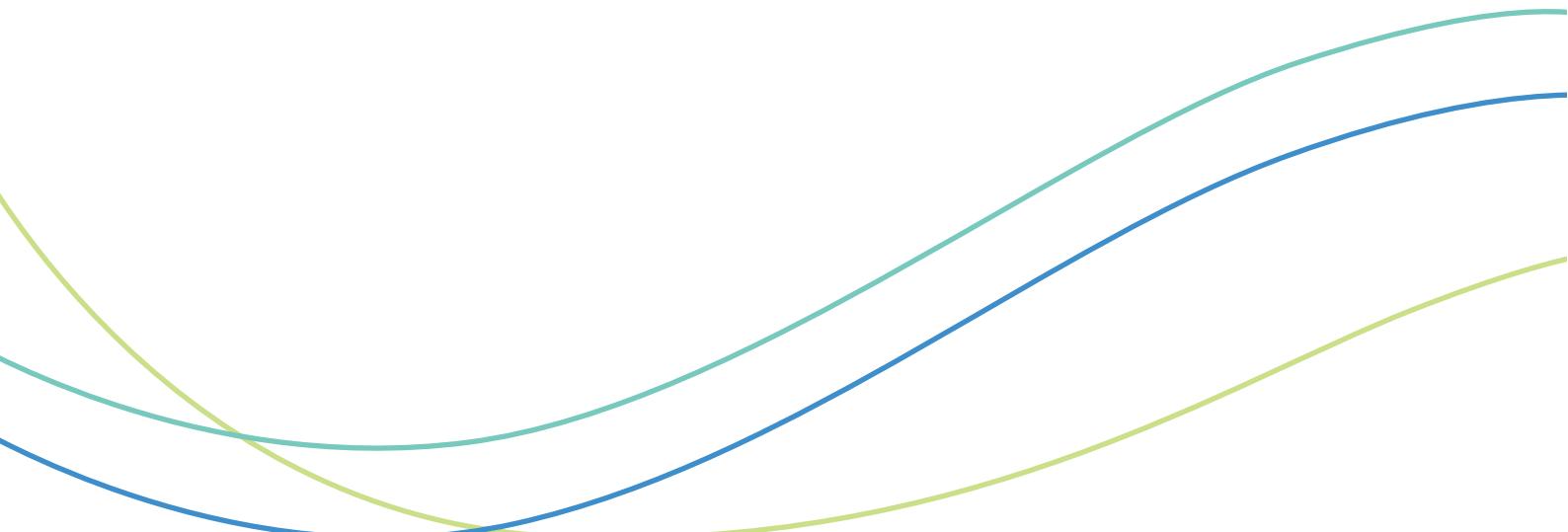


DEI solutions for future-forward businesses and leaders



About us

A UAE-based social enterprise, Aurora50 works with organisations to achieve their DEI (diversity, equity and inclusion) goals, in line with the United Nations' Sustainable Development Goal 5 (SDG 5) of gender equality.

Our first successful initiative has been to increase the number of women on boards in the UAE through the Pathway20 accelerator, and the Manarat invite-only club for regional women who are independent board directors. We have now expanded our focus to support listed corporations, large private organisations and high-growth businesses alike with all their DEI goals.

We conceptualise, design and deliver customised solutions, keeping impact at the core of everything we do. This is evident from the number of women on the Pathway20 accelerator now in board positions, positive behavioural changes induced through AIM (accelerator for internal management) and ESG (environment, social and governance) ratings increase for our clients.



Who we work with?



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

هيئة الأوراق المالية والسلع
SECURITIES & COMMODITIES AUTHORITY



Did you know?

Gender diverse companies are:

25%

more likely to have
above-average
profitability

48%

performance difference
between most and least gender
diverse companies

62%

more likely to outperform
national industry median
profitability

What is diversity, equity, inclusion?



Diversity

Who we represent on our workforce?



Equity

What support and opportunities are required by specific individuals to grow?



Inclusion

How to foster a culture where everyone feels heard and comfortable to speak?

Main focus	Other focus areas			
 Gender	 Emiratisation	 Age	 Nationalities	 People of determination

Our first successful initiative has been to increase the number of women on boards in the UAE through the Pathway20 accelerator. Every organisation has a unique pain-point to be addressed. Aurora50 builds DEI strategies tailored to tackle such unique challenges across various lenses of diversity and inclusion, in line with an organisation's business goals.

Did you know?

Benefits of a diverse workforce

20% enhanced innovation

70% more likely to capture new markets

60% improvement in decision-making

Diverse organisations

Less diverse organisations



3.5%
rise in EBIT

10% increased in gender diversity



Less diverse companies are
29% less profitable than peers

The Aurora50 way

Theory of Change

Aurora50's overarching Theory of Change is enabling the entire community, both men and women, to drive positive change. Deriving a Theory of Change is focused on identifying, mapping out or filling in the missing piece in achieving the desired goal. We create a specific Theory of Change for every problem statement based on the organisation's pain-point and design solutions accordingly.

