongoing monitoring of DEI-related progress

Template: Global Partnerships' four-point agenda to tackle the unique history of oppression of Black people in the USA

Adapt Investment Products and Processes

Measure the progress and impact of JEDI

Tool: The Racial Equity Index to measure, track and make the case for inclusive growth

Template: STOPS Framework to help hold one another accountable

Influence the Ecosystem

Document and amplify successful stories of JEDI among peers.

Example: Catalytic capital for first time fund managers to amplify and share the know-how of those already paving the way

These examples are relevant across all Principles

JEDI Investing Principles In Action for Asset Managers: Tips, Tools and Templates for Going Further

Principle: Iteration

Investing with a JEDI lens involves integrating feedback loops and committing to building a cohesive culture of reflection, accountability and action over the long term. This is in part about tracking progress, measuring against goals and considering shifts in power dynamics inside the organisation (and out).

Shift Organisations

Produce better results from JEDI investing

Example: FCDO recommendations on addressing barriers to investment flow faced by both Black female entrepreneurs and Black female investors

Example: Edge Fund, which has found that participatory structures have increased collaboration across its networks.

Adapt Investment Products and Processes

Review, rework and tweak the JEDI investment process as need arises

Example: Data improvement and ongoing management for impact

Template: The power of Diversity, Equity and Inclusion to improve risk-adjusted returns in private equity

JEDI Investing Principles In Action for Asset Managers:

Tips, Tools and Templates for Going Further

The below examples apply across JEDI investing principles.

Shift Organisations



Rethink Impact invests in female and non-binary leaders using technology solutions to solve the world’s biggest problems

Adapt Investment Products and Processes



Palladium Impact Capital, an intermediary that structures and channels impact capital to companies that are making a difference, enabling them to sharpen the LGBTQI investing lens

Influence the Ecosystem



Global Partnerships has been at the forefront of impact measurement, including consideration of the end beneficiaries.

JEDI Investing Principles In Action for Asset Managers:

Overview of KPIs/metrics for results and accountability

Shift Organisations

JEDI Investing metrics in the corporate strategy

Indicators:

- Human rights campaign corporate equality index that shows the number of employers that are committed to implement LGBTQ inclusive policies and practices
- Number of women on the board of fund managers

Adapt Investment Products and Processes

Plan on how to adapt products and processes

Indicators:

- Denver Investment's workplace equality index includes many of America's leading equality minded corporations.
- Workplace equity, to check how workplaces treat marginalised workers, from protections to representative policies to representation in leadership
- Access to capital, since marginalised populations tend to have less at both an individual and business level.

Influence the Ecosystem

Identify a role in influencing the ecosystem as well as partnerships

Indicators:

- Number of fund managers that have moved from one level of JEDI to another