Diversity, equity & inclusion 2023



pfida

Diversity, equity and inclusion are fundamental principles that shape Pfida's culture and success.

Peace! 👋
We’re Pfida.

We’re committed to fostering an environment that is truly representative of all society - embracing a wide range of perspectives, backgrounds, and experiences is a source of strength, essential for innovation, employee satisfaction, and growth.

We believe everyone deserves a fair opportunity, something embedded in our company’s ethos and products.

This report will enable us to understand whether policies and practices we have in place are creating a positive impact within the business, identify where we may be falling short and what we can do to improve diversity, equity, and inclusion (DEI) practices within the business.



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Pfida started off as a small tightknit group of like-minded individuals from very similar backgrounds and with very similar ideologies. It’s wonderful to see this organisation growing to a diverse team of nearly 50 people from varying backgrounds.

The diversity in our team brings different perspectives and fresh ideas, which helps us to propel Pfida forwards and create positive impact in the world. I couldn’t be prouder of our people and the united drive to create good in everything we do.

Raza Ullah
Chief Executive Officer

At Pfida, we celebrate diversity as a catalyst for innovation and progress.

We believe our workforce should be comprised of the best people to deliver Pfida's objectives, regardless of colour, creed, or background. We have ensured our recruitment process actively promotes diversity and reduces bias with a robust DEI recruitment policy.

Hiring decisions are based on merit, skills, and qualifications, not on characteristics such as race, gender, age, or disability. By sourcing candidates with diverse backgrounds and characteristics, and by using inclusive language in our job descriptions, we have seen a more diverse pool of talent.

We’re dedicated to fostering a culture that celebrates and values the unique perspectives, backgrounds, and experiences of every individual. This commitment extends to embracing individuals irrespective of their race, ethnicity, gender, age, sexual orientation, religion, disability, or any other defining characteristics.

