



Monthly Nudges

'Every month, Marshalls signposts practical, interesting & constructively challenging content & thought leadership from the world of diversity & inclusion, with a view to deepening awareness & understanding, & keeping respectful conversations about difference alive.'

This document is a compilation of some of our most popular recent 'Nudges'.



TABLE OF CONTENTS

- **May 21** What's in a Name?
- **June 21** Make Some Space
- **July 21** Thinking Differently
- **September 21** Menstruation or Menopause
- **October 21** Black History Month
- **January 22** Playing your Part for Inclusion and Belonging
- **February 22** LGBTQ+ History and the People who Wrote it
- **March 22** Women's History Month
- **June 22** Pride
- **July 22** Beware the Beauty Bias
- **September 22** Equality, Diversity and Inclusion ... What do you mean?

A large, stylized graphic of a megaphone in pink and dark green, angled towards the top right. Several pink diagonal lines radiate from the top right corner of the page, suggesting sound or movement.

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WHAT'S IN A NAME?

MONTHLY NUDGE - MAY 2021

For all of us, names are an important part of our individual and shared identities. They define us and often reflect culture, history, language and family tradition. In the workplace, learning to pronounce colleagues' names properly and remembering names are signs of respect, and show that all are valued and included. It takes little effort to get it right when names are unfamiliar or when pronunciation isn't obvious, but taking that time shouldn't be too much to ask.

Feminuity's blog describes steps to remember, practice and respect names.

And did you ever wonder about the ways in which your name can affect your job prospects? This summary of research by University of Manchester Lecturer, Ricardo Twumasi is quite an eye-opener.

If your experience is that people regularly mispronounce your name or are reluctant to learn how to say it correctly, you can help them out by recording your name, in your own voice, the way it should be said using Name Drop, and sharing it far and wide.

EVERY MONTH, MARSHALLS SIGNPOSTS PRACTICAL, INTERESTING & CONSTRUCTIVELY CHALLENGING CONTENT & THOUGHT LEADERSHIP FROM THE WORLD OF DIVERSITY & INCLUSION, WITH A VIEW TO DEEPENING AWARENESS & UNDERSTANDING, & KEEPING RESPECTFUL CONVERSATIONS ABOUT DIFFERENCE ALIVE.

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#MAKESOMESPACE

MONTHLY NUDGE - JUNE 2021

Every June since 2008 people across the UK have celebrated Gypsy, Roma and Traveller History Month. There is so much to learn about the rich histories and cultures of Gypsy, Roma and Traveller (GRT) people in the UK, and this years theme invites people to #MakeSomeSpace for GRT people in their day to day lives.

This will look different for different people, but some examples include teachers making some space in their teaching time to focus on the histories, cultures or present realities for GRT people, or allies to make some space in their days to educate themselves on GRT histories and cultures and how to support GRT people to uphold their rights.

It's important to know that the word 'gypsy' is historically a racial slur and so can be offensive when used by a non-traveller. This video clip explains in more detail.

If you'd like to learn more and share information within your organisation, you can download a resource pack [here](#).

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A large, stylized graphic of a megaphone is positioned in the upper left quadrant. The megaphone is primarily magenta with a dark green handle and a green band around the top of the horn. Several magenta lines radiate from the top right of the horn, suggesting sound waves. The background is split diagonally from the bottom left to the top right, with a white upper half and a blue lower half.

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THINKING DIFFERENTLY

MONTHLY NUDGE – JULY 2021

To put it simply, 'neurodiversity' describes the variety of ways in which different brains function. The term was coined by Judy Singer, an Australian sociologist, in 1998, who is autistic herself. Judy recognised that, just like the colours of our eyes, skin and hair, our brains are different too, and all thinking styles have advantages and strengths as well as challenges. Today, we refer to 'neurotypical' people (who are in the majority), and 'neurodivergent' people (who are in a minority, and may have autism, Attention Deficit Hyperactivity Disorder (ADHD), dyslexia, dyspraxia or dyscalculia).

The concept of neurodiversity also has its roots in the Social Model of Disability, which is a way of viewing the world, developed by disabled people. This model says that people are not disabled by an impairment or condition, but by the way in which society fails to meet varying needs.

This podcast from the Chartered Institute of Personnel and Development describes how to contribute to a workplace that supports neurodivergent employees. And on autism in particular, you can read Catherine Bean's personal story, or look at this comic strip which explores the idea of an 'autistic spectrum' – maybe 'autism wheel' is a better description?

