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THINKING OF OTHERS

WORKSHOP GUIDE

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LEARNING OBJECTIVES

Being 'inclusive' isn't just treating everyone equally. It's about finding out what people's particular needs are and ensuring they are catered for. It's ensuring that nobody is excluded by having everyone's needs at the centre of your processes.

In this course the group will be introduced to situations where a lack of understanding or respect for diversity, equality and inclusion can impact the workplace. It will also help them to start to develop guidance for their own behaviour, spot warn signs and avoid similar situations in real life.

You may not be a Diversity, Equality or inclusion expert and this course is only intended to provide a framework to introduce the subject and encourage reflection and discussion. If you our any of the team need assistance with issues related to this subject, please use your organisations management structure Human Resources and DEI team to provide support.

LOOK – watch the videos and reflect on the content and message.

THINK – activities and questions linking the videos to their own experience and workplace.

REMEMBER – a summary of the key learning points.

Each section relating to the videos will last around 15 minutes.

PRACTISE – At the end of the series of videos there is a practical exercise which will bring the learnings together. Delegates should be encouraged to record any personal development actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Look for your customers' unique needs
- Inclusion means celebrating diversity not ignoring it
- Events and logistics

FILM 1 – LOOK FOR YOUR CUSTOMERS UNIQUE NEEDS, DON'T EVEN TRY TO GUESS

LOOK (play video, 3 minutes)

Set the scene for the group before showing the film. Many organisations have systems and procedures that are intended to speed up service fulfilment or provide new services and products as quickly and easily as possible. But in that haste, it can be easy to overlook certain members of your market.

THINK (10 minutes discussion)

Misunderstanding or ignoring the target audience's needs can have disastrous effects. Ask the group to think and share any examples from the real world when an organisations has made a mistake with a new product or service. Share these real world examples:

1. In 2016, high street food chain Gourmet Burger Kitchen ran an ad campaign mocking vegetarianism in which pictures of their burgers were accompanied with various taglines including: 'Vegetarians, resistance is futile', 'You'll always remember when you gave up being a vegetarian', and one beneath a picture of a cow: 'They eat grass, so you don't have to'. This led to a very public backlash across social media.

2. In 2018 clothing retailer H&M released a product image of a boy's hoodie with the slogan "Coolest Monkey in the Jungle" modelled by a black child. Two other tops in the same range were modelled by white boys.
   The image attracted a lot of negative attention for its use of a racial slur coupled with the image of a black child, and through this incident H&M also lost the support of Canadian singer The Weekend who until that point was working to promote the company. H&M issued an apology, but the whole incident could have been avoided with a better cultural understanding of the audience and awareness of the implications of the image.

3. Christmas 2018, Costa Coffee released a festive line of food options including an 'Ultimate Christmas Toastie with sweet cranberry sauce on cheese-topped bread'. What they neglected to mention on the front of the packet was the fact that the toastie also contained turkey and bacon. Though the meats are listed as ingredients on the fridge displays and on the rear of the packaging, the packaging is removed by the baristas to heat it up. Many vegetarians reported eating the sandwich thinking it was meat-free.

Remind the group that even when your products are aimed at a particular segment of your client base, you need to consider how the rest of your client base could react, if their specific needs are affected. In each of the cases above, finding out more about the companies' customers, being more aware of their needs, and adapting the products, campaigns, or processes accordingly would have avoided a lot of unnecessary complaints and bad publicity.

REMEMBER

- Consider your customer, what are their individual needs?
- Ask if your standard practices make life difficult for some of them.
- Consult with your customers and your potential customers to make sure you get things right first time.

FILM 2 – INCLUSION MEANS CELEBRATING DIVERSITY NOT IGNORING IT

LOOK (play video, 3 minutes)

Set the scene for the group before showing the video While most of us recognise the importance of diversity, good leaders also recognise that we need people to feel included if they are to be effective member of the team and do their best work. It's no good inviting people to the party if you are not going to let them dance!

THINK (10 minutes discussion)

Ask the group if they have ever felt forced to participate in religious holidays or other cultural occasions? Or have they ever wanted to share a personal celebration with their colleagues but were worried about bringing it up?

Let them know that concern about making people feel awkward about cultural difference sometimes means we don't mention things that are important parts of our culture.

While it is inclusive to have corporate greeting cards that are not religious, it isn't necessary to ban all expressions or celebrations of religion or beliefs from the workplace. People are rarely offended if they are invited to be part of something but not compelled.

Whether it's your religion, family, or sports, sharing what's important to you with others in the workplace can be a great way of bringing people together. However, not everyone will want to be a part of it, and that's fine too! Invite people to share in your news, customs, or celebrations, but don't force others to join in if they don't want to.

By ignoring or banning the personal aspects of our lives that make us individual, we stop being our full selves. We become resentful of the workplace and less productive overall. Only when we feel free to be our full selves can we be most productive.

REMEMBER

- Find out about the diversity within your team.
- Celebrate difference - food, holidays, festivals, etc
- Don't alienate people who don't want to celebrate. People are rarely offended if they are invited to be part of something but not compelled.

FILM 3 – EVENTS AND LOGISTICS

LOOK (play video, 3 minutes)

Set the scene for the group before sharing the video. Inclusion doesn't just apply within the four walls of your office. People's individual needs need to be catered for at all events, internal and external. Whether it's accessibility, availability, or dietary requirements, you need to ensure that make reasonable efforts to accommodate everyone.

THINK (10 minutes discussion)

If you're organising an event, it's up to you to ensure that everyone you invite is included. That means making sure that they are available, have no accessibility issues, can be catered for, and that the activities are culturally appropriate.

Ask the group to think and discuss what considerations are there when thinking about events and logistics? Check their answers against the following.

- Is everyone available at the required time?
    - Do people have other commitments?
    - Do people have childcare considerations?

- Can everyone take part in the planned activities?
    - Are there any disabilities that will stop participation?
    - Are there cultural differences that make the activity difficult?

- Is everyone catered for?
    - Are there vegetarian/vegan options?
    - Food allergies/intolerances?

Yes, the pub can be a great social space whether you are drinking alcohol or not. The problem is, for non-drinkers the pub is not a particularly interesting place time-after-time, and being around those who are drinking (within your group and other members of the public) can be mildly amusing at best and at worst it can be downright unpleasant. Mixing up your occasions with other ideas that accommodate everyone in your team will not only make everyone happy but also lead to more interesting events!

REMEMBER

- Talking about people's past gender identities without their permission can cause embarrassment and distress.

- Respect trans peoples' personal history and don't "out" them without asking them first.

- Communicate regularly during their transition, but don't ask intrusive questions about surgery or other personal details.

GROUP EXERCISE

Finish the session with this quick quiz and ask them to select one or more answers from the options you give below. The suggested correct answers are highlighted.

1. **What must you consider when providing goods or services to your customers?**

   Do your friends like your products?

   Do your goods/services exclude any part of your target market?

   Have you provided a complaints hotline number?

2. **What's the first step in being an inclusive team/organisation?**

   Inviting all colleagues to state how they are diverse.

   Finding out about the diversity in your team or organisation.

   Learning about the history of all cultures of the world.

3. **Why is it important to let your team express their cultures and celebrate cultural events?**

   Sharing cultural events is important for people to get along well together.

   Teams that spend lots of time celebrating cultural events are more productive.

   People do their best work when they are free to be their full selves.

4. **Why might the pub not be a good place to hold all your social occasions/events? (Select all that apply)**

   It alienates those in your group who don't have drinking alcohol as part of their culture.

   It's difficult to talk to each other in a pub.

   If access is a problem then it can exclude colleagues with mobility issues.

   Going to the same place time after time can get repetitive and boring.

5. **What must you take into consideration when planning events? (Select all that apply)**

   Does anyone have family or other commitments that exclude them from certain times?

   Can everyone physically take part in the activity or access the venue?

   Are there any cultural differences that make the activity difficult?

   Can all dietary requirements be catered for?