



# 2023 Inclusive Language Guide



**BENCHMARK**  
HUMAN SERVICES



At Benchmark Human Services, inclusivity is deeply ingrained in our organization's values. Our longstanding mission has been to support marginalized individuals, including those with disabilities, individuals experiencing mental health crises, and infants facing developmental challenges that set them apart from their peers. We are dedicated to ensuring that every person we serve feels accepted and included for who they are.

We strongly believe that inclusivity is vital not only in the services we provide but also in our workplace. Our aim is to ensure that each individual we support and every member of our staff feels valued, respected, and empowered with both a seat and a voice at the table. Fundamental to achieving this is our use of language and communication. The words we choose to describe ourselves and others hold immense power in affirming identities and shaping our perceptions of the world.

This inclusive language guide is designed to educate and inform Benchmark staff about using respectful language free from stereotypes, prejudice, discrimination, or bias. As our understanding of inclusion and identity continues to evolve, so will this guide. It serves as a living document, constantly adapting and growing.

Implementing these changes into our policies, marketing materials, and other forms of communication will take time, but we are committed to making progress. We value feedback, particularly from individuals who identify with the populations mentioned in this document and from groups we may have inadvertently overlooked.

It is essential to recognize that we are all on a learning journey. In the words of Maya Angelou, "Do the best you can until you know better. Then when you know better, do better." None of us will achieve perfection in using inclusive language 100% of the time. What truly matters is our willingness to learn from our mistakes and strive towards creating an inclusive and affirming environment for every person connected to Benchmark and its mission.

With Gratitude and Respect,

Benchmark's Diversity, Equity, and Inclusion Committee



**BENCHMARK**  
HUMAN SERVICES



## DIVERSITY TERMS STARTING WITH THE LETTER “A”

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**Ableism:** The discrimination of and social prejudice against people with disabilities based on the belief that typical abilities are superior.

**Acculturation:** is the process by which people of one cultural group take on the norms, values, languages, and behaviors of another.

**Affinity Bias:** Giving preference to applicants with backgrounds similar to the interviewer is known as affinity bias. (For instance, shared hobbies, colleges, religion, or social organization, or social organizations like sororities and fraternities.)

**Affinity Groups:** Affinity Groups are groups of people who share common interests or objectives. Affinity Groups encourage diversity, inclusion, and other initiatives that help workers from underrepresented groups

**Affirming Pronouns:** Pronouns that are "affirming" of a person's gender identity, such as "he," "she," and "they."

**African Americans:** Individuals in the United States with African ancestry are referred to as African Americans.

**Agender:** An agender is a person who does not identify as belonging to a specific gender.

**Alaska Native:** Refers to Alaska's native population. More than 200 federally recognized tribes that speak 20 different languages are considered to be Alaska Natives.

**Ally:** Someone who makes the commitment and effort to recognize their privilege (based on gender, class, race, sexual identity, etc.) and work in solidarity with oppressed groups in the struggle for justice, understanding that it is in their own interest to end all forms of oppression, even those that they may benefit from in concrete ways.

**Allyship:** The process through which those in positions of privilege and power try to foster empathy for an oppressed or marginalized outgroup in order to advance its interests. Allyship is a component of the dialogue that uses social justice theories and values to combat oppression or racism. Creating a culture where the marginalized group feels supported is the aim of allyship.

**Androgyne:** A person who identifies or expresses gender in a non-binary way.

**Anti-Racism:** To actively oppose racism, evident by advocating for social, political, and economic change.

## DIVERSITY TERMS STARTING WITH B

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**Belonging:** Being welcomed and included by those around you is what is meant when someone uses the word "belonging" to describe their experience. To have a sense of social connection and identification with others is to belong.

**Benevolent sexism** is a subdued version of sexism that includes favorable gender ideas but can still be harmful to people (like women) and gender equality. Typically, the language or acts are subdued, automatic,

and ingrained.

**Bias:** A tendency to believe that some people, ideas, etc., are better than others that usually results in treating some people unfairly.

**Bicultural:** People who have the values, beliefs, and behaviors of two different ethnic or racial groups.

**Bigotry:** The act of exalting one's own group and harboring animosity toward those from other groups.

**BIPOC** — The BIPOC acronym stands for Black, Indigenous, People of Color.

**Biracial:** A person who identifies as being of two races or whose parents are from two separate racial groupings is said to be biracial.

**Biromantic Asexual:** A person who finds different genders to be romantically appealing.

**Biromantic Demisexual:** When someone is romantically attracted to someone, they may experience sexual attraction to both genders.

