

- Strategic Advisory
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INCLUSIVE COMMUNICATIONS TRAINING



The Key to Inclusive, Impactful Communication

The world has evolved: diversity, equity, and inclusion (DEI) have become fundamental to any organization's success, and rightly so. But let's face it – many communicators still struggle to get it right. Inclusive communication can be tricky, often tangled in good intentions but poor execution. When done right, though, it strengthens relationships, enhances collaboration, and unlocks the potential for sustained growth.



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Our Philosophy

Too often, DEI efforts fall flat, weighed down by buzzwords and missed opportunities. For us, inclusive communication is more than just getting the words right - it's about creating spaces where everyone feels seen, heard, and valued. We believe DEI is about action, not abstractions. That's why our approach isn't just insightful; it's refreshingly practical. We guide teams to rethink and reshape communication, turning good intentions into impactful action. Because for us, inclusion isn't a checkbox; it's the foundation of a thriving organization.

Our Process

Our program is targeted, practical, and positive. Our approach to helping organizations improve their inclusive communications involves a series of facilitated sessions:

Session #1

Session 1 kicks things off with a deep dive into the foundational concepts of DEI, followed by a practical look at inclusive language. We'll share real-world examples and practical tips for speaking and writing about diverse identities with respect and nuance.



Session #2

Session 2 zooms in on your organization's role in public discourse. When, how, and with what tone should your company weigh in on current events? We'll break down real-world examples and arm you with decision-making frameworks that ensure your responses are both strategic and authentic.

Session #3

Finally, Session 3 is all about making key dates—like Black History Month and the National Day for Truth and Reconciliation—truly impactful. We'll explore best practices, showcase examples, and discuss how your organization can approach these days to have real impact, not just lip service.

Tips for Leaders

Here are five key tips for leaders looking to improve their inclusive communications:

- ✔ **Clear Language, Big Impact.** Jargon might feel “professional,” but for many, it’s just a fancy way of saying, “I’m not sure you’ll understand me.” Try to communicate simply and directly. The more accessible your language, the more people will feel they can engage, contribute, and thrive.
- ✔ **Check Your Bias, Then Check It Again.** You might think you’re being progressive, but remember, complacency is the silent killer of innovation. Reexamine your biases, assumptions, and processes—regularly.

- ✔ **Diversity Without Empowerment is Just a Photo Op.** It's great to check the diversity box, but true inclusion happens when everyone has an equal voice and opportunity. Empowerment means removing barriers, amplifying voices, and creating a level playing field—not just a visual balance.
- ✔ **Lead by Action, Not Perfection.** Inclusion isn't about getting it perfect—it's about being real. Own your missteps, show vulnerability, and model growth. Encourage a culture where missteps aren't met with shame but with curiosity: "Oops, I missed that! Thanks for catching it—can you explain more?" The more open you are about being wrong, the more comfortable others will be in admitting their own errors, creating an environment where growth is encouraged and expected.
- ✔ **Embrace Discomfort.** Growth doesn't happen in the comfort zone. Encourage your team to step into discomfort, not as a risk, but as a reward. The hardest conversations often spark the most transformative change.

Final Thoughts

Leaders, here's the deal: diversity is a given, but inclusion? That's your choice. Inclusion isn't just a vibe, it's a strategy. It's not about accidentally stumbling into it—it's about actively creating space for it. Being inclusive should feel as deliberate as your business goals. When inclusion is woven into your culture, diversity turns into your secret weapon, sparking innovation, driving collaboration, and giving your organization the edge.



Thank you for thinking with us.

Want to learn more about inclusive communications? Check out our blog on **[How to Create a More Inclusive Workplace](#)**, or send us an **[email](#)** - we're always happy to chat.

