

# Authenticity and Action

Creating an Inclusive Workplace for All



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**Change the Script!**



# RACIAL MICROAGGRESSIONS

Where are you from? Where are you really from? No, where are you really really from?

What are you?

You speak English so well.

You're not like other Muslim people.

**RACIAL**  
MICROAGGRESSIONS

What do your people think about that?

You're really pretty, for someone so dark.

You don't act like a normal Black person.

Why do you sound so White?

Your name is too hard to pronounce, can I call you Mary?

**FREE GUMMIE FACTORY SWEETS**  
FOR EVERY READER

**FREE BEAUTY TREATMENT FOR 2 PEOPLE WORTH £20**  
AT OVER 200 OUTLETS

WHSmith



**FREE: Plant a tree for someone you love in the Queen's Jubilee Wood**  
AND HAVE YOUR DEDICATION ENTERED IN THE ROYAL RECORD...



# RAMADAN A DING-DONG

- Channel 4's daily broadcast
- 'Stunt' could inflame tension



## low Muslims demand: GIVE US FULL SHARIA LAW

## MUSLIM LOONIES HIJACK ELECTION

Fundamentalists won't stop until... is an Islamic sta

# MUSLIM PLOT TO KILL POPE

## CHRISTIANITY UNDER ATTACK

Anger as TWO major court rulings go against British worshippers

Fiona's new Alzheimer's heartache

Rothschild, Mandelson and a victory for free speech



**30p GET YOUR DAILY EXPRESS FOR JUST 30p**  
SAVE £1.20 A WEEK ON YOUR DAILY & SUNDAY EXPRESS

## BRIT KIDS FORCED TO EAT HALAL SCHOOL DINNERS

Muslim meals for primary tots of all faiths

**Just why are so many people now getting cancer?**

**Fury at new bank chief's mega salary**




# MUSLIMS TELL BRITISH: GO TO HELL!

Rant in court as student who



## MUSLIM THUGS AGE JUST 12 IN KNIFE ATTACK ON BRIT SCHOOLBOY

## MUSLIM-ONLY PUBLIC LOOS

## DAILY STAR BLOCKS MUSLIM-ONLY LOOS!



## BBC PUT MUSLIMS BEFORE YOU!

**THE Sun** BRITAIN'S MOST POPULAR PAPER

HOW YOU CAN LOSE WEIGHT ON VEGAN BEFORE 6pm DIET



AS JUDGE ORDERS WOMAN TO UNCOVER FACE, THE SUN DEMANDS VITAL REFORMS

# UNVEILED



# BRITAIN GOES

WASHING MACHINE

EAT FOR FREE

**BEFORE:** The Times chose this image depicting an everyday orthodox Islamic religious practice in an article about convicted terrorists



## Terrorists fool prison staff into believing they have changed



Some extremists see prison as a test of their commitment to the cause, according to a report  
ANDREW AITCHISON/CORBIS

Source: <https://www.thetimes.co.uk/article/terrorists-fool-prison-staff-into-believing-they-have-changed-rb6tt0s66>

**AFTER:** Following our complaint, The Times changed the image, without acknowledgement or apology



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Some extremists see prison as a test of their commitment to the cause, according to a report  
ALAMY

# Southgate's revenge

Henry Winter | Matt Dickinson | Tony Cascarino

10-PAGE PULLOUT

## Chancellor prepares £15bn green savings schen

Chancellor Rishi Sunak has announced a £15 billion green savings scheme, which will be available through the Treasury's new Green Savings Scheme. The scheme will allow savers to invest in green bonds, which will be used to fund projects such as wind farms and solar panels. The scheme is expected to be the largest of its kind in the world.

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# EURO 2020 Lionhearts 2 - Germ

England vanquish their old rivals in Wem



# ENGLAND 2 GERMANY 0

# THE JINX, IT'S ALL OVER

YES, IT REALLY HAPPENED! 3 LIONS END 55-YEAR CURSE

# The Daily Telegraph

something to cheer about



# **Tokenism vs Authenticity**

# tokenism

/ˈtəʊk(ə)nɪz(ə)m/

*noun*

1.the practice of making only a perfunctory or symbolic effort to do a particular thing, especially by recruiting a small number of people from under-represented groups in order to give the appearance of sexual or racial equality within a workforce.



**So what does tokenism look and feel like? You may be tokenizing ethnically diverse people if:**

- 1.You recruit POC to formal leadership positions, but keep all the power.**
- 2.Your paid staff in charge of messaging are White, and your volunteer storytellers are POC.**
- 3.You only hire POC for POC “stuff.”**
- 4.You create and maintain an organizational culture that promotes White dominance.**
- 5.You Convene Special “Diversity Councils” but don’t build POC leadership on your main Board.**
- 6.You use POC faces all over recruitment campaigns but highlight White people to demonstrate best practice.**
- 7.You spend more time ‘promoting’ your development initiatives for POC than actually developing POC.**

# **The Power of Lived Experience**



VALUING  
THE LIVED  
EXPERIENCE

Voice and visibility for minoritized individuals

Enables shared and unique experiences within a group to be recognised

Provides witnesses and personal accountability



# **A model for Inclusive Action**

## EDUCATE

Learn from others  
Listen to stories  
Seminars  
Webinars  
Publications  
Inform  
Discuss  
Understand  
Promote  
Challenge

## VISION

Plan Ahead  
Share  
Collaborate  
Value  
Culture  
Connectivity

## OPPORTUNITY

Recruitment  
Progression  
Promotion  
Exec boards  
Leadership  
Campaigns  
Demographics  
Language  
Culture

## LISTEN

Feedback  
Staff networks  
Focus Groups  
Surveys  
Reverse Mentoring  
Community  
Public  
Exit Interviews  
Complaints  
Lived experience

## VISIBILITY

Advertising  
Campaigns  
Internet  
Intranet  
Publications  
Awards  
Exec committees  
Leadership  
Successes  
Interview panels  
Scrutiny panels

## EVALUATE

Feedback  
Learn from mistakes  
Don't repeat them  
Successes  
Failures  
Cultural shift  
Satisfaction  
Wellbeing  
Retention

# EVOLVE



**BAME**  
**is not a nation,**  
**nor a culture**

**#BAMEOver**

Thank you



Sislin Fay Allen

1939 – 2021