**Black Lives Matter:** The Black Lives Matter movement seeks to end systemic racism, violence, and discrimination against African Americans and other people connected to the black culture.

## **DIVERSITY TERMS STARTING WITH C**

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**Cisgender (CIS)** - Denoting or relating to a person whose sense of personal identity and gender corresponds with their birth sex.

**Cissexual** — A person who identifies as the same biological sex that they were given at birth, they are said to be "cissexual."

**Classism** — Classism is a term that means to have prejudicial thoughts or to discriminate against a person or group based on differences in socioeconomic status and income level.

**Code-Switching** - Adjusting one's style of speech, appearance, behavior, and expression in ways that will optimize the comfort of others in exchange for fair treatment, quality service, and employment opportunities.

**Coming Out**, also known as Coming Out of the Closet, is the term used to describe the process of telling people about one's sexual orientation.

## **DIVERSITY TERMS STARTING WITH D**

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**Disability:** refers to a physical, cognitive, sensory, or emotional impairment that substantially limits one or more major life activities of an individual. It is a broad term that encompasses a wide range of conditions, including but not limited to mobility impairments, visual or hearing impairments, intellectual disabilities, mental health conditions, and chronic illnesses.

**Disablism:** also known as ableism, is a form of discrimination, prejudice, or bias against individuals with disabilities. It refers to the systemic or individual beliefs, attitudes, and practices, that devalue, marginalize, or exclude people with disabilities based on their perceived difference or impairments.

**Discrimination:** discrimination refers to the unjust or prejudicial treatment of individuals or groups based on certain characteristics or attributes, such as race, gender, age, religion, disability, sexual orientation, or national origin. It involves treating people less favorably or denying them equal opportunities, rights, or privileges based on these protected characteristics.

**Diversity, Equity, and Inclusion:** is referred to as **(DEI)** It is an acronym commonly used to refer to a set of principles and practices aimed at creating more inclusive and equitable environments in various social contexts, including workplaces, educational institutions, and communities.

**Diversity, Equity, Inclusion, and Accessibility:** as referred to as **(DEIA)** "Accessibility" emphasizes the importance of removing barriers and creating inclusive environments that accommodate individuals with disabilities. It recognizes that individuals with disabilities may face physical, cognitive, or other challenges that require accommodations and adjustments to ensure equal participation and access to opportunities.

**Diversity, Equity, Inclusion, and Belonging** is referred to **(DEIB)** It is an expanded version of the DEI acronym that includes an additional focus on belonging. "Belonging" emphasizes creating an environment where individuals feel a deep sense of acceptance, validation, and connection. It goes beyond simply including

individuals from diverse backgrounds and aims to foster a sense of belonging among all individuals within an organization or community.

## DIVERSITY TERMS STARTING WITH E

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**Employee Resource Group, (ERG):** Employee resource groups are voluntary, employee-led groups within organizations that provide a platform for employees with shared interests or characteristics to come together, support each other, and advocate for the needs and concerns.

**Equality:** condition of being equal, fair, or having the same rights, opportunities, and treatment without discrimination or prejudice based on characteristics such as race, gender, age, religion, disability, sexual orientation, or any other protected characteristic. It encompasses the principle that all individuals should be treated with equal dignity, respect, and value, regardless of their differences.

**Equity:** refers to proportionate representation (by race, class, gender, etc.) in employment possibilities.

**Ethnicity:** a social group that shares a common and distinctive culture, religion, or language.

## DIVERSITY TERMS STARTING WITH G

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**Gender Expression:** refers to the way individuals outwardly manifest their gender identity to others. It encompasses a wide range of behaviors, appearances, and mannerisms that are traditionally associated with masculinity or femininity. Gender expression is personal and social expression of one's gender identity and can vary greatly from person to person.

**Gender Fluid** - A person who is gender fluid is flexible in regard to the sex with which they identify. They believe that gender is non-binary, meaning that not all humans fit squarely into either the male or female category.

**Gender Identity** - One's innermost concept of self as male, female, a blend of both or neither – how individuals perceive themselves and what they call themselves. One's gender identity can be the same or different from their sex assigned at birth.

## DIVERSITY TERMS STARTING WITH H

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**Historically Black Colleges and Universities** is referred to (**HBCU**): These are institutions of higher education in the United States that were established before 1964 with the primary mission of serving the African American community. HBCUs were founded during a time of racial segregation when African Americans were denied admission to predominantly white institutions.

