

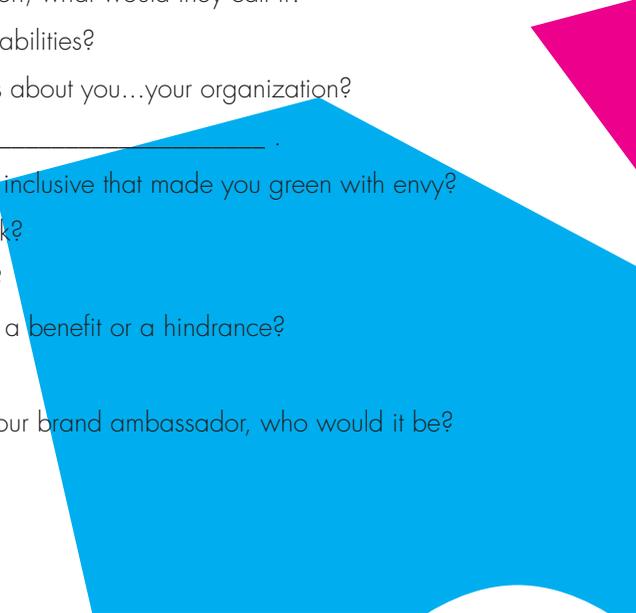


Understand the similarity

Celebrate the unique

Know the difference – by **heart**

Inclusivity Marketing™ is the holistic approach of bringing different perspectives, histories, experiences, needs and motivations together in one cohesive brand development process. It's an authentic journey of transformation, curiosity, empathy, nuance, believability and action. So, dig deeper and begin your authentic journey. Here are some questions to get you started.

- What does inclusivity mean to you?
 - How accessible are your business tools?
 - Describe your dream team.
 - If they made a movie about your organization, what would they call it?
 - How welcoming are you to people with disabilities?
 - What's one thing no one in the room knows about you...your organization?
 - If I had a super power, I would like it to be _____.
 - What has another organization done to be inclusive that made you green with envy?
 - What's the most fun you've ever had at work?
 - Who's nipping at the heels of your success?
 - How has your organization's culture been a benefit or a hindrance?
 - What do you wish you could do over?
 - If you could have anyone in the world be your brand ambassador, who would it be?
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Inclusivity Marketing™ Action Steps

SELF

- Be open to transformation
- Be aware of your culture and its influences
- Acknowledge and appreciate differences
- Be curious...listen, learn and share
- Establish relationships with people from other cultures

ORGANIZATION

- Develop insight capabilities
- Leverage cultural experts and critics
- Visibly invest in your communities
- Partner with community organizations
- Leverage culture where it matters
- Invest in your internal culture
- Deliver relevancy

OUTREACH

- Define your value proposition
- Use your insights to drive strategy
- Remember, it's about them...not you
- Realize the strengths of universal human truths
- Consider non-traditional channels, i.e.: churches, community centers
- Be consistent
- Stay committed

For more information on **Inclusivity Marketing™**, contact **Rosemary Ugboajah**
at rosemaryu@nekacreative.com.



Neka creative

nekacreative.com