

BUILDING AN INCLUSIVE CULTURE FROM A COMMUNICATIONS PERSPECTIVE

- I know the demographics of my organization
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- I have undertaken a stakeholder analysis
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- All our communications are inclusive (e.g. captions, different versions of text etc) and we review our language continuously
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- I have conducted a channels audit to understand where the gaps might be
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- We have an inclusion strategy and I understand how communications can support
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- I'm representative with the stories I share across the organization
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- I have fair representation around me, who I'll ask for advice
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- I'm confident with the learning I need to undertake
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- I speak up when I know something is wrong and I empower others to do the same
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- I'm aware of terminologies like intersectionality and performative action
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- I know my biases and I have accountability partners
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- I listen and I'm open to feedback
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- I always challenge assumptions and stereotypes
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- I engage with people who are different from me
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Keep this list nearby as a reminder to always have belonging and inclusion front of mind. If you need further support on how to cultivate a culture of inclusion in your organization from a communications perspective drop me an email: advita@commsrebel.com.