**Hepeating:** is the practice of a man taking credit or appreciation for a women's ideas by reiterating her words as his own.

**Heterosexual:** a person who identifies as female who is attracted to a male-identified person, or a male identified person who is attracted to a female identified person.

**Hispanic:** refers to individuals who have a connection to Spanish-speaking world or have cultural ties to Spanish-speaking countries. It is often used to describe people of Latin American or Spanish descent. Hispanics come from or have roots in countries where Spanish is the predominate language. This includes countries in Latin America, such as Mexico, Colombia, Argentina, Peru, and many others.

**Homophobia:** refers to a range of negative attitudes, beliefs, or prejudices toward individuals who identify as lesbian, gay, bisexual, transgender, or queer (LGBTQ+).

## DIVERSITY TERMS STARTING WITH I

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**Implicit Bias:** A bias or prejudice that is present but not consciously held or recognized.

**Inclusion:** The act of creating involvement, environments and empowerment in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate.

**Indigenous People:** Are characterized by their historical and ongoing relationships with their ancestral territories, as well as their distinct languages, cultures, and ways of life. Historically, indigenous people have experienced significant challenges and injustices, including colonization, forced displacement, marginalization, and cultural assimilation.

**Intersectionality:** Refers to the interconnected nature of social categorizations such as race, gender, class, sexuality, disability, and other forms of identity, intersectionality recognizes that individuals possess multiple social identities and that identities overlap and intersect, creating unique experiences and systems of privilege or oppression.

## DIVERSITY TERMS STARTING WITH L

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**Latino:** Is used to describe individuals who have ethnic or cultural ties to Latin America. It refers to people from countries in Latin America or with ancestry from those countries.

**Latinx:** A gender-neutral alternative to the terms “Latino” or “Latina” that are commonly used to refer to individuals of Latin American descent. The “X” in Latinx is meant to be inclusive of all genders and to challenge the gender binaries inherent in the Spanish language. It is used as an inclusive term to encompass people who identify as non-binary, genderqueer, gender non-conforming, or any other gender identity beyond the binary.

**Lesbian:** A term used to describe women who are romantically, emotionally, and or sexually attracted to other women. It is one of the sexual orientations within the LGBTQ+(lesbian, gay, bisexual, transgender, and queer/questioning) community.

**LGBTQIA** - Lesbian, gay, bisexual, transgender, queer, (questioning), intersex, asexual, and (agender).

## DIVERSITY TERMS STARTING WITH M

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**Microaggressions:** Refers to a subtle or indirect form of discrimination, typically directed towards individuals belonging to marginalized or underrepresented groups. Microaggressions often occur unconsciously or unintentionally, but they can still have a harmful impact on the targeted individual or group. It is important to note even if the intent behind microaggression is not malicious, it can still contribute to a hostile or unwelcoming environment.

**Minority:** Refers to a group of people who make up a smaller portion of a population or have less representation, power, or social status compared to the dominant or majority group in a particular context. The concept of minority can be based on various factors, including race, ethnicity, language, religion, nationality, sexual orientation, gender identity, disability, or socioeconomic status.

**Misgender-** Refer to (someone, especially a transgender person) using a word, especially a pronoun or form of address, that does not correctly reflect the gender with which they identify.

**Multicultural:** Refers to the presence or coexistence of multiple cultures within a particular society, organization, or community.

**Multicultural competency,** refers to the knowledge, skills, attitudes, and behaviors that enable individuals or organizations to effectively interact and engage with people from diverse cultural backgrounds. It involves understanding, valuing, and respecting the beliefs, values, norms, practices, and experiences of different cultures.

## DIVERSITY TERMS STARTING WITH N

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**Nationality** - The status of belonging to a particular nation, whether by birth or naturalization.

**Neurodiversity** - The range of differences in individual brain function and behavioral traits, regarded as part of normal variation in the human population (used especially in the context of autistic spectrum disorders).

**Nonbinary** - An adjective describing a person who does not identify exclusively as a man or a woman. Non-binary people may identify as being both a man and a woman, somewhere in between, or as falling completely outside these categories.

## DIVERSITY TERMS STARTING WITH O

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**Oppression:** Refers to the systematic and pervasive mistreatment, discrimination, or domination of individuals or groups based on their social identities, such as race, ethnicity, gender, sexual orientation, religion, socioeconomic status, or disability. It involves the exertion of power and control by a dominant group over marginalized or less privileged groups.

