

Day 3



Inclusive Language

#RaceEqualityMatters

#EveryActionCounts



RaceEqualityMatters.com

 <p>RACE EQUALITY WEEK 3-9 February 2025</p>	<p>Powered by green park</p>  <p>LLOYD'S</p>
---	--

#EveryActionCounts

Day 3

Have you ever used words and later realised that they were hurtful and not inclusive?

This guide cannot be used for commercial gain; if you would like to discuss using it commercially, please contact info@raceequalitymatters.com

Today's Eye Opener

15 seconds



How often do you describe someone by their race or ethnicity by saying "The Black guy", or "the Asian woman"?

- Never
- Rarely
- Occasionally
- Often
- Always



Words are extremely powerful they can bring joy but also bring pain



Video – 1 minute

Here is an overview of reasons why inclusive language is important



Watch this video: https://www.youtube.com/watch?v=5MQSFp_q-sc&t=1s

Why Inclusive Language Matters

- Language shapes how people are seen and treated
- Non-inclusive language can offend, upset or make people feel that they don't belong
- Inclusive language ensures everyone feels valued and heard
- It creates a respectful and welcoming environment.

By recognising and respecting individual identities and experiences, inclusive language helps create a culture where everyone can thrive and belong.



“

Inclusive language isn't just about choosing different words. It's a meaningful way to bring people together, helping us all to understand and respect each other's unique lives and experiences.

For the person hearing it, it can be a profound affirmation that they belong, are seen, and are valued.

Rachael Evans, Co-Founder of NewEdj LLC, Strategist and Lecturer

#RaceEqualityMatters

#EveryActionCounts

Language Do's and Don'ts

Do use inclusive greetings.

- ✗ 'Ladies and gentlemen'
 - ✗ 'Hi guys'
 - ✓ 'Hi everyone'
 - ✓ 'Hello all'
- 

Don't use racial identifiers unnecessarily

- ✗ 'the Black employee'

Refer to the person by their role or name or what they are wearing.



Do use gender neutral terms

- ✗ 'chairman'
- ✓ 'chair'



Don't use stereotypes

- ✗ You are intimidating / aggressive



Avoid assumptions based on appearance

- ✗ 'Where are you really from?'
- ✓ 'Can you tell me more about your background?'
(If relevant to the conversation.)



Don't make jokes at the expense of any group

- ✗ you don't look autistic
- ✗ that's a bit gay
- ✓ Avoid language that derives from negative stereotypes about any group



Don't use outdated terms

- ✗ Half caste
- ✓ Mixed Heritage
- ✓ multiracial





What if I get it wrong?

It's okay to learn and grow with inclusive language. **We are all human**, and mistakes will happen. Language is constantly changing and evolving. Most people appreciate discussing issues and are willing to understand and forgive slip-ups rather than avoiding or ignoring important matters. What matters most is how you handle those learning moments. These conversations will help to create an inclusive environment.

- Be open to feedback
- Acknowledge and apologise - don't be defensive
- Learn to get it right for next time
- Move forward - don't dwell on it

Going through this process shows that you are open to inclusion and respect, and the thoughts and feelings of others.

Action – 1 minute



What steps can you take to ensure your language is more inclusive in both written and verbal communication? Ideas to consider:

- When discussing someone's background, ask open-ended questions. For example, what traditions do you celebrate?
- If you come across a name you are unfamiliar with, then you could say:
"I know how important names are, can you tell me now to correctly pronounce your name?"
- Use people's preferred terms - This approach centers on the people and not on their characteristics, e.g., "people with disabilities", "person with autism", "person with diabetes", etc. This humanises the individual and removes labels such as "disabled", "autistic", it puts people first.
- Use inclusive greetings like "Hi everyone" or "Good morning team" instead of "Hi guys."
- Use gender-neutral language in emails. For example, "Dear Team" instead of "Dear Gentlemen."
- When discussing someone's personal life, use neutral terms. For example, if appropriate, ask "Do you have a partner?" instead of "Do you have a husband/wife?"
- When acknowledging contributions, use neutral terms. For example, "Great job everyone," instead of "Great job, guys."

Here is one action you can make as a senior leader

People may have their own preferences when it comes to how they want to be addressed. This means that leaders need to remain open, curious, and willing to seek different perspectives. Rather than shutting down a conversation because you are afraid of saying the wrong thing

Action/s I will take:

Action/s I will take:	To be achieved by



Interested and would like to find out more?

Please see our additional resources:

The following resources include up to date, detailed information about inclusive language and terminology:

[Inclusive language: How to use and promote it in your organisation:](#)

[Why inclusive lanaguage is important in the workplace](#)

[Writing clear, inclusively and compassionately](#)

[A guide to accessible communication](#)

[A glossary of LGBTQ+ terms](#)

[What is inclusive lanaguage and how to get ahead](#)

You can help us

If you found today's challenge helpful you can support us to create more solutions

Race Equality Matters provide many solutions resources and events for free, so:

1. Everyone can access them, regardless of budget.
2. The real barriers to race equality in the workplace are addressed.
3. The change we all want to see and feel, is accelerated.



(Donate via this QR Code)

91% say what we are doing will make an impact.

If you or your organisation can help, your donation will mean the world and help end racial inequality. Thank you

A special thank you to some of our key partners and collaborators

LLOYD'S

greenpark



HS2

AutoTrader



Amey

To find out more about membership
click here: raceequalitymatters.com/become-a-member/