

4 actions to ensure
your invitation to
'everyone' includes
minoritised identities



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First things first...

When advertising jobs and conferences, 'everyone' is often lazy language to refer to the people within our own community and reach.

This speaks to our intentions rather than our actions.

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First things first...

‘Everyone’ cannot include the people you cannot see and the people who have never been present as they have never been part of ‘everyone’ for you – unless you take intentional actions.

So what can we do?

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Step 1

Measure and track the identity data that you have from the people you reach out to.

This may include their pronouns, advertised identity-labels, outward presentation, areas of experience, etc.

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Step 2

Recognise the identities and appearances that are underrepresented in your current outreach.

These should inform your next steps...

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Step 3

Intentionally reach out to individuals and groups connected to the underrepresented identities.

Ask for referrals, and track the steps you take to ensure these identities are reached.

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Step 4

Track changes in the representation found in the people you connect with and platform.

Use this information to continually improve your methods - no quotas, continuous improvement.

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