## DIVERSITY TERMS STARTING WITH R

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**Race:** A complex and socially constructed concept that categorizes people into distinct groups based on shared physical characteristics, such as skin color, hair texture, and facial features. Race is a significant social factor that can shape individuals' experience and opportunities, as well as their access to resources, healthcare, education, and justice. It intersects with other social identities.

**Racism:** is a belief system, ideology, or set of practices that assigns value, superiority, or inferiority to individuals or groups based on their perceived racial or ethnic characteristics. It involves the belief in the inherent superiority of one race over others and the justification of unequal treatment or discrimination based on these beliefs.

**Religion:** a complex and multifaceted term that encompasses various belief systems, practices, rituals, values, and moral codes that revolve around questions of ultimate meaning, purpose, and the nature of the divine or sacred. It provides a framework for understanding the world, human existence, ethics, and spirituality.

## DIVERSITY TERMS STARTING WITH S

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**Sexual Orientation** - An inherent or immutable enduring emotional, romantic or sexual attraction to other people.

Note: an individual's sexual orientation is independent of their gender identity.

**Stereotype** - A fixed idea that many people have about a thing or a group that may often be untrue or only partly true.

## DIVERSITY TERMS STARTING WITH T

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

**Transgender** - An umbrella term for people whose gender identity and/or expression is different from cultural expectations based on the sex they were assigned at birth. Being transgender does not imply any specific sexual orientation. Therefore, transgender people may identify as straight, gay, bisexual, etc.

**Transphobia** - Dislike of or prejudice against transsexual or transgender people.

## DIVERSITY TERMS STARTING WITH U

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**Unconscious Bias:** Unconscious bias refers to the implicit biases or prejudices that individuals hold at an unconscious or subconscious level. These biases are automatic and unintentional, often influenced by societal and cultural conditioning, personal experiences, and exposure to media and stereotypes.

## DIVERSITY TERMS STARTING WITH P

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**Prejudice** - An unjustified or incorrect attitude (usually negative) towards an individual based solely on the individual's membership of a social group.

## DIVERSITY TERMS STARTING WITH X

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**Xenophobia** - An aversion or hostility to, disdain for, or fear of foreigners, people from different cultures, or strangers.

"FOR COMMUNICATION TO BE EFFECTIVE, IT NEEDS TO APPROPRIATELY ADDRESS ALL AUDIENCES FOR WHICH IT IS INTENDED. INCLUSIVE LANGUAGE ACKNOWLEDGES DIVERSITY, CONVEYS RESPECT TO ALL PEOPLE, IS SENSITIVE TO DIFFERENCES, AND PROMOTES EQUITABLE OPPORTUNITIES."

LET'S BE REAL: INCLUSIVE LANGUAGE MATTERS - NEHA JAIN



# Join Our Mission







# Guiding Principles



**BENCHMARK**  
HUMAN SERVICES

# DISABILITY

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## People First Language vs. Identity First Language

Language plays a crucial role in shaping our perceptions and attitudes towards others. When discussing disabilities and identities, it's important to consider the impact of our words and strive for respectful and inclusive communication. Two approaches that have emerged in this context are People First Language (PFL) and Identity First Language (IFL).

People First Language emphasizes prioritizing the person over their disability or identity. By using phrases such as "person with a disability" instead of "disabled person," PFL seeks to humanize individuals and avoid reducing them solely to their condition. PFL acknowledges the fundamental humanity and worth of every individual, while also working to prevent stigmatization and negative stereotypes.

### Benefits of People First Language:

- Fosters inclusivity and respect by recognizing the person beyond their disability or identity.
- Focuses on the individual's strengths, abilities, and shared human experiences.
- Reduces the potential for marginalization or discrimination based on labels.
- Widely used in formal settings such as healthcare, education, and advocacy organizations.

Identity First Language takes a different approach, emphasizing the significance of embracing and celebrating one's identity, including disabilities. Instead of separating the person from their condition, IFL recognizes and acknowledges that disability or identity is an inherent part of who they are. Advocates of IFL argue that it promotes self-acceptance, empowers individuals, and challenges societal views that disability or identity is something negative or to be ashamed of.

### Benefits of Identity First Language:

- Encourages self-advocacy and empowerment by embracing and celebrating one's identity.
- Recognizes that disability or identity is a core aspect of a person's experience and may shape their worldview.
- Challenges the idea that disability or identity is something to be hidden or minimized.
- Promotes disability pride and raises awareness about the unique perspectives and contributions of individuals.

