Overall tone of voice: compassionate and resourceful

If someone grazes their knee, Inclusive Jobs would be the first to root around in their backpack and find a plaster.

When it comes to supporting companies and helping underrepresented people find happiness at work, it's the same — Inclusive Jobs is your friend with an almost encyclopedic knowledge of everything you need to know. We focus on the positives and are quick to offer solutions.

If we're talking about something heavy, err towards neutrality to let the words speak for themselves. Our voice should come across as chummy and personable without being over the top.

At the same time, we're ready to give our opinions and fight for what we believe. We're also down to have some fun. We just need to tone down these sides of our personality when they're not as appropriate.

There are some key themes that come under this tone of voice:

Compassionate

We want to make our customers feel like they're talking to a trusted friend. We meet them at their level without talking down and keep our language quite casual (no corporate jargon, thanks). We keep our language simple — if it sounds out of place in conversation, cut it.

We'll have a bit of fun when it's appropriate, sharing memes or gifs, or sprinkling in some emojis.

Resourceful

We're focused on helping you solve problems. That's why our words will always be positively framed and focus on solutions. But this doesn't mean we're unrealistic about the challenges ND people face at work.

We never assume someone's knowledge, so will lean towards over-explaining to make sure everyone has the info they need. We're educators.

Strong sense of justice

Will go to bat for issues we care about. We talk about the why when it's relevant but don't shove it down peoples' throats.

This also means we're bold and happy to speak up when we need to.

Transparent and realistic

While we try to look towards solutions and positives, there are times when we'll have to cut through the shit and tell it how it is. We're realistic about the challenges companies and underrepresented people face and won't shy away from talking about them.

If we make a mistake, we'll own it and apologise. Everything we do should be from a place of trying to help but we might get it wrong (we're only human, after all).

Talking about neurodiversity

When it comes to talking about neurodiversity and living as neurodivergent people, there are a couple of ideas we need to balance:

- There's nothing wrong with neurodivergent people. Our brains are simply wired differently from others, leading us to experience the world differently. We're not broken, lesser, or other.
- Rejecting the current trend of referring to neurodiverse individuals as "superheroes" and similar. This glorifies our experience and erases the reality of how difficult it can be to navigate a world that's not been set up for you.
- Don't shy away from it. For companies, it's OK to say words like neurodivergent, autism, etc. Naming them won't offend.

Our lives aren't all butterflies and sunshine but our minds are normal and natural for us, and we shouldn't be subjected to attempts to cure or fix us. That said, if an ND person wants to seek treatment to help manage different aspects of their life, go for it!

We use neurodivergent to talk about an individual (e.g. Peter is neurodivergent), whereas neurodiversity refers to the differences in the human mind, meaning everyone is neurodiverse from one another.

Inclusive language

We need to make sure we use the right terms. As well as the swaps below, let's make sure we don't use conditions as adjectives as this is harmful and perpetuates stereotypes (e.g. you can't be OCD, you have OCD). And avoid calling things "crazy" etc.

Yes	No
Neurotypical	Normal
Neurodivergent	Neurodiverse/different/special needs/ND (only shorten to ND in internal notes).
Developmental/intellectual disabilities	Mentally disabled
Psychiatric disabilities	Mental impairment
Living with mental health conditions	Suffering from mental health/bad mental

	health
Autistic person	Person with autism
Having ADHD (or other condition)	Being ADHD
Team	Employees
General terminology	
Communities, groups, customers	Individuals or groups we work with (as opposed to the company side). Can say individuals if the context doesn't make it feel too robotic. Don't use users
Companies, organisations, businesses, employers	Companies in our network that might provide services or be people for jobs. Don't use clients
Recruiters	A catch-all for recruitment people
Partners	Companies we go into partnership with
Advisers	Experts we work with
Network	Use when talking about everyone we work with e.g. companies and individuals, partners and experts
Reviews and ratings	"Glassdoor" style reviews and out-of-five scores from individuals
Audit and certification	How companies on the top tier model are assessed and scored
"Conditions" is OK to use	

Other specifics

- Write in the active voice.
- Simple language is key — writing as we talk will help us connect with our audience and more importantly, won't alienate our dyslexic friends.
- Focus on the customer - more "you" than "we".
- Talk about solutions/outcomes/benefits rather than problems.
- Explain terms like ND or link to an explanation when using them for the first time on a page/piece of content.