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