

B is for Belonging:

How defining the concepts of
Othering and Belonging are the
bridge to the future

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Belonging Vs Othering

- **Belonging:** is the feeling of security and support when there is a sense of identity and acceptance.



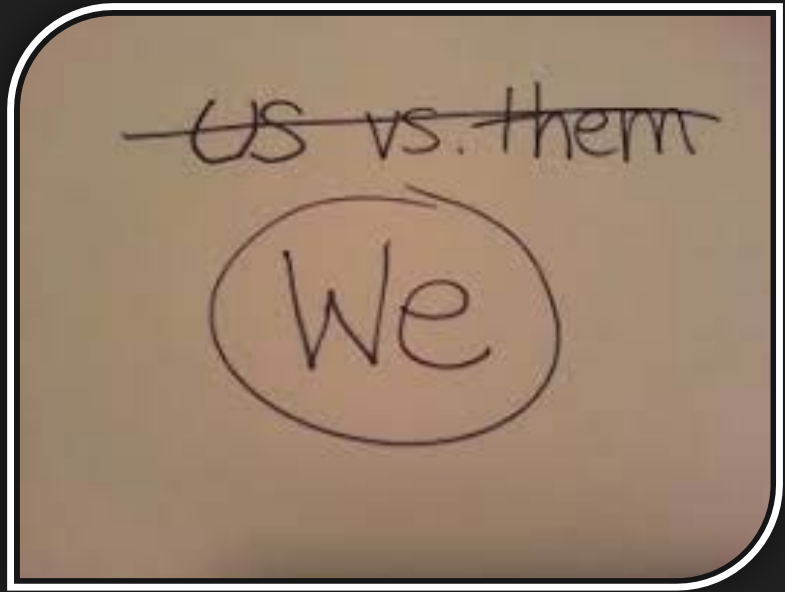
- **Othering:** takes place when some individuals or groups are defined and labeled as not fitting in.

What can Impact Belonging

- “Us Vs. Them”
- Pronouns and Names Matter
- Working together While Apart
 - “... leaders need to recreate opportunities for teams to build Belonging...”



Building Belonging



- Connections Bridge Gaps
- Experiences Build Empathy
- The Healing Power of Story Telling
 - *"When we can process life events it allows us to move forward ..."*

How to Build a Shared Language

Tips for Building Inclusive Language

- When in doubt, ask
- Avoid company or team acronyms
- Use plain language
- Use designs or images that reflect diversity



Ways to Analyze your Communications



- Textio
- Conscious Style Guide
- Hidden Bias Test

“When people feel respected they will go above and beyond to contribute to their communities, clients, and organization's mission.”

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Recommended Reading:

- ***“We Can’t Talk about That At Work!”***
- ***“Our Search for Belonging”***
- ***“Belonging at Work”***

Diversity is having a seat at the table, **inclusion** is having a voice, and **belonging** is having that voice be heard.

THANK YOU

GRACIAS
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SHUKURIA
JUSPAXAR
DANKSCHEEN
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VAQRAYELAY
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