

Gender Inclusive Communication

Atelier Ten Lunch & Learn
Yael Nevo (She / Her) / Gender Rise
14 November 2022



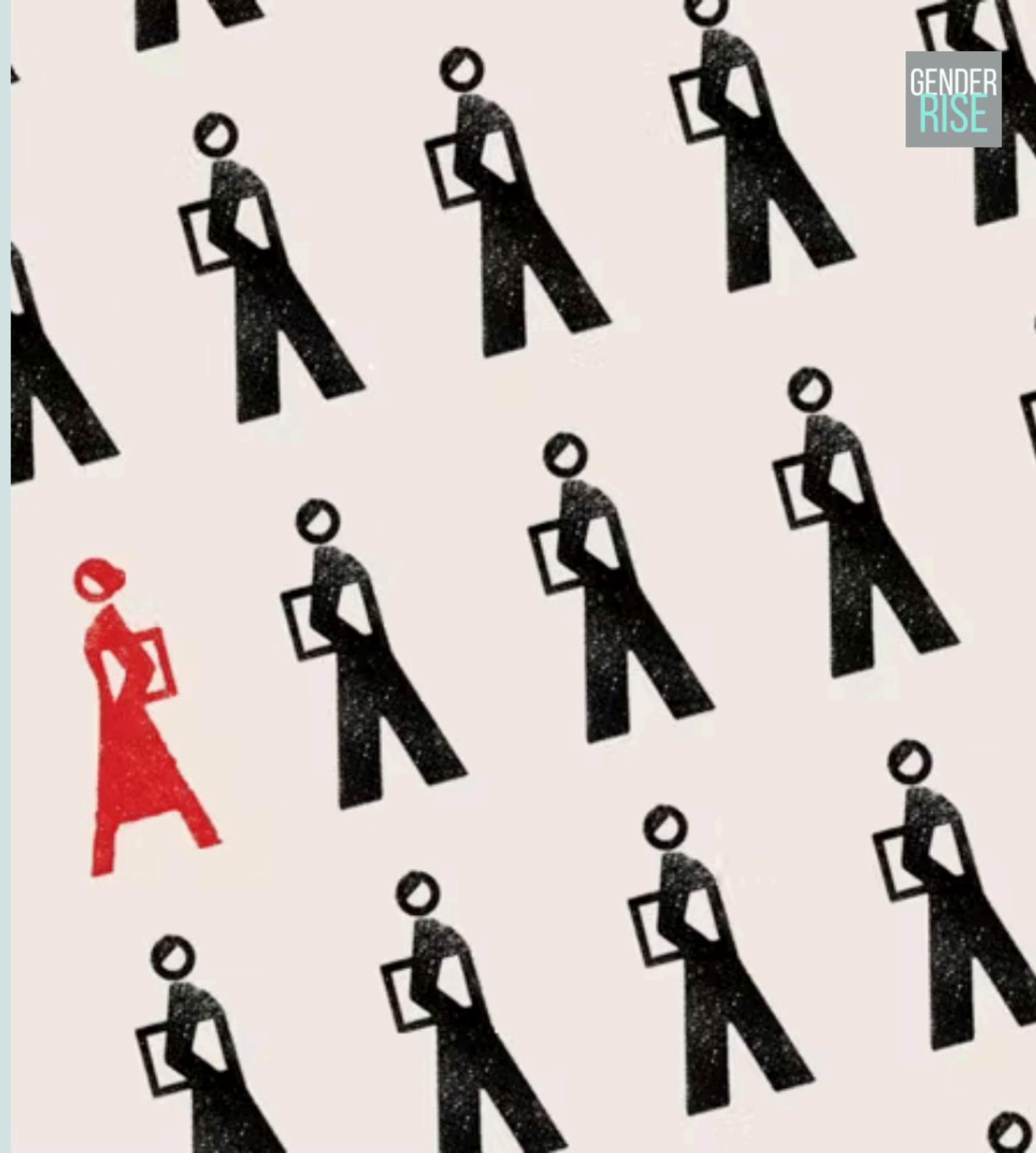
Gender, Workplace & Communication



Patriarchy

A social system in which men hold primary power and predominance in roles of political leadership, moral authority, social privilege, and control of resources.

Its characteristics are a hierarchy of power, strength, forcefulness, rationality, competitiveness, and male-centeredness. The focus of activity and progression is placed on men and what they do to move society forward.



Heteronormativity

The assumption, in individuals or in institutions, that people fall into 2 distinct and complementary genders (man and woman) with natural roles in life. It assumes that heterosexuality is the only sexual orientation or that it is superior to homosexuality, bisexuality, and other sexual orientations or gender identities.