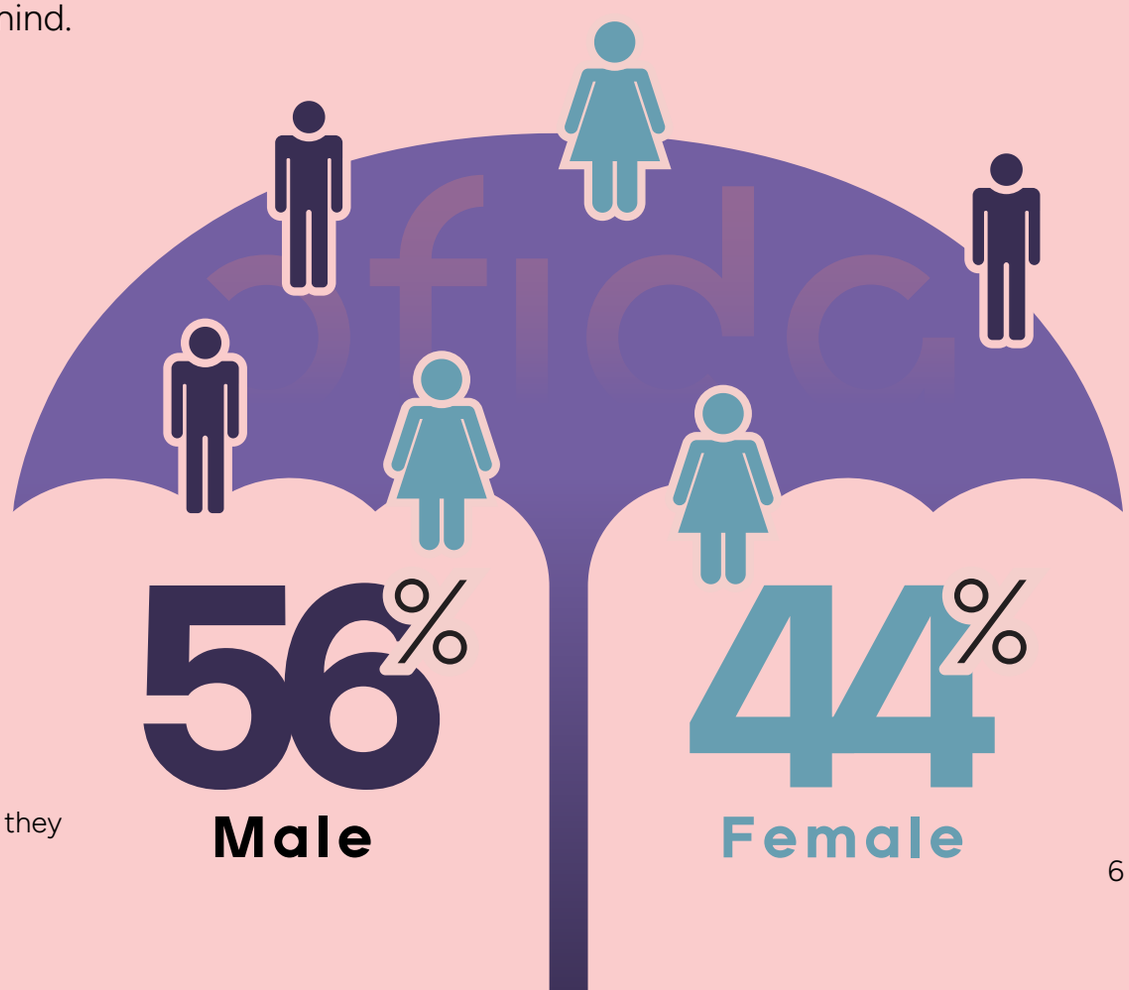


We have made significant progress in recruiting and retaining a diverse talent pool with a 100% retention in 2023.

Since 2022, we have grown from 3 male co-founders to a team of over 50 - made up of 56% males and 44% females.

Our teams are well-balanced across most departments, however, we have noticed we need a better balance in our C-suite, Engineering, and IT teams which are currently male-dominated and our Customer Relations team that is heavily female-dominated.

We're working hard to maintain a balanced gender ratio by ensuring we're recruiting with diversity and equity in mind.



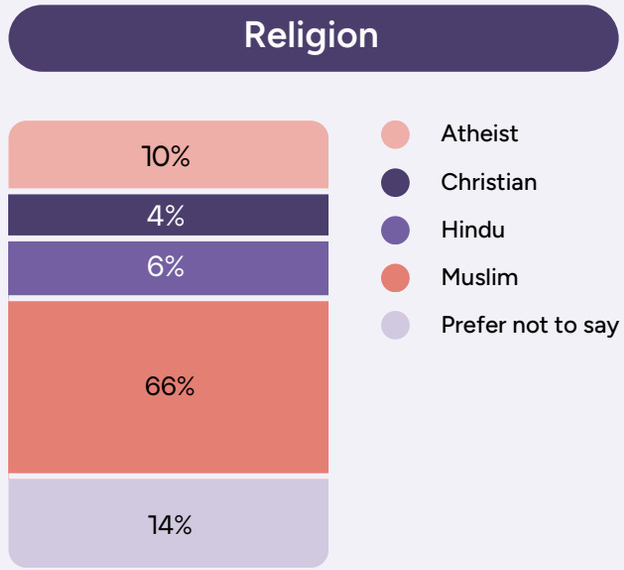
As part of the employee onboarding process, we ask everyone how they wish to be identified - these stats are in line with that identification.

To support the 76% of our staff who belong to a religion, employees are able to swap bank holidays for religious holidays.

Religion

With a predominantly Muslim customer base, naturally we attract Muslim talent that want to join a company that aligns with their values. However, we believe our product benefits everyone, which is why we're keen to attract a wider market through brand awareness campaigns and events.

With over 76% of our staff belonging to a religion, we introduced a new benefit to accommodate the practicing of religious celebrations by giving staff the opportunity to swap bank holidays for a religious holiday to better utilise their leave entitlement.



Age

We’re proud of the youthful energy and fresh perspectives our team brings to the table. Their enthusiasm, adaptability, and innovative thinking have undoubtedly propelled us forward.

However, we recognise the invaluable experience and wisdom that older employees can offer. As we continue to grow and evolve, we are actively seeking to expand our team to include individuals from a diverse range of age groups, understanding that a blend of youthful vigour and seasoned expertise is key to achieving our collective goals and fostering a dynamic work environment that thrives on both innovation and experience.

