

Embracing Inclusive Language

CICELY BLAIN
CONSULTING

CICELY BELLE BLAIN

Diversity & inclusion consultant

Schedule

1. Introductions
2. What is Inclusive Language?
3. Ice breaker
4. Courageous conversations
5. Communications
6. Gender neutral language

What is Inclusive Language?

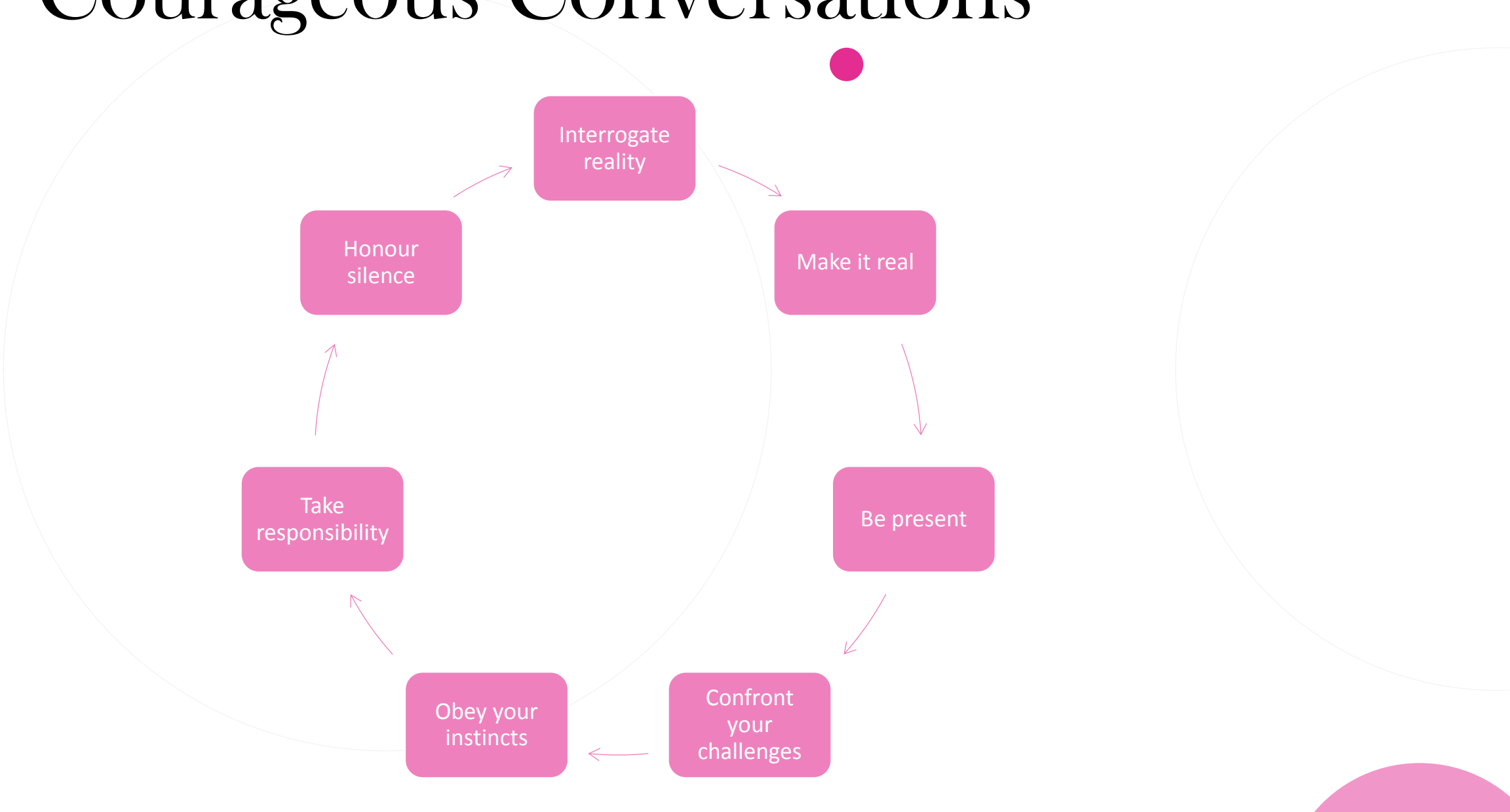
- Inclusive language is language that is free from negative words and phrases that cause harm, perpetuate stereotypes, trigger or offend.

Why is Inclusive Language important?

