

I'M IN Independent Route Guidance



Welcome to I'M IN!

The guidance below is for the **I'M IN Independent Route** only.

If you read through this document and realise you would prefer a more tailored and supported experience, particularly after working through the I'M IN tool, you can find out more about the I'M IN Supported Route [here](#).



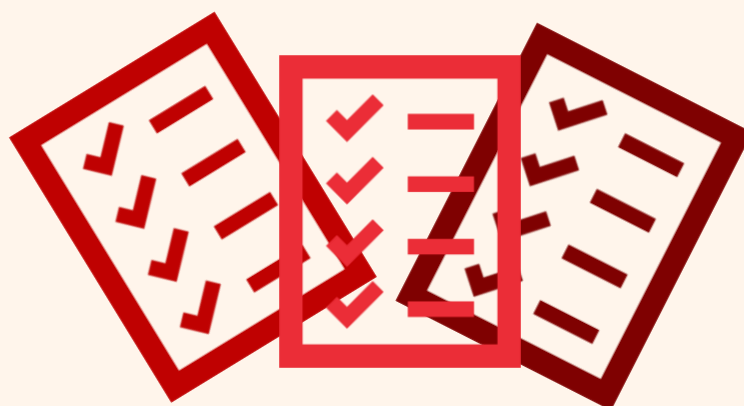
Contents

Overview	1
Step 1: Sign up for the I'M IN Independent Route	2
Step 2: Allocate an I'M IN Coordinator	2
Step 3: Assemble your discussion group	2
Step 5: Work through I'M IN	3
Step 6: Create a plan for change and put it into action!	3
Step 7: Stay connected	4

Overview

I'M IN – the **Inclusive Music Index** - is a self-analysis evaluation and strategy tool presented as ten questionnaires, each addressing a different area or 'dimension' integral to the day-to-day life of an organisation, through a series of statements challenged to provoke thought and group discussion. While separate, the dimensions are interconnected and often overlap. They are:

- **Motivation**
- **Leadership & Accountability**
- **Operational Responsibility**
- **Organisational Culture**
- **Recruitment**
- **Managing Talent**
- **Audience Diversity**
- **User Experience**
- **Marketing & Branding**
- **Procurement**



The I'M IN Independent Route provides your organisation with access to I'M IN and supporting resources via Music Masters' I'M IN Hub. This route supports organisations to have good discussions around Diversity & Inclusion and creates an opportunity to bring together key stakeholders for open conversations with no outside pressure. After working through the tool, organisations should create a plan to turn discussion into action. If you would prefer more support with addressing your D&I challenges, see the **I'M IN Supported Route** guidance.

Read on to get started on the I'M IN Independent Route!



Step 1: Sign up for the I'M IN Independent Route

Click [here](#) to complete the sign-up form. Your information helps us to understand who is using I'M IN and what they hope to achieve through it.

Look out for an email containing a link and password for the I'M IN Hub.

Before you start working through I'M IN, it's worth first covering steps 2-4.



Step 2: Allocate an I'M IN Coordinator

It's a good idea to allocate one person as I'M IN Coordinator for your organisation. Typically this is the CEO or equivalent, but it could be anyone who can encourage, motivate and create time and space to bring the right people together regularly.



Step 3: Assemble your discussion group

Choosing the right group of people from within your organisation to take part in I'M IN is important for achieving the best possible outcomes and ensuring the widest range of relevant perspectives are heard.

We would suggest buy in and active support from the top of the organisation, including CEO or equivalent as part of the team, plus trustees or governors as appropriate. To provide different perspectives you should bring together people from across employment status (full-time, part-time, freelance, volunteers etc.), different levels of seniority, and those who access your work in different ways. This could include beneficiaries and external representatives so long as they have enough information on the running of the organisation to feel able to fully engage.