Design thinking

By addressing the biases and behaviours that hamper innovation, design thinking allows us to identify underlying issues, enabling us to create solutions that work. By going through the stages of design-thinking, we are able to empathise with organisations/ individuals, define pain-points, ideate solutions, prototype tactics and test them to address the issue.

Positive behavioural change

Our solutions focus on enabling action and inducing sustained positive behavioural changes in every participant. We use established models of behavioural psychology and embed them into our solutions to achieve a positive behavioural change.

Did you know?



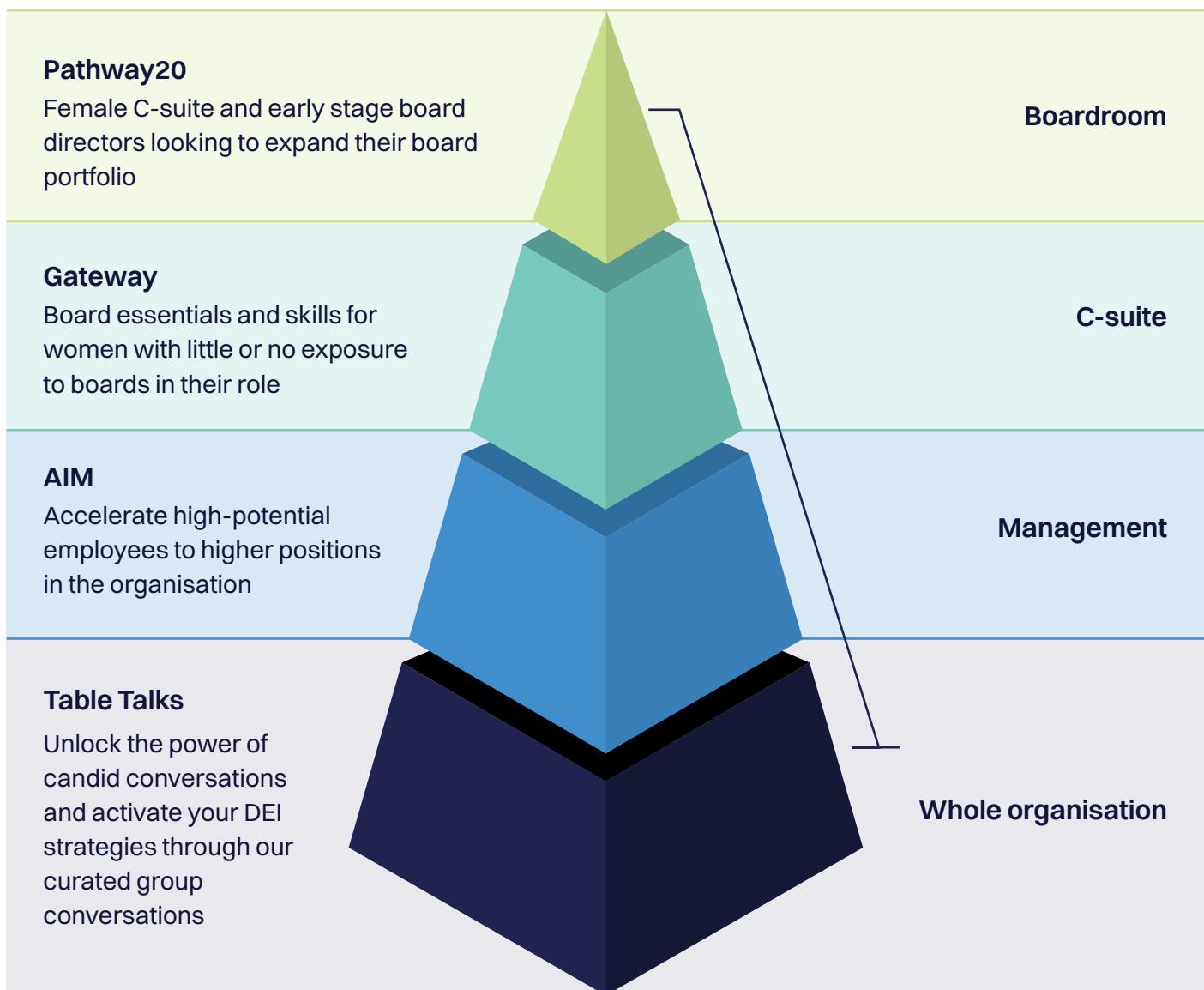
We were able to identify a 'network gap' as the missing piece for more women on boards. By bringing together the most senior male board directors and high-potential women, we bridge the network gap enabling male board directors to access the pipeline of high-potential women.



Using the TTM (Transtheoretical Model) of behavioural change in AIM, we induced positive behavioural changes in participants noticed by their leaders and derived actionables for each participant to achieve their goals in line with the organisation's strategy.

From gender balance to inclusive leadership

Through our expertise, we are able to create strategies and solutions based on company specific objectives. Our solutions below can be tailored to deliver results across all levels of the organisation.



Did you know?

ESG ratings increased from A to AA

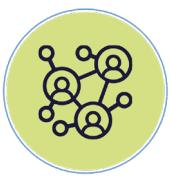
First Abu Dhabi Bank's ESG ratings were increased to 'leader category' owing to their corporate partnership with Aurora50 among other criteria, by ratings body MSCI.

Why Aurora50?



Localised knowledge

By working closely with the most senior individuals from the largest companies in the region, we have a deep understanding of local nuances. We are able to customise solutions through our understanding of these unique challenges that companies and individuals face in the region.



Network access

Through our home-grown network of the most senior men and women board directors, senior executives, industry experts and coaches in the region, Aurora50 has access to the very top and is able to cascade the impact down. By using this network as speakers, we challenge the mindset of participants and enable them to gain direct value from the collective experience of our network.



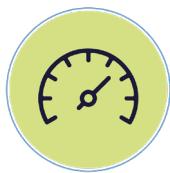
Customised solutions

Each company's objectives are unique and hence requires a customised strategies and tactics to tackle specific challenges. Aurora50 creates a customised DEI strategy, with solutions and interventions for organisations, that are in line with their growth objectives.



In-house expertise and experience

Aurora50 owns the entire value chain from conceptualisation to delivery, allowing us to control and ensure optimum delivery of solutions. Collaborating with organisations to identify the pain-points, building a customised DEI strategy, conceptualising tactics, designing solutions, delivering initiatives, measuring outcomes and promoting the company's DEI efforts, we possess the right resources for each stage of an organisation's DEI journey.



Tangible and measurable solutions

Impact, actionables and positive behavioural changes are at the core of our every solution. By conducting baseline surveys, we create criteria for results that are measurable and are fed back to the organisation in the form of actionables to achieve the desired impact.

Aurora50 solutions



Accelerator for early stage female board directors

What is it?

The region's only board career accelerator that brings together the most senior and competent women from the largest companies in the UAE, connects them with seasoned board directors from listed or large-scale companies and industry experts, through curated workshops on board critical topics.

Who is it for?

Female C-suite and early-stage board directors looking to expand their board portfolio

84%

of Pathway20 women are now on private sector boards

20+

board directors connected to each Pathway20 participant

GATEWAY

Map the route to your first board director appointment

What is it?

A 6-week live virtual programme to understand the essentials of committees and boards and the skillset needed for the boardroom, so you can proactively map a route to your first board director appointment.

Who is it for?

Women with little or no exposure to boards in their management role

63.5

Net promoter score*

9

board directors and advisors speaking across 3 modules

*Net promoter score is a metric used to calculate customer loyalty and satisfaction by asking one question: "On a scale from 0 to 10, how likely are you to recommend this product/ company?". Any score above zero can be considered a good score, since that implies that you have more promoters than detractors.

50 and above is excellent, and 70 and above is outstanding.

Aurora50 solutions



Accelerator for Internal Management (AIM)

A customised leadership accelerator

What is it?

AIM is the region's only leadership accelerator for women based on design thinking principles, which have long been utilised to spur growth and innovation as a remedy for stagnation. Our approach unlocks participants from their former beliefs, encourages them to be curious and enables action.

Who is it for?

High-potential women

AIM can be tailored to support your DEI strategy championing youth, Emiratis or other groups.

88%

participants feel more capable of navigating their way to leadership positions

94%

are more confident of arriving at their value proposition

84%

are more confident in communicating their value to internal stakeholders

TABLE TALKS

Create inclusive leaders & teams

What is it?

Unlock the power of candid conversations and activate your DEI strategies through our curated group conversations.

Who is it for?

All teams across the organisation

Impact measures for Table Talks are customised to your pain-points such as

Powering empathy

Breaking barriers

Creating a bias for action

Aurora50 solutions

DEI EVENTS

Showcase your progress in DEI on the big stage

What is it?

Customised events to showcase your company's achievements in DEI.

Aurora50 ran The Board Summit which brings together more 400 board directors in the region to gain insights on boardroom diversity. Moving forward, we shifting the lens from diversity at board levels to a culture of inclusion across organisations through an inclusion summit.

Aurora50 has the expertise to create events tailored to your organisation's DEI goals.

Who is it for?

Whole organisation

The Board Summit 2021:

\$4.7m

media value

420+

board directors attended

700+

attendees

BESPOKE RESEARCH

What is it?

We recently undertook a research report in collaboration with the Mohammed Bin Rashid School of Government and sponsored by the Abu Dhabi National Oil Company, that looked at the progress of female board directors in the UAE and put together a 5-step framework for women to achieve their first board position within 10-15 years.

Who is it for?

Whole organisation

4 million

impressions

\$350k

media value

Getting started can be the hardest step.

Schedule a call with our team so we can understand your organisation better and talk first steps to a diverse, inclusive and thriving workplace.



@aurora50_uae



/Aurora50

Makateb 4, Dubai Production City, Dubai, United Arab Emirates

Khalidiyah Park Building, Al Khalidiyah, Abu Dhabi

T: 971-4-456-1200 | team@aurora50.com | www.aurora50.com