



## HANAN CHALLOUKI

Inclusive communication specialist  
Founder of [Inclusified](#)  
Author of 'Inclusive Communication'



Inclusified is a strategic agency and expert in inclusive communication and marketing. Advocate of inclusive communication, Hanan Challouki, says that every SME should, by definition, communicate in an inclusive way. And that such communication is the way to effectively reach diverse target groups.

### **BROADEN YOUR VIEW**

'Open up philosophy of life issues as much as possible in your communication. State, for example, that everyone is entitled to a break - and employees can determine for themselves how they use them. As opposed to merely stating that people can pray in the workplace from now on. Which just narrows the issue, making it relevant only to a particular group. It is better to broaden it to include all groups.'

Find solutions that meet everyone's needs. This increases acceptance of the solution, and other employees see that the solution merely concerns simple, everyday issues.'

### **BRING DIVERSITY INTO YOUR COMMUNICATION**

'If there is significant diversity of philosophies of life in your workplace, don't ignore this in your communication. Communicate your policy on diversity, and explain your decisions. If, for example, you introduce a ban on philosophy of life symbols without any prior communication on the subject, this will undoubtedly cause resistance.'

### **AVOID STEREOTYPING**

'Take reality into account. Because reality is diverse and the practice of a life philosophy is personal. Everyone also experiences religion differently. So don't speak about groups as if they were homogeneous. When you talk about philosophies of life, avoid stereotypes in your language.'