



Workplace Diversity Solutions

Inclusive Communication -A Quick Guide

Meet Workplace Diversity Solutions

Workplace Diversity Solutions are an award-winning Diversity and Inclusion Consultancy who work with global blue-chip companies on their diversity and inclusion agenda.

Using our industry-leading approach to diversity and inclusion, we have world-class solutions that add significant value to the diversity and inclusion agenda.

Services available from Workplace Diversity Solutions include:

[Diversity Needs Analysis](#)

[A full suite of eLearning courses for organisations of any size](#)

[Classroom-based Learning Solutions](#)

[Mental health awareness training using cutting edge techniques](#)

WHAT DO OUR CLIENTS SAY?

Standard Life Aberdeen

“Richard and his team worked with Standard Life Aberdeen this year reviewing the accessibility of some of our customer and client materials, and customer journey. I would thoroughly recommend him to anyone - he not only brought an expertise that we didn't have in-house, but was flexible, pragmatic and very quickly picked up exactly what our business needed”.

Heather Inglis –Diversity & Inclusion Manager, Standard Life Aberdeen



“ Working with Richard and his team has been a delight, the tools used to set up the training and having it all translated for our French colleagues was of no stress to them. We are very pleased with the outcome, it's got varying learning methods, it is interactive with a mix of voice over, video, quiz, animations and it grips the student to the very end. Mental Health has been a focus for Eurostar this year and going forwards and this brilliant online training tool will help reduce the stigma in the workplace, making our environment a better and inclusive place to work for all. “

Natasha Scoggins -Safety Assurance and Risk Specialist Deputy Safety Manager Eurostar International Ltd

Our Free Inclusive Communication Guide

Workplace Diversity Solutions provide a range of free resources to support businesses in becoming more inclusive. This guide will help you to consider some of the steps you can take if you want to communicate in an inclusive way.

Before we move into the communications guide-please take a few moments to also consider these key points.

Thinking about Diversity & Inclusion

One of the most important factors for ensuring a successful approach to diversity & inclusion is having the support of senior leaders. Inclusive leadership is about having a growth mindset and being prepared to consider diversity and inclusion as a tool for growth rather than simply as a matter of compliance.

If you are going to be successful in driving diversity and inclusion forward within a business, it must be supported at leadership level. Having leadership support will help to ensure that your activities around diversity and inclusion gain momentum and deliver powerful results.

What is success?

One of the main things businesses should consider when moving forward with diversity and inclusion is what their desired outcome looks like. For a diversity plan to be powerful, it needs to be fit for purpose and relevant to the organisation and its people.

Consider Training

Diversity and inclusion training should form part of a long-term strategy; this helps the training to be more than a tick box exercise and ensures that it adds value to the business. One of the best ways to start this process is to undertake a Diversity Needs Analysis. By taking this approach, you can gain an insight into the current level of knowledge your employees have around the subject and identify any knowledge gaps that might need to be addressed, therefore ensuring that the training content is appropriate for the audience.

Diversity Needs Analysis

Completing a needs analysis can also help to support the senior leaders in the business to understand some of the challenges that the company might be facing in terms of being truly inclusive, it can help to shape your approach to inclusion over the forthcoming years. One of the main benefits of completing a needs analysis is that it will help you to prioritise where investment is needed and enable you to maximise your return on any investment you make in diversity and inclusion.

Inclusive Communication

Our team of award-winning experts have given you some things to consider if you are seeking to be more inclusive within your communications and ensure that your diversity strategy really works.

Accessibility

Think of your website as your shop window, the places where you will first interact with customers, potential employees, suppliers and people interested in your business.

Over 11 million people in the United Kingdom live with either a disability or a long-term health condition. Estimates suggest that on a global scale the number of people living with a disability exceeds 1 billion.

Consider adding accessibility features to your website to make it easier for people with a disability to navigate. One of the leading companies offering a fantastic solution to accessibility online is Recite Me. Recite Me is a cloud-based web accessibility solution that provides a wide range of features to improve the user experience.

[You can find out more about the Recite Toolbar by visiting their website here](#)

If you would like further ideas on how to consider accessibility, please get in touch.

Wording

Keep things simple- avoid jargon or industry specific terminology where possible. We all like text that is easy to understand and navigate.

If you have a global audience think about using translation services to ensure that your message can be understood by as a wider audience as possible. Video can be a great tool to deliver messages, you can add subtitles to your videos quickly and easily too.

Value Difference

Remember that difference is important when considering diversity and inclusion. One of the main things that makes diversity and inclusion so powerful is being respectful and mindful of difference. Show how your company celebrates individual difference by involving your workforce in your approach to diversity and inclusion.

Seek opinions and views from as wider range of people as possible so that your diversity and inclusion strategy is relevant and does not miss out certain groups of people or those from different backgrounds.

Having a more diverse workforce delivers considerable benefits to a business and enables you to better understand the diverse needs of your customer base.

Remain Focused

Focus on what success looks like for your diversity and inclusion strategy and remain focused on delivering your goals. If you want to celebrate difference and hold awareness sessions, talks, training or have a focus on an area of diversity, consider how these activities support your overall goals.

Make sure that you talk to your employees about the events or focus on an area and involve them in the delivery of any solutions. Communicate on a regular basis with your staff and update them on your progress and achievements in terms of diversity and inclusion.

Take an Inclusive Approach

If you normally send your clients a Christmas card or a promotional gift to mark an event, consider other religions and cultures and make sure you are measured and equal in your approach. You can use our [free faith calendar to help you track significant cultural events during 2020](#).

Recently we saw an example of a diversity and inclusion event being held in a venue that was almost impossible for a person with a disability to access. Consider your audience, is your event accessible and inclusive?

Gender Neutral Pronouns

In a group situation such as a meeting use gender neutral language to avoid focusing on a specific gender or causing offence. You can start a meeting by saying things such as “Hello Everyone” Rather than “hello ladies and gentlemen” for example.

When you meet with someone or speak to them for the first time it can be helpful to introduce yourself using your pronouns. As an example, Hello I am Martin and my pronouns are he/him/his. Taking this approach gives the other person an opportunity to do the same using their own pronouns.

Consider taking this approach in your communications with your staff and your customers.

Other resources

This guide is intended as a quick introduction into just some of the things to consider around inclusive communication. We offer a series of other free resources around diversity and inclusion that may be of interest.

If you would like more information about inclusive communication-please contact us.