

I'M IN Supported Route Guidance

Welcome to I'M IN!

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

If you read through this document and feel that the I'M IN Independent Route

might be more suited to your organisation, you can find out more about it [here](#).



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Overview

I'M IN - the **Inclusive Music Index** - is an evaluation and strategy D&I (diversity & inclusion) tool presented as ten surveys, 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 Supported Route provides your organisation with access to the I'M IN tool and additional resources, as well as wraparound support from your I'M IN Advisor to help you identify, work through and address your organisation's D&I challenges. In detail:

- A 30-minute introductory online / phone meeting with your I'M IN Advisor
- Access to the I'M IN tool (Supported Route version)
- A 30-minute post-I'M IN tool debrief with your I'M IN Advisor
- An action-planning workshop of up to 90 minutes, planned and facilitated by your I'M IN Advisor
- The creation of a bespoke workshop report by your I'M IN Advisor
- A post-I'M IN check-in by your I'M IN Advisor at a date agreed with you
- Follow-ups from Music Masters to help you stay on track

Add-on options are available and will be flagged throughout this guidance.

Secure your place on the I'M IN Supported Route

Click [here](#) to complete the sign-up form and then look out for a sign-up confirmation email which contains payment details. The cost of this route is £795 covering I'M IN Advisor fees and a contribution towards Music Masters' costs, although our costs are subsidised in return for your support in completing evaluation and progress reports (please see 'Stay Connected' on page 5).

Payment is due before you start the I'M IN process and can be made securely by credit card via Stripe using the link provided in the sign-up confirmation email. The email also includes our bank details in case you would prefer to transfer payment, but please note that bank transfers can take longer to process than card payments.

If you don't receive a sign-up confirmation email, check your junk mail and contact imin@musicmasters.org.uk if nothing comes through within 24 hours.

Book in your first meeting with an I'M IN Advisor

Once we have your payment, we'll send you a welcome email inviting you to book in an introductory meeting with an I'M IN Advisor, who will work with you throughout the process. This meeting kicks off your I'M IN Supported Route experience. Find out more about what happens in this meeting [below](#).

Your welcome email also contains your payment receipt, and your link and password to the I'M IN Hub, giving you access to the I'M IN tool and resources. Feel free to explore the I'M IN Hub, but we recommend that you first meet with your I'M IN Advisor and complete the steps set out in the 'Get ready for I'M IN!' section below before you get going with the tool.

Get prepared for I'M IN!

Once you are booked in for your first meeting with your I'M IN Advisor, it's time to get ready to work through I'M IN. Here's how:

1. 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.

2. 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 outcomes and ensuring a wide range of perspectives are heard. We 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. You could 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, e.g. beneficiaries and external representatives, so long as they have enough information on how the organisation runs 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.

3. Consider your areas of focus

Working out what you want to achieve through I'M IN is a key part of the process. All ten dimensions of the tool are important and interconnected, and we strongly recommend that you work through them all when you can. However, your approach should meet the needs of your organisation. For example, if your organisation does not yet have a clear picture of its D&I challenges, or wants to conduct a thorough review, we would encourage you to work through all ten tool dimensions over no more than six months (if possible) to keep motivation high. Yet if your organisation already has a good idea of the areas that feel like a priority to address, you may prefer to discuss fewer dimensions in more depth at this time.

Your I'M IN Advisor can help you to think through what this looks like. Reading through the Dimension Overview document in the I'M IN Hub can also help you to understand each dimension in more depth. Remember, I'M IN shouldn't be a one-time process, so you can always focus on different areas next time.

Whatever your chosen approach, in your post-tool debrief session your I'M IN Advisor will support you to refine your key D&I challenges, ideally agreeing on three to four areas to workshop and plan action to address. While the I'M IN process may have revealed many areas for improvement, it is important that you prioritise those which can result in real change, and therefore that your plan of action is realistic and achievable. Your report will note down any areas of focus you may want to consider next time.

4. Create a structure for discussion

Once you have your discussion group set up and have an idea of your approach to the I'M IN tool, you should design a structure for discussion sessions that keeps motivation high across the group and encourages consistent engagement until all dimensions 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 be useful to share the Dimension Overview document (in the I'M IN Hub) with your discussion group in advance of sessions, helping them to feel prepared for the conversations to follow.