### Tips for Inclusive Language:

1. Listen and ask: When interacting with someone, ask about their preferred language and use it accordingly.
2. Be adaptable: Recognize that language evolves and preferences may change over time. Stay open to learning and adapting your language use.
3. Focus on individuals: Regardless of the language used, treat each person as an individual with their unique experiences, abilities, and perspectives.
4. Promote empathy and respect: Remember that the goal is to create an inclusive and respectful environment where everyone feels valued and understood.

At Benchmark, it's essential to remember that language preferences may vary among individuals and communities. What matters most is respecting and using the language preferred by the individual or group being referred to. Recognizing that no single approach fits all situations, we should strive for open dialogue and understanding.

## **Avoid “Inspiration Porn”**

In her 2014 TedX talk, Stella Young, comedian and journalist coined the term inspiration porn to explain society’s habit of looking at people with disabilities as inspirational. Disability is part of human diversity. It is not something to overcome. Persons with disabilities should not be portrayed as brave or inspirational, simply for having a disability. This is patronizing and implies that it is unusual for a person with a disability to be productive and live a fulfilled life.

## **Do not use Condescending Euphemisms**

Avoid the use of terms such as “handi-capable,” “differently-abled,” and “special.” Use of these terms is offensive and implies that having a disability is something to be ashamed of. Using condescending euphemisms can undermine the dignity and worth of individuals or groups. Such language often implies a sense of superiority or patronization, suggesting that the person or group being referred to is lesser or inadequate. It is important to treat everyone with respect and recognize their inherent value as human beings.

## **Disability is not an illness**

An illness typically refers to a specific medical condition that affects the body's normal functioning and can often be treated or managed through medical interventions. Illnesses are often temporary and can be cured or resolved with appropriate medical care. On the other hand, disability is a more permanent or long-term condition that affects an individual's ability to perform certain tasks or participate fully in society. Disabilities can be present from birth or acquired later in life due to various factors such as genetics, accidents, injuries, or chronic conditions. Disabilities may require accommodations, support, or adaptations to help individuals navigate their daily lives and participate equally in society. It is important to recognize that disability is not a negative attribute but rather a natural part of human diversity. People with disabilities have unique strengths, abilities, and perspectives that contribute to the richness of society. The focus should be on promoting inclusivity, equal opportunities, and removing barriers to ensure that people with disabilities can fully participate and thrive in all aspects of life.

## **Behavior Tips**

- Use a normal volume of voice, don’t patronize or talk down.
- Never attempt to speak or finish a sentence for the person you are talking to.
- Speak directly to the person, even if they have staff, family, friends, an interpreter, etc. with them.

## **Labels to avoid**

- Wheelchair-bound; confined to a wheelchair
- Vision-impaired
- Hearing-impaired
- Low functioning, high functioning

## **Use instead**

- Wheelchair user, person with a physical disability, person who uses a wheelchair
- Low vision, vision loss, blind
- Hard of hearing, hearing loss

## **GENDER / SEX / SEXUALITY**

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Gender, sex, and sexuality are all separate concepts. Sex is assigned at birth and refers to the biological differences between males and females such as reproductive organs, chromosomes, hormones, etc.

Gender is how one identifies – male, female, nonbinary, transgender, gender fluid, etc. Sexuality or sexual orientation describes a person’s romantic or sexual attraction.

### **Avoid Gendered Nouns and Assumptions**

Gendered nouns include words like mankind, manpower, mailman, and steward, stewardess. Instead of these words try non-gendered nouns like humanity, staffing, mail carrier, and flight attendant. Avoid addressing groups as “ladies” or “guys.” Instead say “colleagues” or “friends.” Do not modify nouns with gender when the sex of the person goes against conventional expectations. In other words, do not say “male nurse” or “female doctor” when the gender of the person is irrelevant to the story or conversation.

### **Pronouns**

Gender pronouns are terms people choose to refer to their gender identity, such as he/him, she/her or they/them. Some people identify outside the gender binary, meaning they do not specifically identify as male or female. Knowing and respecting a person’s chosen pronouns makes that person feel valued and respected. It is always okay to ask a person what pronouns they prefer.

When not referring to a specific person, it’s best to avoid using gendered pronouns and instead use they/them. For example, instead of saying “Each individual served reviews his or her individual service plan” instead say “Each individual served reviews their service plan.”

### **Avoid Assumptions about Marital Status/Family Make-Up**

Don’t make assumptions about marital or family relationships (for example, use significant other or partner instead of husband and wife; use parent or caregiver instead of mother and father).

### **Sexuality**

Do not use terms like “preference” or “lifestyle choice” when referring to members of the LGBTQIA community.