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monthly nudge

SEPTEMBER 2021

Menstruation and Menopause

In this month's issue, we'll take a look at Menstruation and Menopause.

The vast majority of women would like specific Pre-Menstrual Syndrome (PMS) leave policies to become a legal requirement at work. However, some think that general sick leave policies are sufficient to cover menstrual

leave. But if a woman regularly needs to take time off because of PMS, the number of sick days accrued could trigger sanctions, and stereotypes of women being 'weaker' and not committed to work will be reinforced. Read more about the pros and cons of Menstrual Leave policies [here](#).



The topic of Menopause has been in the news recently and at Henpicked there is a wealth of information and guidance for all.

The Merry Menopause podcasts are also a great source of inspiration and advice, and this BBC Radio 5 Live article recommends what not to say to menopausal women.

Recent research shows that nearly 80% of women feel at best out of sorts for up to a week every month because of their menstrual cycle, and this affects them in the workplace.



Marshall's recent survey revealed some interesting findings...

The main things that prevent line managers from discussing Menopause are uncertainty about how to practically help and lack of knowledge of the support available surrounding the topic. Reassuringly, embarrassment is only a factor for a small minority. And for women, many said that the fear of being stereotyped, and of inappropriate performance management would make them reluctant to talk to their manager if Menopause was affecting their work.

**Want to learn more? Hit the link below
to check out our research on Menopause
in the Workplace**

Find Out More..

monthly nudge

OCTOBER 2021

Black History Month

Throughout this October, Marshalls has been engaging with **Black History** by looking into some people in history who are perhaps less known, yet whose contributions to society should not be overlooked.



One of the first people we looked at was Claudia Jones. She was a political activist, community leader, and journalist. Yet her most notable legacy was the undoubtedly the Notting Hill carnival, which she helped launch in 1959 as an annual showcase for Caribbean talent.

These early celebrations were held in halls and had the slogan, 'A people's art is the genesis of their freedom'.

Today, the Notting Hill Carnival contributes up to £93m each year to London's economy and supports the equivalent of 3,000 full-time jobs – it is a staple of summers in London.

Check out Marshalls video about Walter Tull, one of Britain's first black professional footballers, who was posthumously inducted into the National Football Museum Hall of Fame. He was one of the most important footballers in British football history.



How your business can celebrate Black History Month

Here are some of the ways you can celebrate Black History Month in your organisation.

Check out more information about this in our article [here](#)

1. Organise a film club
2. Book a speaker for a webinar
3. Plan a Social Media takeover
4. Keep an eye out for current initiatives

Want to see more? Check out our posts on Twitter by hitting the link below

Find Out More..

monthly nudge

JANUARY 2022

Playing your part FOR INCLUSION AND BELONGING

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Think about your in-groups and out-groups and broaden your network. We all naturally feel more comfortable and identify more easily with some people, and less so with others. We have 'in-groups' and 'out-groups', which affect workplace dynamics and can even lead to unfair or disrespectful treatment through unconscious bias. Why not chat with someone different today and find out what you have in common?



At the start of what is a New Year for many, with resolutions on our minds, it's a great time for us all to think about what it means to be actively inclusive, and to take our part in creating a happy workplace where everyone feels as though they belong.

We don't need to make big changes, but we can all do more. What might seem like a small action on your part can mean the world to someone else and can make all the difference to them. Here are some suggestions to get you started:

Understand the challenges faced by colleagues who are different to you in terms of some aspect of their identity. Open your eyes to what their day-do-day looks like. *This video from Accenture* shines a light on varied employee experiences.

Mark festivals and diversity days or months.

There are very many different religious festivals, and you can't possibly know them all, but the *CIPD Inclusion Calendar 2022*

lists many important ones. Even just mentioning a particular festival or day to a colleague who you know is celebrating is a great sign of respect. Across the year there are many Diversity, Awareness and History Days and Months – from the well-known Holocaust Memorial Day (27th January) to the International Day Against Homophobia, Biphobia and Transphobia (17th May), to Black History Month (October). When marking them, it's important to recognise that people directly associated with what is being celebrated or remembered hold widely ranging perspectives about the shape that commemorations take.



