

Tips and Tricks for a Gender Inclusive Pitch

In order to deliver the most inclusive workshops for all our participants and to mainstream gender into our practices and programs, we have created a short guide for you to use as inspiration when preparing your content!

Define your terms

Once we're on the same page, we can take the next steps forward and create comprehensive goals and action plans.



Write on a piece of paper 'diversity', 'equity' and 'inclusion' and then define the terms. Are there clear differences between them? Are there overlaps?

Do not assume gender identity

Not everyone in your workshop might identify as a woman or a man.



When talking about equality make sure everyone is included by using inclusive language. Not only do we need equality between women and men but equality between all genders.

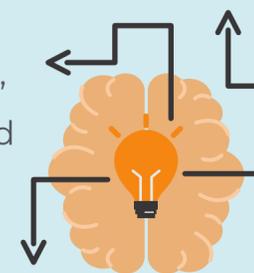
COVID-19

Since 2020, diverse groups—including women, LGBTQ+ employees, people of color, but also working parents—are having the hardest time with balancing work and home life.

Is your presentation making visible the varied ways the global pandemic has affected different demographic groups?

Manage audience discomfort

It is important to become comfortable with the 'uncomfortable' topics. When addressing diversity and inclusion, we're going to face issues that are often difficult and nuanced.



Reflect upon the methods you use to select content. Is the key to win audience approval? Or does that risk neglecting content that may produce long-lasting learning and change amongst your participants?

Think about equal representation

Diverse imagery is part of inclusive design. Do the pictures in your presentation represent the wide diversity of our societies?



Access more resources here: <https://www.invisionapp.com/inside-design/diverse-stock-photos/>

Accept limits in knowledge

Our social positions and personal identities shape our understandings of the world. All knowledge is relational, partial and located.

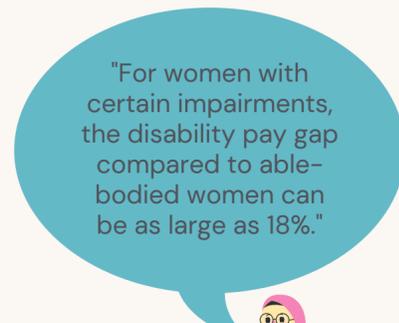


Are you speaking on behalf of someone who is not present in the room? Do you assume you have shared experiences just because e.g., you all identify as women?

Diversify your data

Elements of identity are not lived or experienced separately. When we treat everyone equally, we treat everyone the same, but when we treat everyone equitably, we focus on unique needs.

Does your data only capture the different experiences of men and women? Or does your data cross reference the various and interlocking identities of different groups and individuals?



"For women with certain impairments, the disability pay gap compared to able-bodied women can be as large as 18%."