Values and Business

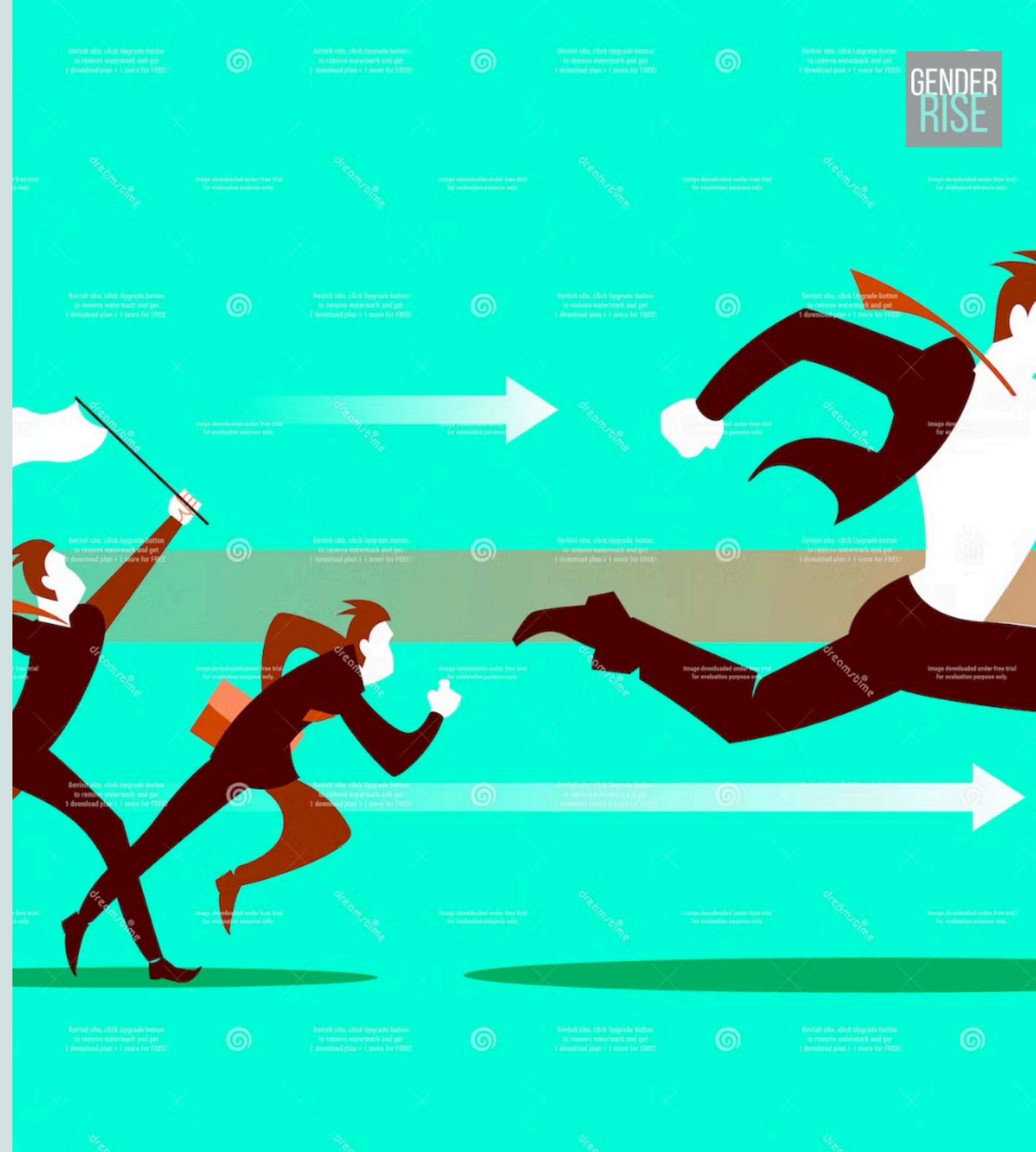


Values and Gender



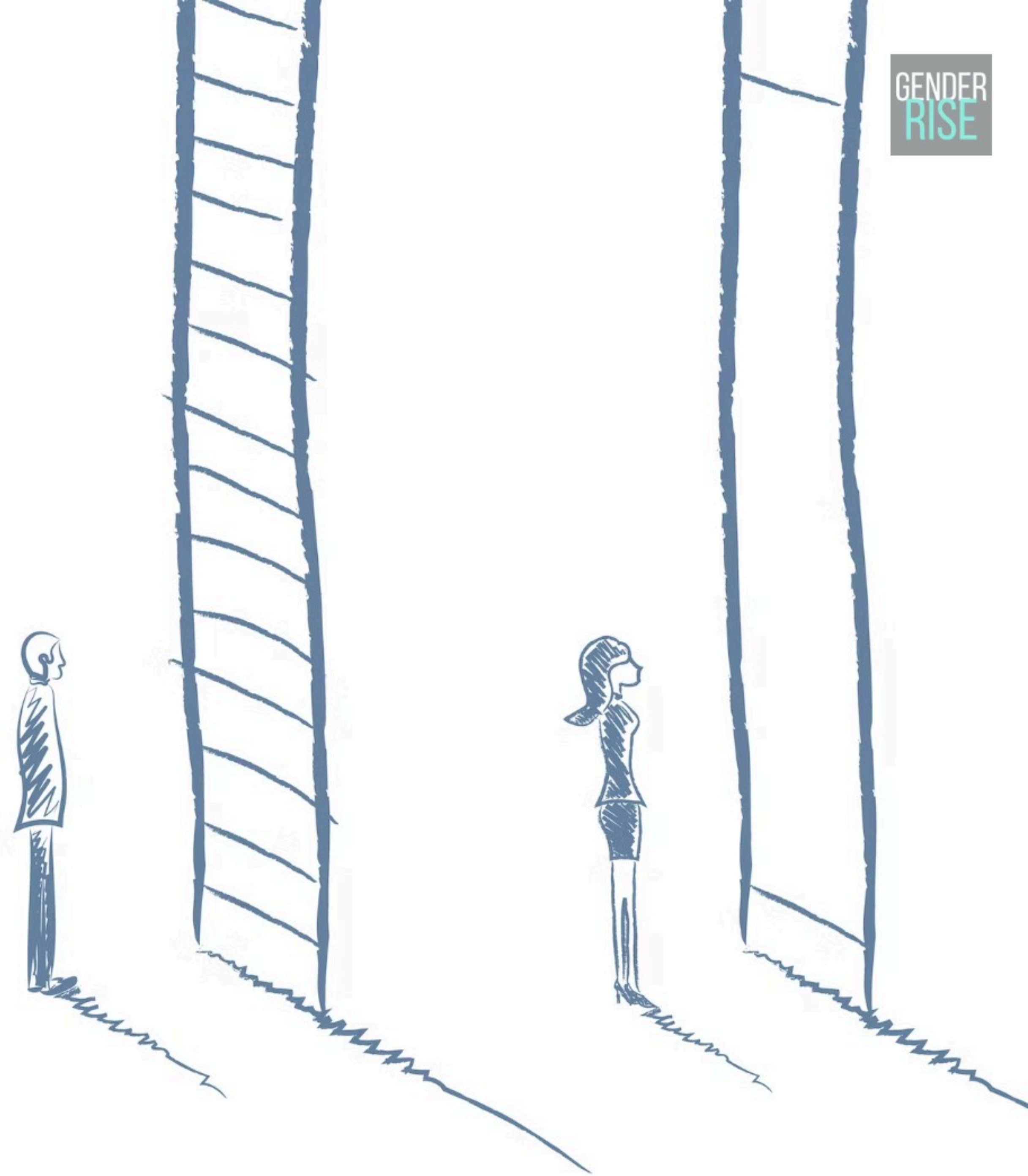
Traditional / Masculine Business Model

- Strong hierarchical organisational structure.
- Closing sales vs nurturing relationships.
- Profit before people.
- Efficiency before compassion.
- A mindset focused on 'bigger, better, faster, stronger'.



As a Result - Key Gender Gaps Areas:

- Pay gap - UK 15.4%.
- Representation - FTSE 100: 8 women CEOs.
- Work-Life balance - Only 20% of men in the UK take their statutory 2 week paternity leave.
- Sexual harassment - 50% of women and 20% of men have experienced sexual harassment in the workplace.
- LGBTQI+ inclusion - 19% of employees do not disclose their identity at work.