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monthly nudge

FEBRUARY 2022

LGBTQ+ HISTORY AND THE PEOPLE WHO WROTE IT

In our last nudge, we spoke about the importance of recognising diversity days or months, and for this monthly nudge we have done just that.

LGBTQ+ History Month was celebrated throughout the month of February, and was a time to acknowledge the history of the LGBTQ+ Community - reflection of this history allows us to see how far we have come, but also how far we have yet to go.

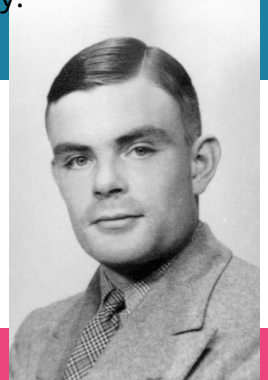
Within this monthly nudge, we will be looking at a couple key figures who helped shape the history of the community, and who are an inspiration for the future generations

You can visit the official LGBTQ+ History website for resources and more information about the month.

Alan Turing (1912-1954)

He is considered one of the most influential British figures of the 20th Century, for his contributions to computer science. During WW2, he worked as a codebreaker for the UK government, attempting to decode the Enigma cipher machine encryption devices used by the German military.

Alan Turing is now
the face of the £50
note



Laverne Cox (1972-)

Cox is an American actress, and became the first transgender person to be nominated for a Primetime Emmy Award in an acting category, but also became the first to win an Emmy award for her own programme. Her representation is key for Black transgender youth.

Laverne Cox was the
first transgender
person to be on the
cover of TIME
magazine



For more key
figures, check out
this article here

monthly nudge

MARCH 2022

Women's History Month

Women's History Month was celebrated throughout the month of March, with 8th of March being International Woman's Day. IWD is a time to recognise, uplift, support and celebrate women, and realise how much more progress needs to be made in order for there to be true gender equality - for all women, including Trans and Non-Binary, women of colour and the women currently in the Ukraine fighting to survive.

We asked our team what the day meant to them, see what they said below:

"A day where the achievements of women are recognised and to celebrate their efforts in fighting for gender equality"

"To me it's a celebration of the achievements of women and a stark reminder that we must all do more to ensure equality throughout the world"

"I keep in mind my grandmothers, my mother and my sisters. I think about the oppression women have faced historically, I try to be mindful of my actions to make sure I don't fall back on stereotypical language and behaviours"

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This Women's History Month we want to shine a light on some organisations that work hard to empower, support and enrich the lives of women all across the world. We are grateful for the work they do, and we recommend you check them out



**Womankind
Worldwide**

Womankind Worldwide strengthens and supports women's rights organisations and movements with the resources they need to challenge oppression and change the lives of women, in the home, the workplace and the communities they live in.

Fawcett ➡

The Fawcett Society is the UK's leading membership charity campaigning for gender equality and women's rights at work, at home and in public life. Their vision is a society in which women and girls in all their diversity are equal and truly free to fulfill their potential creating a stronger, happier, better future for all.

Click here to read a reflection from our Head of Diversity, Ann Allcock about International Woman's Day

monthly nudge

JUNE 2022

Pride



Every year, during the month of June, the LGBTQ+ community celebrates in various ways. Across the globe, events are held during this month as a way of recognising LGBTQ+ people, their impact and influence on the world, and also a recognition that there is still discrimination and inequality for these communities.

Why was June chosen?

This is when the Stonewall Riots took place, back in 1969. The riots were prompted by a raid that took place at the Stonewall Inn in Greenwich Village, New York.

The LGBTQ+ community held a series of spontaneous demonstrations to protest against the raid and calling for the establishment of places that gays and lesbians could be open about their sexual orientation, without fear of arrest or abuse.

The word "Queer"

There is often debate surrounding the use of the word "Queer" to identify ones self, and this stems from the history of the word, and its negative connotations.

However, nowadays the name has been reclaimed as a term of empowerment, and rather, it's an identity and/or orientation that doesn't align with the heteronormative expectation of the past that you are automatically heterosexual or "straight".

It's considered an umbrella term for people who embrace not being in the "mainstream", it's both an orientation and a community.

However, you should be considerate of those who aren't comfortable with the term, and recognise that what might be appropriate for some people, may not apply to others. It's always better to ask!

Check out this article of top
LGBTQ+ films as
recommended by Marshalls!

#LOVEWINS!

