



6. COMMUNICATE: Customize your communication style to ensure all audiences are served and reached.

Explanation of Issue: The ability to communicate effectively is one of life's most foundational skills, whether we are communicating in a personal or professional manner. Many people believe they are unbiased and objective communicators, yet research suggests the opposite.

Practical Tools

- If possible, have Spanish speakers/sign language interpreters on staff or at events.
- Review the language of key written materials to ensure they are gender neutral and translated when appropriate:
 - City/County Policies
 - Human Resource Policies and Procedures
 - Job Descriptions
 - Press releases and advertising
- Eliminate language bias that could favor certain groups in verbiage and outcome:
 - Gender neutral language
 - Nondiscriminatory policies and procedures
- Convert bathrooms to gender neutral.
- Include preferred gender pronouns in email signatures to establish a culture of awareness and acceptance – e.g. he/him/his, she/her/hers, they/them/theirs.
- If you employ folks whose first language is not English, offer ESL services and English tutoring.

What Is Already Being Done in Our Community

- [Integrated Community](#) translates documents and other communication for businesses and organizations.
- Google Translate can provide easy translation services.
- Preferred pronouns are making an appearance in professional and personal email signatures throughout the community.