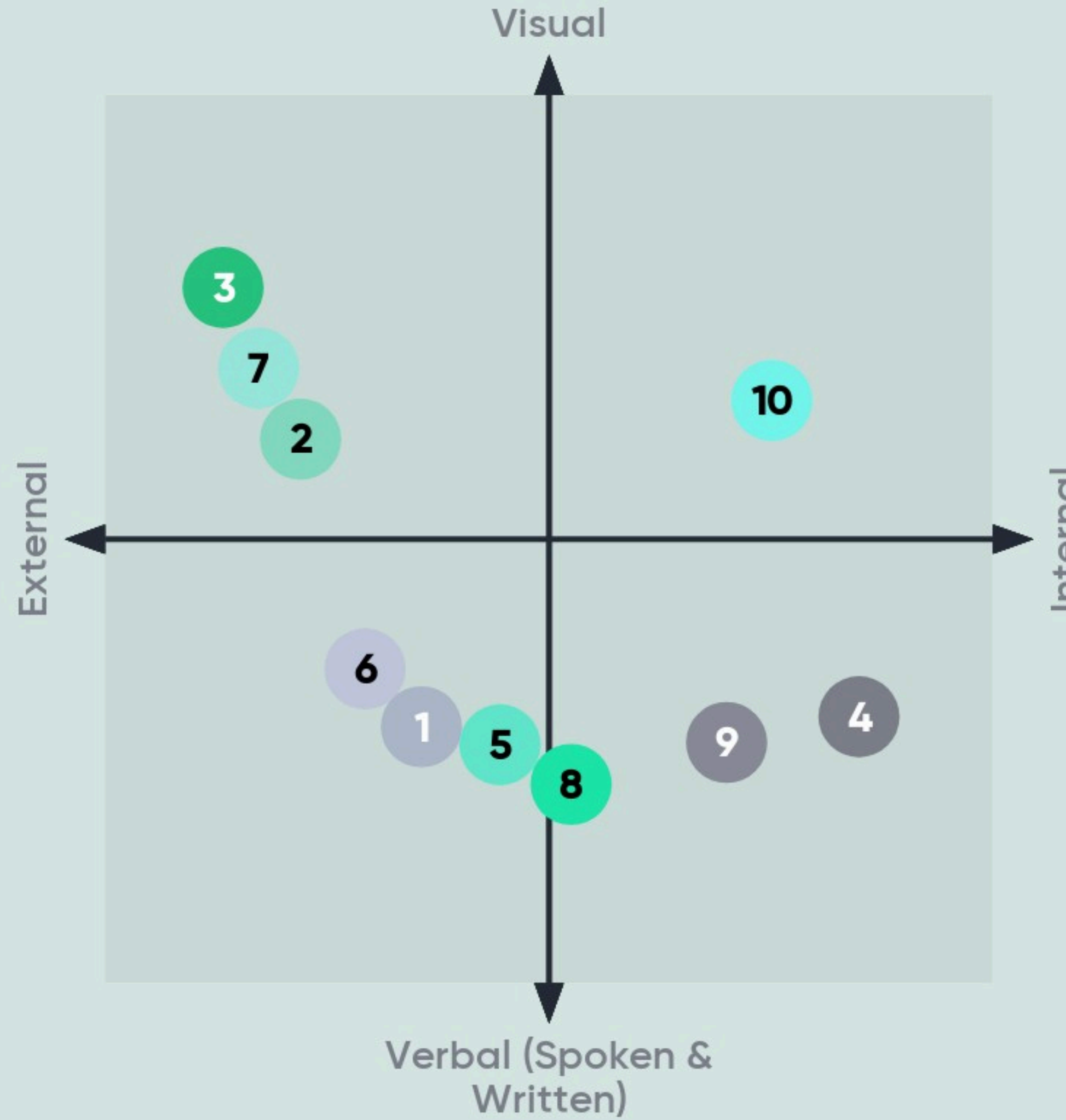
**What we
perceive to
be 'Normal'
is, in fact,
Gendered**



Gender Dynamics in Verbal and Visual Communication



Workplace Communication Matrix



- 1 Email
- 2 Company Website
- 3 Company Instagram Account
- 4 Informal Chat and Banter
- 5 Job Titles and Descriptions
- 6 Official Publications e.g. Reports
- 7 Marketing Adds and Videos
- 8 Speeches
- 9 Intra Mail e.g Slack
- 10 Emojis

Tools for Gender Conscious Communication



Business Sustainability

How to Future Proof Your Company



Solutions: Progressive / Feminine Business Model

- Decentralised organisational structure.
- Building relationships instead of closing sales.
- Collaboration rather than competition.
- Empowerment rather than power over.
- Valuing work-life balance, wellbeing and creativity.



Next Steps: 1-3 actions you can commit to in your own capacity

Add pronouns

reflect on my actions

use gender neutral pronouns

Use gender inclusive language

Mentoring more junior women to bring them up with you
Call people out when you hear things said that reinforce stereotypes

Challenge biases, Fact-check assumptions, Try to do menial tasks yourself

Stop calling women girls

Stereotype analysis at a team level

Use "they" in communication instead of gendered terms. Be mindful of talking over or interrupting female staff members

Next Steps: 1-3 actions you can commit to in your own capacity

Challenge discriminatory behaviours from others and myself

Use proper pronouns in personal and professional conversation.

Stop calling women "ladies"?

Using gender inclusive language

Call someone out (nicely) when the word gents to a group of men and woman

And Wrap Up – I'm leaving here with...

Would I ask that question of a straight man?

An understanding of the definition of microaggressions and hepeating



THANK YOU

Yael Nevo (She/Her)
Director - Gender Rise
contact@gender-rise.com