- Values identity
- Encourages belonging
- Avoids harm/offence
- Enhances team relationships
- Based in truth

1. Think of the most exciting thing that happened to you this week
2. Now tell your partner about your week... without mentioning that one **exciting thing.**

Courageous Conversations



Courageous Conversations



The conversations that take the most courage - those in which you speak candidly and listen openly - are those which make the biggest impact.

- Susan Scott, *Fierce Conversations*

How can we apply this concept to diversity & inclusion work?

WAIT = Why Am I Talking

What assumptions am I making? ⁸

Do I have pre-conceived ideas?

Interrogate reality

Honour silence

Make it real

Am I being open and genuine? Am I being my full self? Am I holding back?

*If I offend some, how can I take care of them and apologize?
Am I demanding emotional labour?*

Take responsibility

Be present

Am I ready to actively listen? Am I distracted or pre-occupied?

Do I feel uncomfortable or am I unsafe? How am I making the other person feel?

Obey your instincts

Confront your challenges

Can I go into my growth zone? Am I ready to be vulnerable and have tough conversations?

Effective Questioning

- Invites people in
- Establishes curiosity
- Questions bias
- Mitigates aggression/confrontation
- Allows for truth
- Provides clarity
- Creates foundation for growth

Six Characteristics of Effective Questions

Effective questions are:	They sound like this:	Not like this:
Open ended	Tell me about your teaching experience. What do you think about ...?	Where did you teach? Do you believe in ...?
Invitational	It would be great to hear about... Would you consider ...?	Why on earth would you ...? Why don't you ...?
Specific	How often does she ...? What does it look like when ...?	Does she ... much? What will happen if ...?
Evocative	What might this mean? Let's speculate about ...	What does this mean? What will happen if ...?
Positively or neutrally biased	What might you learn from this? Tell me what you were thinking.	What's up with ...? What did you think would happen?
Able to challenge assessments	What evidence do you have that ...? How could that be interpreted differently?	What is wrong with ...? What's your feeling about ...?

Scenario A

John and Carly are senior partners in a law firm.

John: Carly, can you get me a coffee?

Carly: I have a lot to do today, ask someone else.

John: Wow, no need to be so bitchy.

Carly: I'm not being bitch; you're being a typical man.

Scenario B

Ahmed starts his first day at a tech company; he'll be sharing an office with Stella.

Stella: Hey! I'm so excited to have more colour around here.

Ahmed: I was hired for my skills... not my race.

Stella: OK, calm down, I just making a joke. You people are so sensitive.

Ahmed: At least we're polite!

What's wrong with these images? How could they be more inclusive? ●



LOVERS SPECIAL

Medium 5 Meat (His)
Pepperoni, Bacon, Sausage, Beef & Ham

Medium Veggie (Hers)
Mushrooms, Banana Peppers, Onions,
Black Olives, Red & Green Peppers

Save \$12.76

\$18.99

Coupon #97

Coupon required. Not valid with other specials.
Delivery charge and tip not included.
Expires 02/28/10.

How to be a
Man Magnet

By Debra
the "Dating Diva"

Secrets to attracting
the **men** of your dreams!

What's wrong with these images? How could they be more inclusive? 14



Why did this happen? How could this have been avoided?



RETAIL

APPAREL | DISCOUNTERS | DEPARTMENT STORES | E-COMMERCE | FOOD AND BEVERAGE | RESTAURANTS | HOUSEHOLD PRODUCTS

H&M slammed as racist for 'monkey in the jungle' hoodie

A Racially Insensitive Product Photo Just Cost H&M A Major Celebrity Partner

Gendered language upholds power & exclusion ¹⁶

“

There's mounting evidence that gender-propelled language is still common in many places of employment.

LIVING • WORKING WOMEN

Study: Women Do Not Apply To 'Male-Sounding' Jobs



'They' pronouns

“ *The rule against using singular they is enforced neither because it preserves some consistent, objective grammatical standard, nor because it serves our communication needs. It is enforced because enforcing language norms is a way of enforcing power structures.* ”

- David Shlasko, Trans Allyship Workbook

'They' pronouns

“ *The rule against using singular they is enforced neither because it preserves some consistent, objective grammatical standard, nor because it serves our communication needs. It is enforced because enforcing language norms is a way of enforcing power structures.* ”

- David Shlasko, Trans Allyship Workbook

Gendered Phrase

Gender Neutral Alternative

“Good evening, ladies and gentlemen.”

“That girl with her hair in a bun.”

“What do you think of the company’s lady boss?”

“Is your wife coming to the BBQ?”

THANK YOU



CICELY BELLE BLAIN



@cicelyblainconsulting



info@cicelyblainconsulting.com