The trick is to get a good blend of people without the group being too large to facilitate easily – we would suggest no more than 15 in your group. Managing and participating in challenging conversations in diverse groups takes skill and practice. It can be intimidating for everyone involved, so creating the environment for a respectful and open discussion is vital. It may help to rotate the chair of each meeting to reduce the impact of hierarchy within the discussion, but it's best that the group members stay consistent if possible. Don't worry if you can't assemble your ideal group, or if it doesn't turn out as you had hoped – this process can easily be refined for the future.



Step 4: Create a structure for discussion

Once you have your discussion group set up, you should design a structure for I'M IN discussion sessions that can keep motivation high across the group and encourage consistent engagement until all the dimensions you commit to are complete. Previous participants have found that weekly or fortnightly discussion sessions work well, each an hour or two long, tackling one to three dimensions at each. It may take several months to work through all dimensions, and we would recommend that your timeframe does not span beyond six months to keep motivation and commitment high. Remember to add in an action planning session after completing I'M IN to ensure that your discussions are channelled into a plan for change.

For a preview of the dimensions to help you understand how to structure discussion sessions around the tool, click on the 'Dimension Overview' link on the I'M IN Hub page. This may also be a useful document to share with your discussion group in advance of sessions, helping them to feel prepared for the conversations to follow.



Step 5: Work through I'M IN

Accessing the tool and resources: Using the link you received upon sign-up, head to the I'M IN Hub page which houses the I'M IN tool and supporting resources. When you're ready, follow the I'M IN Independent Route button to access the I'M IN tool dimensions.

Relevance: It is important to note that not every dimension or statement may feel relevant to your organisation. Feel free to agree on different wording with your group so that the statement works better for you – you can make a note of this in the comment boxes that appear when you select a scale placement. You can also skip a statement or dimension if something doesn't feel right, but before doing this we encourage you to discuss it with your group, as considering what is and isn't relevant to your organisation may provoke interesting and enlightening conversation.

Scaling: When working through each dimension, consider how closely your organisation matches each statement, and respond using the five-point scale where it appears. The scale does not correspond with an industry benchmark; it is purely an internal measure for your organisation's reference. It is also an important element in the conversations you have with your group, prompting you to explore where you would currently place yourself for each statement, and – crucially – why. See further guidance and helpful scaling questions on the I'M IN Hub page.

On the I'M IN Supported Route, organisations placing themselves higher on the scale are encouraged to supply evidence for their I'M IN Advisor's review. On the I'M IN Independent Route no evidence is needed as your responses are not for external review, but if you do place yourself at the higher end of the scale for any given statement you should consider how you would validate this response if, hypothetically, you were asked to. This can reveal blind spots that can be very helpful in planning for improvement.

Returning later: The topics for discussion are complex and may not have been explored before by the people in the meeting, so allow time for a range of contributions to be shared and for everyone to be heard. If you need to revisit a dimension later that's fine – choose the 'Save and Continue Later' option.

Submitting responses: Upon completion of each dimension, you are given the option to print or create a PDF of your responses for your records. These are useful to refer back to when you come back to I'M IN in the future.

I'M IN exit survey: Please complete this short survey which signals to us that you have finished using the I'M IN tool for now. It also enables us to understand if and how the tool has helped you, and how we can continue developing its usability.

Step 6: Create a plan for change and put it into action!

The Independent Route allows organisations complete autonomy in how they convert their discussions into action. If your organisation is unsure how to move forward and would like tailored support, it may be worth considering the I'M IN Supported Route, or choosing that route the next time you work through I'M IN.





Step 7: Stay connected

We'd love you be part of our growing I'M IN Community. You can register to stay in touch upon sign-up to I'M IN, and repeat the I'M IN process regularly to continue on your D&I journey. As well as the I'M IN exit survey, we may ask you to provide feedback a few months after your use of I'M IN to help us understand how the tool supports the music sector to make change.

Finally, we hope you will display our digital I'M IN Community badge on your website. This badge helps us to spread the word, and signals your commitment to leading the way in making the music sector more diverse and inclusive.

* To find out how your data is stored, used and shared, see the I'M IN FAQs section on our website.

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