

JEDI Investing Principles in Action

Guidance for Asset Managers

2. Levelling Up



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 GenderSmart community members as well as additional 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 incentivise and direct much more capital towards JEDI Investing

Strategic Levers

Shift Organisations

Shifts towards embedding JEDI investing as part of organisational purpose, mission and strategy. JEDI Investing principles need to be integrated into the purpose, strategy and KPIs of the company to normalise 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 normalise 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
Tighten the strategic plans to include more factions of marginalised communities

Adapt Investment Products and Processes
Focus only on investments with a JEDI dimension

Influence the Ecosystem
Measure JEDI success against the benchmark set

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 Levelling Up

Principle: Intentionality

Define the baseline and then set progress goals and a bigger vision around JEDI's transformative potential for results and/or impact. Existing structures, processes and resources may not permit a fully integrated JEDI approach; the key is to get started.

Shift Organisations

Enhance job retention and progression for women in the venture capital space

Example: Alitheia Capital aims for high retention rate, particularly among women in the venture capital industry to attract other female talent

Adapt Investment Products and Processes

Embed JEDI into the whole continuum of the investment process

Tool: Flipping the Power Dynamics from Village Capital offers a collaborative peer-selected investment process

Example: Supply Change Capital embeds an innate JEDI lens across all aspects of the investment process

Influence the Ecosystem

Constantly engaging upcoming founders from diverse communities around JEDI investing

Example: Conversations between established female founders and upcoming female founders

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Principle: Implementation

Ensure the gender and JEDI investing approach has widespread buy-in and accountability is built in. This could involve a public commitment with clear goals, allocation volumes, and actions. It could also consider underlying policies and processes like recruitment, retention, and succession.

Shift Organisations

Design a JEDI-inclusive strategic plan

Tool: Designing an LGBTQI-inclusive investment strategy to either guide investors as they select an investment portfolio, or to create impact and risk adjusted returns, or both.

Adapt Investment Products and Processes

Bias towards companies investing with a JEDI lens

Raven Indigenous Impact Fund brings indigenous-led patient capital to invest with innovative, scalable, and purpose-driven indigenous social enterprises

Example: Rethink Impact's bias towards capital-efficient software solutions and marketplaces solving critical problems for businesses (B2B and B2B2C) with female CEOs or women in C-level roles

JEDI Investing Principles In Action for Asset Managers: Case Studies for Levelling Up

The below examples apply across JEDI investing principles.

Shift Organisations



Alitheia Capital strives to be a gender-diverse team through recruitment and retention of women

Adapt Investment Products and Processes



Reinventure Capital has binding commitments that companies they invest in will continue to hire, promote and compensate equitably

MEDA uses financial and technical expertise to build sustainable agri-food systems that provide decent work for systematically marginalized communities, including women and youth

Influence the Ecosystem



Alitheia Capital invites dialogue with female founders, to have initial conversations and ask questions

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 representation in 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