A clip explaining the
meaning and significance of
the pride flag!

monthly nudge

JULY 2022

Beware the Beauty Bias

So, they say that beauty is in the eye of the beholder. Seemingly it goes further than that and beauty is in fact firmly in the eye of wider society, with serious implications. In our nudge this month we're exploring how appearance and 'attractiveness' can affect opportunities and careers.

If you follow celebs you may have seen that **colourism** was in the news with claims around the extent to which it's a factor in the comparative success of the careers of Zendaya and Keke Palmer. And those interested in soul legends might like to know that Beverley Knight commented that she still encounters 'a desire to market people who are perhaps a little lighter than I am because it's seen as being more mass accepted ...'

So what is Colourism (or shadeism)? It's prejudice or discrimination against people with a dark skin tone, occurring when one race discriminates against another, but within a single racial group. And it applies across both Black and Asian communities.

Colourism combines with sexism to particularly affect women of colour, but [men are impacted by colourism too](#), with Black men internalising negative ideas about skin shades at a young age, with lasting effects on self-confidence.

So, what can we do about colourism? Here's a no-nonsense guide which includes some searching questions to ask ourselves:

<https://www.dosomething.org/us/article/s/confront-colorism-guide>

This takes us to the wider concept of Beauty Bias (or 'pretty privilege' or 'lookism' as it's sometimes called) – which describes the favourable treatment that people receive when they are viewed as more attractive, regardless of whether this judgement is made consciously or unconsciously. That could be about skin colour, or equally about body shape, weight or height.

For example, there is consistent evidence of weight discrimination at every stage of employment including biased interviews and hiring processes, salary disparities, fewer promotions, harsher disciplinary actions and higher contract termination rates. Weight stigma means that larger people are significantly less likely to be put into a sales or customer-facing position and can also be paid less than their smaller-size counterparts for the same work.

Research has also shown that as well as assuming that 'beautiful' people are smarter, more sociable, and generally higher functioning, we also think that they are more sincere, more generous and generally morally superior too.

monthly nudge

SEPTEMBER 2022

Equality, Diversity, Inclusion.....

WHAT DO YOU MEAN?

We talk a lot about Equality, Diversity and Inclusion. And then there's Equity, Belonging, and Justice too ...

This Nudge looks at what the different concepts mean – because when we have a shared understanding, we can talk confidently and constructively about the challenges of creating workplaces that work for everyone, and the solutions that we can all be part of.

Let's start with **Diversity**. This is simply about differences – of all types. It's about the demographic make-up of a workforce and the representation of varied characteristics or identities relating to (for example) age, disability, gender identity, race, religion, sex, or sexual orientation.

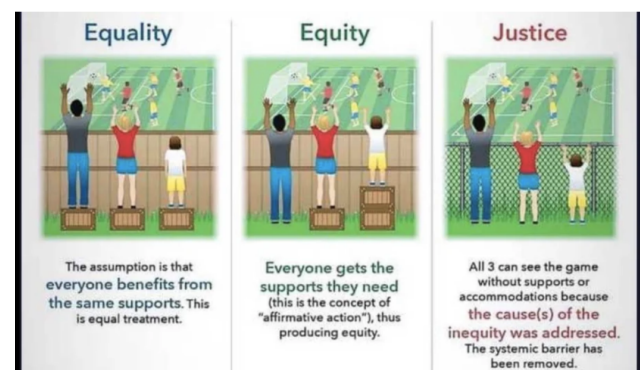
So, while Diversity is a fact or the 'what', **Inclusion** involves action, and is the 'how'. It's the behaviours which welcome and embrace Diversity and enable it to thrive.

Belonging is an emotion that employees experience to differing degrees. It means to feel valued, accepted, and connected with and to colleagues, teams and the wider organisation. We are more likely to feel that we belong when we experience inclusion. Belonging isn't about 'fitting in' – it's about how comfortable we are to be ourselves.

Equality and Equity are both about fairness and giving people opportunities to achieve equal results, but they are quite different approaches.

Equality treats everyone the same, dividing resources equally. But that can only work if everyone is coming from the same starting point ... **Equity** factors in differences and involves understanding what people need, so the playing field is levelled by providing tailored support or resources.

Justice is also about fair treatment, but it looks wider than individual circumstances, and involves changing structures and the ways in which things are done so that everyone has an equal chance and that all needs are met.



If you'd like to learn more,
check out these resources:

