

WORDS THAT UNITE

Manifesto for Inclusive Language



Words are bridges. The way we express ourselves shapes values and worldviews. Choose to convey **respect, fairness, and inclusivity**. Every word can **make a difference**.

OUR CHECK LIST

CHOOSE NEUTRAL TERMS



Employees



Staff

AVOID STEREOTYPES AND GENDER ROLES



We need a male figure for this job



I'm looking for a person with these characteristics

WRITE SIMPLY AND INCLUSIVELY

avoid asterisks and use neutral phrasing



Employee* / colleagues and female colleagues



Interested individuals

RESPECT IDENTITIES AND PRONOUNS

Always use each person's chosen name and pronoun

CORRECT WITH KINDNESS

Pointing out non-inclusive expressions is always a growth opportunity

INCLUSION = PERFORMANCE

It's not just about correctness: it strengthens belonging, improves relationship quality, and fosters innovation.

APPLY INCLUSIVITY EVERYWHERE

Emails, newsletters, presentations, documents, meetings: **every communication matters**

SHARE. APPLY. ADAPT.

Inclusion is built every day, one word at a time.
[#WordsMatter](#) [#InclusiveLanguage](#)