

Although it's drizzling outside, it's warm and cozy inside during Textmetrics' D&I event on October 10, 2024. Our visitors receive their first lesson even before entering: never take a label at face value, as the venue Camping Ganspoort in Utrecht is not a camping site at all. Fortunately, it is a welcoming location for our D&I camp.

## First, settling in, then the workshops

After a welcome drink, participants receive a program filled with workshops focused on diversity and inclusion (D&I). D&I is essential for organizations aiming to succeed in attracting and retaining talent. It fosters innovation and enhances productivity by encouraging diverse perspectives and ideas. In this article, we share key insights and practical tips from the workshops to improve D&I in your organization.

Microaggressions, storytelling, bias in AI, inclusive language, and empathy are different yet essential approaches to promoting diversity and inclusion in the workplace. The speakers share valuable insights and practical tools for organizations to improve their inclusivity policies. Their sessions provide a wide range of strategies to create and sustain an inclusive culture. The workshops cover a variety of topics, from subtle forms of exclusion to applying authentic stories and utilizing artificial intelligence.

### 1. What is microaggression, and how do you address it?

1. **Recognize microaggressions in everyday well-intentioned comments, jokes, questions, or compliments.** The person affected often doesn't dare to speak up or feels compelled to pretend it's normal.
2. **Dare to speak up as a bystander.** Voice your discomfort when witnessing microaggressions from others.
3. **Know that as a bystander, you have the right (and as a leader, the responsibility) to address microaggressions.** It's usually most effective to keep it personal by saying something like: "I don't feel comfortable with this."

This workshop was given by NoLabels. Want to know more? [Make an appointment.](#)

### 2. Corporate storytelling: Promoting D&I in the workplace with personal stories

- **Storytelling is a powerful tool to foster diversity and inclusion in your organization by sharing personal stories.** By sharing personal experiences, you create recognition among colleagues and clients.

- **Use the Hero's Journey as a structure, know your audience, and stay authentic to make a greater impact at work.** In the Hero's Journey, the hero overcomes a problem and undergoes a transformation. This universal story creates a strong impact.
- **Simple, real-life examples help others understand why D&I is important and how it benefits you and others.** What journey have you undertaken to become who you are today? Think about what you want to share and invite others to do the same.

This workshop was led by Sabine. Want to know more? [Get in touch with Sabine.](#)

### 3. Bias in AI: D&I and the role of Artificial Intelligence in D&I

- **AI models contain biases but can also be used to identify and reduce biases in texts, such as gender discrimination.** Historical data inherently includes gender bias. However, an optimized AI model can better recognize these biases than humans, as in Textmetrics' software.
- **AI can help promote inclusive language, for instance, by mentioning flexible and part-time options in job descriptions to reduce gender inequality.** Explicitly stating that part-time or flexible hours are an option helps avoid excluding people (often women) with caregiving responsibilities.
- **It's important for D&I experts and AI developers to collaborate to improve datasets and ensure fair and inclusive outcomes.** Compiling bias-free datasets is an ongoing process to optimize our model. Send an email to [anna@textmetrics.com](mailto:anna@textmetrics.com) to contribute to D&I datasets and to learn more about Textmetrics' AI software.

### 4. Inclusive language for BI+ people in the workplace

- **The importance of BI+ inclusion in the workplace, where BI+ individuals are often less open about their orientation and face higher burnout rates.** Gender non-conforming people also need to feel safe at work.
- **Practical tips for BI+ inclusive language, such as avoiding assumptions and explicitly including BI+ in policies and training.** Bi+ Nederland offers a free glossary on [its website](#).
- **Encouraging ambassador networks and increasing awareness among employees through training.** Let BI+ individuals speak for themselves.

## 5. Empathy and inclusion

1. **Empathy deficit in the workplace:** Lack of empathy can lead to burnout, reduced flexibility, and poor feedback, negatively impacting employee well-being. Many employees, for instance, don't raise concerns for fear of not being heard.
2. **Employee engagement and well-being:** In Europe, only 13% of employees are truly engaged and thriving at work, while 72% are engaged in quiet quitting. These employees withdraw, doing only the bare minimum while searching for opportunities elsewhere.
3. **Importance of a safe environment:** Ensure your building is accessible for people with disabilities and that everyone feels welcome.

This workshop was given by Vivian from Amplify. Want to know more? [Visit Vivian's website.](#)

## Networking with Textmetrics

Would you like to learn more about D&I and how AI can enhance your content? Contact us [here](#). Want a free preview of the software? You can find it [here](#).