Meet with your I'M IN Advisor

Now that you are prepared, the next step is to meet with your I'M IN Advisor at the date and time you booked following sign-up. Your 30-minute introductory meeting enables you to provide your I'M IN Advisor with more information about your organisation and its motivation for / anticipated outcomes from participating in I'M IN. They can also help you to review your discussion group participants, intended structure for discussion and approach to group facilitation.

Once you have met with your I'M IN Advisor, we recommend that you start working through the I'M IN tool as soon as possible.

Add-on option: Your I'M IN Advisor can facilitate your first dimension discussion online if you would like their support to get you started or to help refresh your facilitation skills. This 90-minute session costs an additional £250 if you opt for it as part of your initial package of support, and you can make payment upon sign up. Otherwise it costs £275 (which includes a small administration fee) if you add it on after you have made your initial payment. Please let Music Masters or your I'M IN Advisor know if you would like to move forward with this option.

Work through I'M IN

Accessing the tool and resources: Log into the I'M IN Hub (as a reminder, the link and password is in your welcome email) and follow the Supported Route button to start working through the tool. You might find it helpful to read through the supporting resources first.

Relevance: It is important to note that not every dimension or statement may feel relevant to your organisation. Feel free to adjust the wording 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 you work through each dimension, your team should consider how closely the organisation matches each statement, which should provoke further discussion. You will notice that for most statements there is a five-point scale to respond to. The scale does not correspond with an industry benchmark, it is purely an internal measure for organisations to work with. 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. More guidance on this is provided in the I'M IN Hub, including questions that can be asked to explore scale placement.

On the I'M IN Supported Route you are encouraged to provide evidence to support your responses if you place yourself as a '4' or '5' on the scale, and this evidence will be seen by your I'M IN Advisor*. You can submit up to three pieces of evidence when prompted, but don't worry about uploading the same piece of evidence each time if you need to use it more than once – simply make a note in the 'optional comment' box on where your I'M IN Advisor should look when reviewing your responses.

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.

Completing a dimension: Once you have finished each dimension, you'll be asked to double check your responses before submitting. Once submitted, you are given the option to print or create a PDF of your responses for your records, and your responses will also be shared with your I'M IN Advisor.

Debrief

As soon as you have concluded your use of the I'M IN tool, use your I'M IN Advisor's Calendly link to book in your 30-minute debrief. This should be arranged at the earliest opportunity to ensure your discussions around the I'M IN tool are fresh in your mind. In this short session you will reflect on your organisation's I'M IN experience, explore areas of priority to take forward, and agree on the shape of the online workshop. Your I'M IN Advisor will use this feedback, your tool responses, and any supporting evidence supplied, to plan your workshop.

During your debrief your I'M IN Advisor will work with you to set a date for your online workshop. If you need to reschedule this, simply use your I'M IN Advisor's Calendly link, but please try to provide minimum ten days' notice where possible.

The online workshop

The 90 minutes you spend as a team with your I'M IN Advisor are a crucial part of the process. Your I'M IN Advisor will facilitate this workshop and support your group to refine the key D&I priorities for your organisation and create a plan of action to address these priorities. Ideally, your discussion group in its entirety would attend this workshop.

Add-on option: If you would prefer your I'M IN Advisor to join you in person for your action-planning workshop, depending on your location we can offer this at an additional £250 plus travel expenses. This includes a £25 administration fee to Music Masters and your Advisor's travel time of up to one hour each way. This option can't be pre-booked, but please let your Advisor know if you are interested.

Your report and follow-up call

After your workshop, you'll receive a report summarising your I'M IN journey, action plan and additional recommendations for next steps. Please use and share this document as you need.

In this email you will receive the link to the I'M IN exit survey, and this is also found underneath the tool dimensions in the I'M IN Hub. This is crucial in enabling us to understand if and how I'M IN has helped you, and how we can continue improving the process.

Within the email containing your report you will also be prompted to book in a follow-up call with your I'M IN Advisor on a time and date that suits you. We recommend that you book this within six months from receiving your report, which should be enough time to have made some progress with your D&I actions but could be a useful point to gain additional motivation and support.

Stay connected

We'd love you be part of our growing I'M IN Community. You can register for our newsletter 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 that you complete, we may ask you to submit a route evaluation once you receive your final report, and a survey at around 9 months post-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 (downloadable from the I'M IN Hub) 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 and documents are stored and used, see the I'M IN FAQs section of our website

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