

# Hands-on application lab



Kim Clark (pronouns: she/her)

Ragan Diversity, Equity, and Inclusion Communications Consultant

Land acknowledgement: Located on Amah Mutson territory

[linkedin.com/in/producerkimclark](https://www.linkedin.com/in/producerkimclark)

@KimClark1

# Lab

## Exercises and breakouts

1. Review an organizational message and re-write it to be more inclusive.
  2. Chose areas in our process where we add a DEI lens checkpoint and create communications for a real-life social injustice scenario (Asian hate, Black Lives Matter, etc.).
  3. Outline key elements for a CEO message with a DEI lens.
-

## Exercise #1: Rewrite the following email to be more inclusive

To: everyone@

Subject: Party details

Hey gang,

I'm excited to get you aligned on our Christmas party next week.

You'll first meet at 6pm for cocktails. Dinner is all-you-can-eat chicken and potatoes at 7pm, then dancing from 8pm-10pm. I invite you and your spouse to dress to impress: women in dresses and men in suits.

See you there!

# Breakout #1

# Exercise

To: everyone@

Subject: Party details

Hey gang,

I'm excited to get you aligned on our Christmas party next week.

You'll first meet at 6pm for cocktails. Dinner is all-you-can-eat chicken and potatoes at 7pm, then dancing from 8pm-10pm. I invite you and your spouse to dress to impress: women in dresses and men in suits.

See you there!

## *Exercise - More inclusive version*

To: everyone@

Subject: Winter festivities next month

Hi team,

It's time for us to come together for our annual holiday and winter festivities in a month.

Come anytime after the doors open at 6pm. Dinner includes a variety of dietary options starting at 7pm, then live music from 8pm-10pm. Bringing a guest is as always optional. Please let me know of any questions or ideas on how to make the festivities the most fun for everyone. Thank you!

## Exercise #2: Comms process for DEI crisis

- 1) Ideate on where in a typical communications process can DEI checkpoints be embedded
- 2) Share your experience and ideas on how to be proactive and sustainable in a communications process for real-life social injustice situations

# Breakout #2



## Exercise #3: CEO messaging for DEI situations

Write an outline of key elements for a CEO message with a DEI lens

# Breakout #3

# Dont's

**Keep silent**

**Become defensive**

**Overgeneralize**

# Do's

**Acknowledge: Uncomfortable conversations need to happen**

**Affirm: Values, may not know everything, learning journey, etc.**

**Act: It's not about the leader; make it meaningful & actionable**

Examples:

“On too many occasions over the years, there has been cause for me to share reflections with our community, as we grapple with the devastating impact of racism and hatred in our nation.”

“Please let me know if there’s anything else I can do to be supportive, even if you just want to talk about what’s happening. I understand if you don’t, and I won’t be offended. But I just want you to know that the door is open, and that I care.”