### **Transgender**

It is not appropriate to ask someone if they are trans or transitioning.

It is not appropriate to ask a transgender individual which part of the transition they are currently in. A biological man who is transitioning into a woman is a transgender woman, or transwoman.

A biological woman who is transitioning to a man is a transgender man, or transman.

## RACE, ETHNICITY, AND NATIONALITY

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Many people confuse race, ethnicity, and nationality. Race describes physical characteristics such as skin color; ethnicity is based on language and shared culture; and nationality refers to citizenship.

Avoid identifying people by race, color, or national origin, unless it is appropriate for context, and do not assume that a person's appearance defines their nationality or cultural background.

Be aware that some references can, often unintentionally, have negative racial connotations.

The term "black" is often used in words/phrases with negative implications – for example, black sheep, blackmail, black market, black magic – while white is often associated with purity and innocence.

The term "minority" may imply inferior social position and is often dependent on geographic location. Use historically underrepresented racial groups or people of color instead of minorities.

There may not be universal consensus around terminology. For example, some indigenous American groups use the term Native American while others prefer American Indian or First Nation. Learn how distinct groups or individuals with whom you interact prefer to self-identify.

Actively avoid racial and ethnic slurs and any language that infers or endorses stereotypes based upon racial or ethnic associations.

## RELIGION

Diversity is present within any religion or belief. Avoid broad statements about any particular religion as they generalize all groups and do not recognize their unique practices or beliefs.

Do not assume a person's religious belief by their name or country of origin. When referring to a building where someone goes to worship, use "place of worship" instead of "church."

Do not assume that someone celebrates specific religious holidays such as Christmas, Easter, or Hanukkah. Use generic terms like holidays or ask the person directly, which holidays they celebrate.

When referring to groups of individuals from the same religion, refer to them as a community. For example, use Jewish people instead of Jews, and Muslim community instead of Muslims.

## MENTAL HEALTH

As with people with disabilities, err on the side of people-first language when it comes to mental health. Do not describe people as mentally ill or defined by a condition. Instead use:

- Mental health conditions
- Mental health
- People with anxiety
- A person with depression
- A person with a mental health condition

Phrases such as 'OCD' have become more common when describing someone who is particularly clean and tidy or 'bipolar' when talking about everyday mood swings. Avoid using these common terms as they minimize the issues experienced by those with a clinical diagnosis.

Avoid derogatory terms like schizo, paranoid, or psycho. These should never be used to joke, mock, or offend.

Cultural beliefs and attitudes can contribute to the stigma and discrimination surrounding mental health conditions. In some cultures, there may be a stigma associated with seeking help for mental health problems, which can prevent individuals from accessing necessary support and treatment. Cultural diversity can influence the level of acceptance and understanding of mental health issues within a community or society.

## AGE

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Avoid referring to someone's age, unless it's relevant (for example, when referring to benefits that are available to people of certain ages).

Actively avoid ageist terms such as elderly or youngsters. Instead say seniors, older people, or child or teenager, for example. Don't use age as a means to describe an individual or group where it is not relevant, such as 'mature workforce' or 'young and vibrant team'.

Don't use women or older relatives as substitute for novice or beginner. For example, don't say something is so simple your grandmother can do it.

Age is one of the factors that contribute to cultural diversity. Different age groups often have distinct cultural values, beliefs, behaviors, and experiences, which can vary across generations. These differences are shaped by historical events, societal changes, technological advancements, and various social and economic factors.

### **Five Different Generations in the Workforce**

- Traditionalists (Silent Generation): Born between the mid-1928 and mid-1945
- Baby Boomers: Born between the mid-1946s and early 1964
- Generation X: Born between the early 1965 and early 1980
- Millennials (Generation Y): Born between the early 1981s and mid-1996,
- Generation Z (Gen Z): Born between the mid-1997s and early 2015

## SOCIO-ECONOMICS

Socioeconomic factors play a significant role in shaping cultural diversity. Socioeconomic status refers to a person's or group's position in society based on factors such as income, education, occupation, and wealth. These factors influence access to resources, opportunities, and social networks, which in turn impact cultural experiences and diversity.

It's important to note that the relationship between socioeconomic status and cultural diversity is complex and multifaceted. While socioeconomic factors can shape cultural experiences, it's crucial to recognize that culture itself can also impact socioeconomic status and disparities. Understanding and addressing socioeconomic inequalities is essential for promoting equitable access to cultural resources and fostering inclusive cultural diversity within societies.