Achieving Diversity Goals with Inclusive Language

How Acrolinx makes inclusive language accessible to global organizations

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Why Inclusivity and Belonging Matter

We're all worthy of feeling, safe, included, and valued. Which is why inclusive language is now a core part of business communication. Whether you're looking for a way to create a company-wide holistic approach to a diversity, equity, and inclusion initiative, or speak to a broader target audience, **inclusivity is a human right that benefits everyone**. For example, we could gain $12tn in additional GDP if the gender gap in all industries is narrowed by 2025. [1]

Especially in times of crisis, **diversity and inclusion are critical for business resilience**. While it's an on-trend topic and many organizations are making inclusivity a top priority, the statistics say we've got serious work to do to make real progress.

A FullStack developer survey says that **99.1%** of **programmers and developers** are white males of European descent. [2]

22% of **LGBQTI Americans** haven't been paid or promoted at the same rate as their colleagues. [5]

There's a potential revenue of **$2 billion** if financial inclusion efforts broaden services for Black Americans. [6]

Under-represented communities in the UK make up **1 in 7 people** and have **£300 billion** in purchasing power, yet are underrepresented in nearly all forms of marketing. [3]
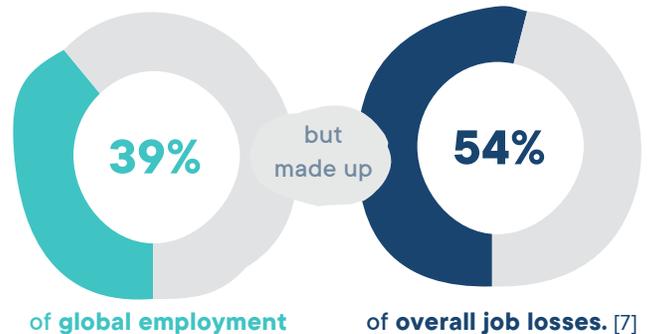
During the COVID-19 pandemic, **women's jobs were 1.8 times more vulnerable** than men's jobs.

45% (10.6 million) of Australians were either **born overseas**, or have a parent who was, and **speak additional languages** to English. [4]

According to McKinsey, women make up **39%** of **global employment** but made up **54%** of **overall job losses.** [7]

What's Inclusive Language?

Inclusive language demonstrates awareness of the vast diversity of people in the world. Using inclusive language offers **respect, safety,** and **belonging** to all people, regardless of their personal characteristics.

Inclusive language is more than just avoiding offensive words. It's also about **aligning intention with impact**. Do you know the history, connotation, and effect of your words? And do they align with your brand, values, and readers?

The Quick Checklist

Inclusive language is:

- ○ Gender-neutral
- ○ Avoids offensive language
- ○ Avoids generalizations and stereotypes
- ○ Historically aware
- ○ Easy to understand/accessible
- ○ Positive & respectful

And you need to understand your audience's:

- ○ Accessibility barriers
- ○ Learning preferences
- ○ Literacy levels and additional languages
- ○ Existing knowledge on the topic you're covering
- ○ Culture

Acrolinx and Inclusive Language

Acrolinx is here to support the learning process and the inevitability of making mistakes while learning to communicate inclusively. The Acrolinx inclusive language guidelines objectively **help writers make active decisions** about the **language they use in their content**. Inclusive language checking is available in the Acrolinx Sidebar. When Acrolinx checks your content for inclusive language, it will highlight the **different types of potentially non-inclusive language**. Depending on the goal you have for your content, you can choose the specific inclusive language guidelines to check against.
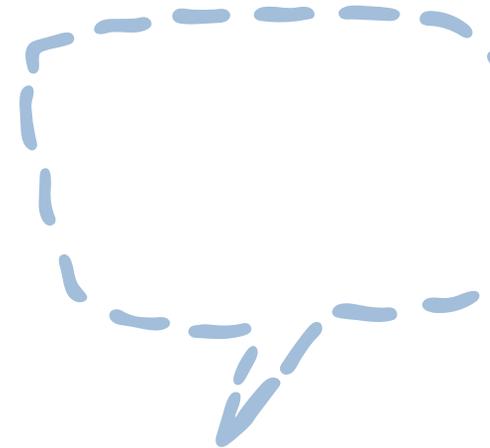
Four types of inclusive language

Respectful Language
Considering all people and cultures in our content

People First
Avoiding defining people by disabilities

Gender Neutral
Removing unnecessary gender-specific terms

Writing Conventions
Proper representation of titles, names, and more

History-conscious language

basket case

Certain phrases have discriminatory origins. For some, they may still evoke that history.

Instead of basket case, try nervous wreck. Originally, a basket case referred to a soldier who lost all four limbs, indicating the basket they might have to be carried around in.

Inclusive Language

People-first language

epileptic worker

worker who has epilepsy

Use people first language

People are more than their descriptors and want to put the indiviudal first

Inclusive Language

Respectful language

female engineer

engineer

Is this description necessary?

Mention personal attributes only when relevant and valid.

Inclusive Language

Scaling Inclusive Language Across your Organization

Acrolinx's Inclusive Language capability was **developed by a diverse team at Acrolinx,** influenced by leading social organizations, education research, and national influence governing bodies.

Businesses of all sizes will benefit from taking the right approach to improving diversity and inclusivity efforts.

47% of millennials actively look for diversity and inclusion[8] when choosing an employer. There has never been a better time to begin!

New to Acrolinx? Speak to our Soutions Experts to learn how Acrolinx will support your Diversity and Inclusive initiatives.

Already a customer? Email **support@acrolinx.com** to get started.

Learn more about Acrolinx Targets. The new - fast way to create audience focused writing guidelines that scale across your team.

Let's Talk