



Changing Workplace Culture – One Bold Conversation at a Time

At **Your D+I**, we do diversity and inclusion differently. No jargon. No corporate waffle. No finger-pointing. Just straight-talking, engaging training that gets people to listen, learn, and change.

Founded by **Chris Allan**, Your D+I is built on **9 years of professional experience** in equity, diversity, and inclusion, combined with **lived experience** of navigating workplaces that weren't always welcoming. For the last **5 years**, Chris has led Your D+I with one clear mission: make inclusion practical, affordable, and impactful for every business, from start-ups to corporates.

We work with organisations across sectors – tech, finance, retail, manufacturing, non-profit – delivering:

- **Tailored Workshops** – from tackling workplace banter to building inclusive recruitment practices
- **EDI Audits** – in-depth reviews of culture, policy, and practice
- **Consultancy & Strategy** – ongoing support to embed inclusion at every level

 "Finally, training that doesn't make people switch off. Real talk, real change." – Operations Director, Retail

Why Inclusion Matters (The Business Case)

Inclusion isn't just "nice to have" – it's a business essential. Here's why:

- **£6.3 billion** – annual cost of workplace discrimination to UK employers (CIPD)
- **25%** – more likely for gender-diverse companies to outperform competitors (McKinsey)
- **36%** – more likely for ethnically diverse companies to outperform competitors (McKinsey)
- **3x** – more likely employees are to be engaged if they work in an inclusive culture (Deloitte)
- **56%** – performance boost when employees feel a strong sense of belonging (Harvard Business Review)
- **87%** – better decision-making from diverse teams (Forbes)
-  "Chris brought such an engaging energy – the conversation continued long after the workshop." – Senior Leader, Finance

Language Matters

Language is one of the most powerful tools in shaping workplace culture. It signals who belongs, who is valued, and who is overlooked.

Why it Matters:

- Employees who feel respected in communication are **4.6x** more likely to feel empowered to do their best work (Gallup)
- Biased language in job ads can reduce applications from underrepresented groups by **up to 30%** (Totaljobs)
- Microaggressions have cumulative mental health effects similar to overt discrimination (American Psychological Association)

Quick Wins:

- Swap gendered terms: "guys" → "team" or "everyone"
- Use plain English to include non-native speakers
- Confirm and use correct pronouns
- Describe actions, not identities

Why Work with Your D+I

- **Relatable Delivery** – We speak in a way your teams will understand and respond to
- **Safe Spaces** – We create environments where people can talk openly without fear of blame
- **Actionable Insights** – Every workshop and audit ends with clear, practical next steps
- **Affordable & Accessible** – Flexible packages to suit all business sizes and budgets

 "We've had other D&I training before, but this was the first time I saw people genuinely engaging – and laughing." – CEO, Manufacturing

Banter: The Good, The Bad & The Ugly

Banter can build bonds – but it can also break trust.

When used well, it's mutual, good-humoured, and makes everyone feel part of the group. When it crosses the line, it's exclusion dressed up as entertainment – and it costs businesses dearly.

Key UK Stats:

- **62%** have heard "it's just banter" used to excuse discriminatory behaviour
- **28%** have felt excluded because of workplace banter
- Tribunal cases referencing "banter" are up **44%** in the last five years

Case Studies:

- **Manufacturing Company (Midlands, 2022)**: Paid £18,000 in compensation after sexist "jokes" towards a female engineer returning from maternity leave. Two senior women resigned soon after.
- **Marketing Agency (London, 2023)**: £25,000 payout for repeated jokes about a Polish accent. Three resignations followed in the same quarter.

 "Your D+I deliver with warmth and humour while tackling hard truths. The impact on our team was instant." – HR Manager, Tech Firm

10 No-Nonsense Tips for Building Inclusion

1. **Call it Out, Calmly** – Address behaviour in the moment before it escalates
2. **Train Managers Proactively** – Equip leaders to recognise bias and take action
3. **Rotate Leadership Opportunities** – Give everyone a chance to step up
4. **Audit Job Ads** – Remove bias-coded words to attract a wider pool of candidates
5. **Survey for Belonging** – Ask how safe and included people feel, not just if they're "happy"
6. **Live Your Policies** – Inclusion policies mean nothing if they're not acted on daily
7. **Model from the Top** – Leaders must set the tone through their actions
8. **Celebrate Difference Year-Round** – Not just on awareness days
9. **Track the Right Data** – Monitor diversity, pay gaps, and progression rates
10. **Practice Daily Allyship** – Speak up and advocate for those not in the room