Age	
18-24	**20%**
26-34	**46%**
35-44	**23%**
45-54	**9%**
55-64	**2%**

We foster a hands-on approach to ensuring our team members have the resources and support they need to carry out their roles.

Here are some case studies that demonstrate how we support our employees:



Case Study 1 | Pfida employee

Situation

A Pfida employee experienced severe back pain, and had to undergo months of medical tests and diagnostics to identify the underlining cause of the pain. This employee needed time off work to attend appointments, support when she wasn't able to travel to the office, and a long-term solution to her ongoing medical condition.

Our support

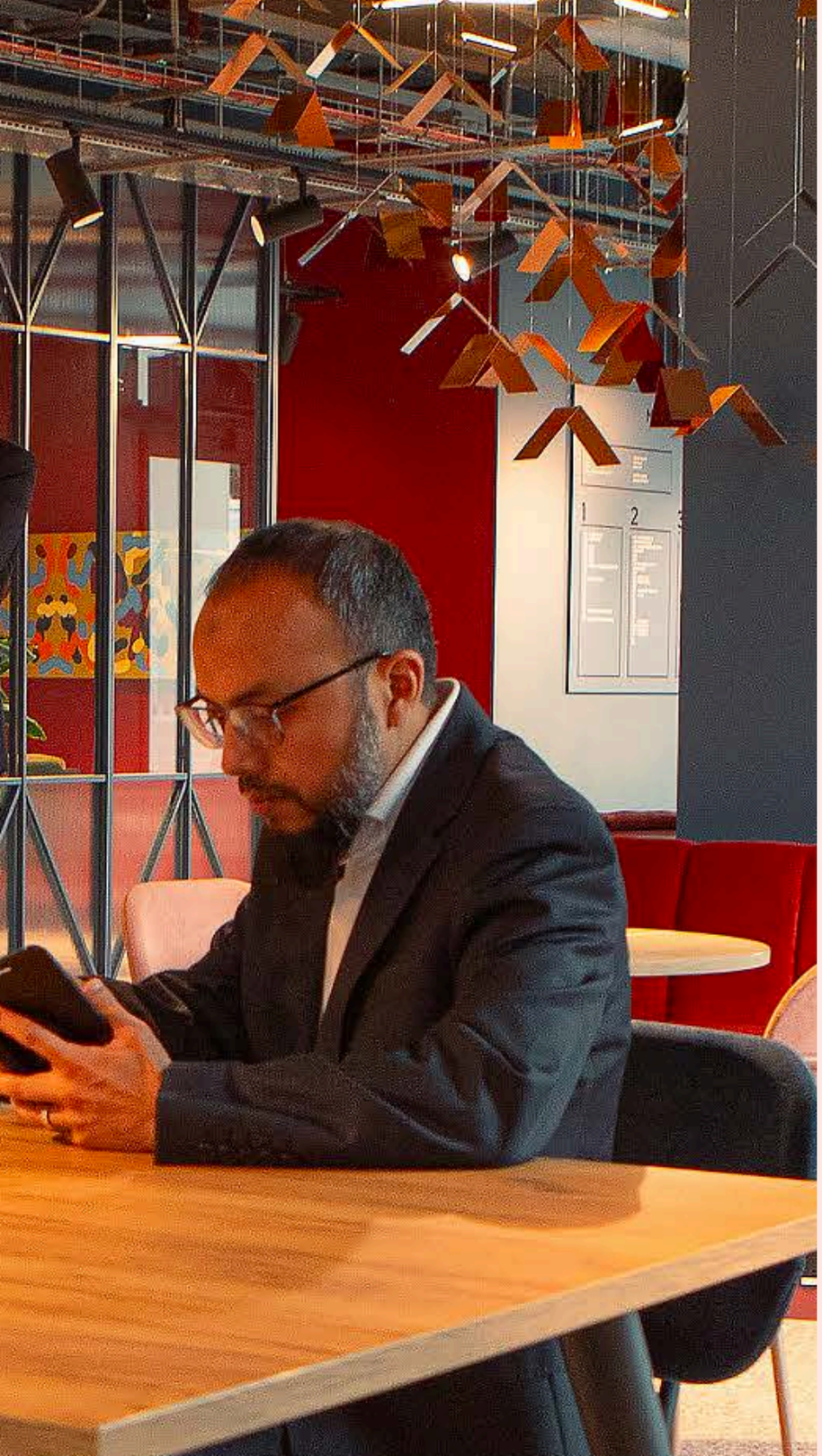
When they felt ready to return to work, we gave them the flexibility to work remotely and shorten their working hours to minimise discomfort. Working remotely can impact your mental health, we wanted to give them the opportunity to be able to work from the office with their team and participate in office activities if and when they wanted to. To facilitate this, we adapted their workspace, investing in a standing desk, allowing them to stand or sit when they needed to.



We want every team member to feel like they truly belong here.

Inclusion means creating a space where everyone can bring their authentic selves to work, knowing they'll be respected and celebrated for who they are.

Anna Kesanli
HR Manager



Case Study 2 | Religious employees

Situation

Our employees didn’t have a dedicated place to practice their faith in the workspace. We felt it was important for all employees to have a space available to them where they can go to pray.

Our support

We provided a safe space in an area of the office for employees to pray, supplying prayer mats, whilst we petitioned for an allocated place of worship in the building for all faiths. This has now been implemented and staff members can take time out of their day to utilise the prayer room when best suits them.

At Pfida, we’re dedicated to upholding equal opportunities and fairness for all individuals.

Our mission at Pfida is to bring benefit to the people - investing in our employees is a part of this ethos. Facilitating the personal development of our team is essential to the success and growth of the business and a thriving work culture.

Personal development & training

Our development and training program gives employees the opportunity to enrol in courses to develop their skills, boost their personal development, and work towards their career progression.

All employees are afforded the same company benefits on completion of their probation. We offer a robust health and wellbeing package that gives employees access to confidential assessments, counselling, legal and financial advice, mental health support, and training resources.

Equal pay

We carry out annual pay reviews to identify and address any wage gaps that may exist when benchmarked against the market, ensuring men and women are paid equally for the same roles.

Each employee has the same opportunity to performance-based bonuses, based on annual objectives and subject to business profitability.



At Pfida, we recognise that our strength lies in the rich tapestry of backgrounds, perspectives, and talents that our diverse team brings to the table.

We strive to create an environment where every voice is not only heard but valued. We understand that true inclusion requires all our people to feel safe.

I am proud to say that together, as one Pfida family, we continue to break barriers, uplift one another, and pave the way for a future where diversity, inclusion, and fairness are not just ideals but lived experiences.

Salman Hasan

Chief Legal Officer

By regularly carrying out anonymous employee satisfaction surveys, we can identify what we’re doing well and where we can improve.

Feedback and improvement

We are proud to achieve over 80% on our annual staff satisfaction survey, however we're always striving to improve. From the feedback we gathered we took steps to address the things that were important to our staff.

This year, we enhanced our parental leave policy to include three months' full pay before receiving statutory pay.

We're trialling the new core working hours principle where people can start and finish earlier or later according to their needs.

We've also implemented an anonymous suggestion box for employees to voice their opinions and put forward recommendations, without judgement.

We'll continue to review our policies and benefits to make sure we're addressing the needs of all our staff and building a strong employee value proposition.



Despite our great efforts to build a diverse, inclusive, and equitable culture at Pfida, there's always room to do more.

Our commitments

Through our review of Pfida's DEI in 2023, we identified eight key commitments to focus on to improve diversity, equity, and inclusion in the workplace.

- Regularly review and update employment practices and procedures to ensure fairness, in line with our DEI policy.
- Continue to prioritise merit, skills, and experience in our hiring, promotion, and retention practices, ensuring that all employees have the chance to thrive and succeed based on their abilities.
- Recognise opportunities to celebrate our differences and educate others to encourage a more inclusive and welcoming culture.
- Diversify our recruitment vendors in order to attract diverse applicants when recruiting.
- Regularly review and update employment practices and procedures to ensure fairness, in line with our DEI policy.
- Adapt our brand awareness messaging to appeal to a broader demographic.
- Implement regular employee feedback sessions to enable a diverse perspective.
- Strive to increase balanced gender representation across C-suite, Engineering, IT, and Customer Relations teams.

For the employees

pfida

Learn more
pfida.com info@pfida.com

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