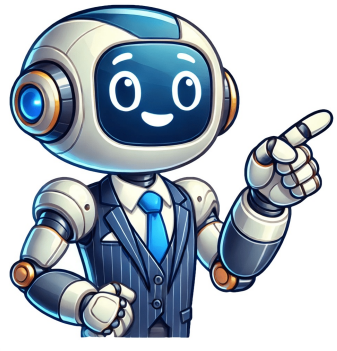


I'm not a robot































Instead of using terms that imply a certain age group, like “young” or “elderly,” use more neutral terms like “younger people” or “older adults.” Explore inclusive language guidelines from the American Psychological Association

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Diversity in communication offers many benefits to organizations and employees. Language, communication and words are some of the most powerful tools we can utilize. An inclusive approach to communication can be the difference between pulling people in or pushing them away. Consider the downside of not incorporating inclusiveness in the transfer of ideas, directions, thoughts and messaging. Communication that does not consider diversity can easily turn off individuals and groups of individuals. It can trigger or elicit uneasy responses when it excludes or overlooks various individuals or groups and makes people feel like they’re being unvalued, trivialized, judged and stereotyped. On the flip side, when diversity in communication is considered, it can lead to: More trust in leadership.

When building trust in the workplace with employees, the last thing an organization wants to do is make individuals feel excluded or judged. Using inclusive language lets individuals know their leaders care about their unique qualities, which builds trust and loyalty. Increased feelings of employee satisfaction and belonging. When employees feel represented at work, they are more likely to feel like they belong. Inclusive environments lead to greater job satisfaction, higher morale and better employee experiences as individuals are able to feel valued for who they are. A Deloitte study found that inclusive leadership could make employees feel up to 70% more belonging at work. Better decision-making and innovativeness. Diverse teams consider a broader range of perspectives, which results in well-rounded and more informed decisions. A diverse workforce brings together a variety of viewpoints and experiences, leading to more creative problem-solving and innovative ideas. The Deloitte study also showed that inclusive leadership could lead to a 20% increase in decision-making quality. Improved talent acquisition and retention. Organizations that prioritize diversity and inclusion are more likely to attract a wider pool of talented individuals seeking an inclusive workplace. A Glassdoor survey found that 76% of job seekers and employees report that a diverse workforce is an important factor when evaluating companies and job offers. Organizations are also more likely to keep talent when individuals feel more satisfied and welcome in the workplace. Higher organizational reputation. Inclusive communication matters to your team as well as customers. Organizations that prioritize diversity and inclusion are seen as socially responsible and are more likely to gain a positive reputation, especially with Gen Z. A Microsoft Advertising report found that 70% of Gen Z consumers are more trusting of brands that represent diversity in ads. Back to top

In the workplace, it is all about creating an environment of inclusiveness where every employee feels like they’re welcomed, valued and empowered to be their true self. Organizations need to create an inclusive atmosphere to ensure that every individual within the organization is treated equally and respectfully regardless of their differences. Communication teams need to take a mindful approach to the language, visuals and even their channels of communication for the audience they’re targeting. Take time to listen and understand different perspectives and experiences before making organizational changes. Take an opportunity to ask meaningful, impactful questions, and use time to digest information so that responses are not reactive but rather proactive and beneficial. Learn how Simpplr can help you listen to your employees

Communication teams need to have diverse voices to truly encompass different experiences and various strategies. Empower your internal comms team to allow them to speak up and out about their insights on both business and worldly matters. Also, learn what communication style and channel works for your diverse workforce. Some may prefer digital communication through a modern intranet or instant messages, while others prefer a more face-to-face approach. It’s important to find out what your teams are most comfortable with. It’s easy to default to your own personal experience as the collective experience, and it often shows up in our written and spoken communication. Be conscious that you don’t use your experience as the ‘normal,’ thus placing everyone else in the ‘abnormal’ or inferior category. Give employees an opportunity to identify which categories they feel comfortable being identified in. There are many complexities that make up a person’s identity, and making assumptions based on presentation can make individuals feel excluded. Don’t pressure employees to disclose this personal information, but give them an opportunity to do so if they feel comfortable. This will help tailor your communication, verbal and written, to each individual and make them feel accepted in the organization. Written words are not the only element included in diverse and inclusive communication. Ensure that the imagery used in your organization matches up with what you want representation to look like. But don’t approach this in a generic manner — make sure you’re actually being authentic to what your company culture stands for. Back to top

Diversity in communication helps build an inclusive company culture that keeps employees engaged with the company and moving forward in a positive and bright manner. Embracing differences — whether they’re cultural, language or even age — helps ensure that all employees feel seen, heard and included. And this will make your team happier, more united, and more engaged. Keep these strategies in mind as you work toward building a more welcoming digital workplace and internal communications plan for your organization. Simpplr is the modern intranet that transforms the work experience for all employees — wherever and however they work. A platform that’s as simple to maintain as it is to deploy, Simpplr leverages state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience. Request a live demo to learn how Simpplr can help you connect, inspire and engage your workforce. This article includes content originally contributed by Hani Khan.