Organization’s Self-Assessment and Areas for Improvement

These questions serve as guidelines for organizations to evaluate their current efforts in neutral and inclusive communication and identify areas for further improvement in fostering the inclusion of various social groups. The same questions may apply to different areas but are not repeated multiple times.

Employee Search:

- Is the profession stated in gender neutral way, example “chairperson”?
- Is there a balance between words commonly associated with femininity (e.g., community, support) and masculinity (e.g., independence, competition)?
- Is the team being recruited for described in a non-homogeneous way, avoiding labels like "women's," "men's," or "youthful"?
- Is there an assurance that equal opportunities will be ensured during recruitment? Does it include non-discrimination principles beyond those specified in national laws, such as gender identity?
- Can different people relate to the chosen job advertisement visuals? Do they avoid reinforcing stereotypes?
- Is there an option to inform the organization about a disability if a candidate wishes to disclose it? Is there an assurance that a disability will not create barriers to employment?

- Can an individual specify their preferred pronouns in the HR system?
- Are the organization's values and work culture presented clearly?
- Are the job responsibilities and nature of work clearly outlined in the job posting? If it is an entry-level position, can someone without prior experience understand the role?
- If the job can be performed by a person with reading, comprehension challenges, or an intellectual disability, is the job posting written in an easy-to-understand language?
- Is the language used during job interviews understandable and suitable for people of different generations? For example, older individuals may be discouraged overly informal communication.
- Are your job interviews flexible? Individuals with disabilities or neurodiverse candidates may require more time and introductory questions and may show their capabilities best when completing a task.
- Can a candidate demonstrate their competence in ways other than the job interview, such as by completing a task? Not everyone excels in verbal communication, and it may not always be a necessary skill for the job.

After Hiring:

- Can employees include their pronouns in their email signatures? Is this a standard practice within the organization?
- Are new employees introduced to organizational jargon and abbreviations, such as "B2B"?
- Are employees provided with information on the organization’s values,

ethics code, inclusive language guidelines (if available), and reporting channels? Is this information easily accessible?

- Is direct communication used to identify an employee's individual needs?

Workplace Environment:

- If an offensive comment is heard or read, do employees—especially managers—respond and express their disapproval?
- Do employees know how to report offensive comments? Is there a safe and confidential reporting channel? Are complainants informed about the progress and outcome of their complaint?
- Is essential and infrequently changing information provided in multiple formats, considering that some may prefer video, others audio, and others text?
- Are organizational document templates designed with accessibility in mind?
- Do managers clearly express support for inclusive communication?
- Are training sessions conducted to educate employees about different social groups? Are these sessions successfully reaching employees who need the knowledge the most?
- Does the organization have neutral and inclusive communication guidelines? If not, is information provided on where to find resources on inclusive communication?
- Does the language prioritize the person first, e.g., "a person with a disability" instead of defining them by their condition?

- Does celebrating religious holidays in the office, such as Christmas, exclude colleagues who do not practice that religion? Can they celebrate their own holidays?
- Does everyone understand the language spoken in the office? If foreign employees are present, is the language used around them understandable to them?
- Are the organization's values clearly communicated to employees and regularly reinforced?
- Has the organization evaluated the accessibility of its digital environment? Are there plans for improvement?

External Communication (e.g., Advertising):

- Does advertising avoid promoting negative attitudes or stereotypes about different social groups?
    - Are broad generalizations about social groups avoided?
    - Are representatives of social groups portrayed as diverse and unique individuals?
    - Is group affiliation not the primary or defining characteristic of a person’s portrayal?
- Has the organization assessed the accessibility of its website? Are there plans for improvement?
- Is gender neutral language used in communication?
- Does the organization consult representatives of various groups before portraying or writing about them? Are they part of the team?

- Is key and rarely changing information about the organization presented in an easy-to-understand language?
- If success stories are shared in communication, do they feature people from diverse social backgrounds?
- Are individuals of different ages, genders, body types, skin colors, and abilities represented in the organization’s communication materials?



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