

JEDI Investing Principles in Action

Guidance for Wealth Managers

1. Getting Started



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
Integrate JEDI outcomes in the strategic plan, create safe spaces for diverse engagement

Adapt Investment Products and Processes
Plan on how to adapt products and processes

Influence the Ecosystem
Identify a role in influencing the ecosystem and partnerships

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

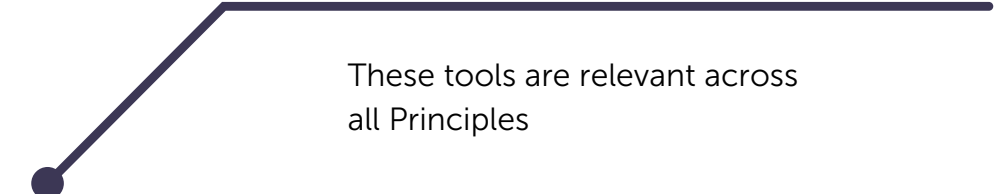
	Getting Started	Levelling Up	Going Further	Outcome
Principles	<ul style="list-style-type: none"> • Principle 1: Awareness • Principle 2: Specificity • Principle 3: Participation 	<ul style="list-style-type: none"> • Principle 4: Intentionality • Principle 5: Implementation 	<ul style="list-style-type: none"> • Principle 6: Accountability • Principle 7: Iteration 	
(Shift) Organisations	Develop a foundational understanding of context-specific JEDI investing dimensions and power dynamics within the organisation	Set a vision to embed JEDI investing in the organisation's strategy and processes	Agree on JEDI investing indicators of progress	A JEDI investing strategy and vision to guide implementation are in place
Adapt Investment Principles and Processes	Identify opportunities to embed JEDI investing within the wealth advice and investment processes	Look for opportunities to tailor wealth advice to JEDI investing principles and practices	Analyse power dynamics to identify the JEDI investing changes that would yield the biggest results	Track the progress of JEDI investing and develop a client-facing reporting system
Influence the Ecosystem	Promote the participation of diverse voices in the wealth management industry	Share insights and data on the progress of JEDI investing with peers, clients and the industry	Participate in the development of a collective JEDI investing results framework for wealth managers	An increase in the percentage of assets under management benefitting historically marginalised groups

JEDI Investing Principles In Action for Wealth Managers:

Tips, Tools and Templates for Getting Started

Principle: Awareness

Start with recognition and acknowledgement that current financial and economic systems are founded and hence affected by a spectrum of systemic and other historical and geographic factors such as racism, discrimination, colonialism. This creates power and structural imbalances in which relationships become transactions.



These tools are relevant across all Principles

Shift Organisations

Develop a foundational understanding of context-specific JEDI investing dimensions and power dynamics within the organisation

Example: Implementing JEDI within wealth management to attract new talent, create inclusive cultures and add new skill sets

Template: Ethnicity and gender pay gap reporting

Adapt Investment Products and Processes

Understand the importance of JEDI Investing to the firm

Tip: Understanding the importance of gender parity to your portfolio for more equitable investing

Influence the Ecosystem

Promote the participation of diverse voices in the wealth management industry

Tool: Diversitas: A growing wealth management conference centered on making the wealth management industry more inclusive

Tool: Excell Represent's Women in Wealth Management awards celebrate those who make a difference in representation of women in the field and in their communities.

Tool: ThinkAdvisor's LUMINARIES, a groundbreaking program to recognize individuals, firms and programs working to accelerate DEI in the wealth management industry.

JEDI Investing Principles In Action for Wealth Managers:

Tips, Tools and Templates for Getting Started

Principle: Specificity

The investment strategy and approach can be tailored to reflect geographical and socio-economic dynamics. This includes material JEDI issues that are of high strategic significance, such as workplace equity, flexible policies, inclusive cultures and diverse pipelines.

Principle: Participation

Strive for participation of all voices and actors, supported by thorough and locally-relevant investment and organisational processes.

Shift Organisations

Address the root causes, barriers and inequities that disadvantage underrepresented groups within the strategy

Tip: Attracting and retaining LGBTQ+ talent in the investment industry

Template: Diversity and Inclusion Blueprint

Adapt Investment Products and Processes

Identify opportunities to embed JEDI investing within the wealth advice and investment processes

Example: Action to address systemic racism

Example: Investing with an LGBTQI lens: Rethinking gender analysis across investing fields

Shift Organisations

Create inclusive spaces where diverse and underrepresented groups can share their experiences

Example : Understanding the experience of neurodivergent employees in the investment industry.

Template: Create organisational networks that encourage the participation of all voices

Adapt Investment Products and Processes

Explore non-traditional ways of assessing track records which incorporate JEDI

Template: Due diligence questionnaire

JEDI Investing Principles In Action for Wealth Managers:

Case Studies for Getting Started

The below examples apply across JEDI investing principles.

Shift Organisations



LGT Wealth Management has intentionally created a set of goals to improve its diversity of talent, including attracting a diverse pool of new talent at entry level into the wealth and asset management industry

Adapt Investment Products and Processes



2050 Wealth Partners is a fee-only financial planning and wealth management firm that provides trusted financial guidance to thriving professionals, small business owners, first-generation wealth-builders, and sandwich-generation wealth-protectors.

Influence the Ecosystem



The Equity Collective is an industry leading group of wealth management and asset management businesses who have come together to educate, empower and develop the next generation of diverse leaders in the finance industry.

JEDI Investing Principles In Action for Wealth Managers:

Overview of KPIs/metrics for results and accountability

Shift Organisations

JEDI Investing metrics in the corporate strategy

Indicators:

- % of people of color (POC) who are full-time employees
- Has in place a DEI statement or strategy, communicated publicly
- Internal diversity hiring and promotion statistics are tracked
- Diverse employee resource groups are in place

Adapt Investment Products and Processes

Plan on how to adapt products and processes

Indicators:

- % of supported or financed organizations across the portfolios founded by people of color (POC)
- % of the boards of the private companies and organizations across the portfolios are POC
- Track diversity statistics of its investments

Influence the Ecosystem

Identify a role in influencing the ecosystem as well as partnerships

Indicators:

- Supports DEI research in the industry directly or by participating in surveys that capture diversity data
- Supports industry efforts to educate underrepresented groups wealth management

Sources of Metrics

- Veris Wealth Partners Impact Metrics
- Institutional Limited Partners Association