



YES, COUNT ME IN!

I want to join in with my peers from around the world & share my examples of nudging for inclusion in the Inclusion Nudges Guidebook

FREQUENTLY ASKED QUESTIONS (FAQs)

WHAT IS THE INCLUSION NUDGES INITIATIVE?

We are a global non-profit peer-to-peer initiative connecting people on nudging to make impact for increasing inclusion. Our mission is to enable as many people & organisations as possible worldwide by sharing practical examples of how to do it. We call these Inclusion Nudges. See www.inclusion-nudges.org to sign up and join the community. It's free for all.

WHAT ARE INCLUSION NUDGES?

Inclusion Nudges are designed interventions based on behavioural and social science insights. These mitigate unconscious bias and make inclusion the norm and default in systems, cultures, and behaviours.

WHY DO WE NEED TO USE INCLUSION NUDGES?

The approach to diversity and inclusion typically relies upon data, business cases, mandates, blaming/shaming, awareness raising courses, so-called 'best practices', public pledges, and willpower. Yet these aren't working for the rate of change needed in today's complex world, and can result in ineffective efforts, budget losses, and misplaced focus that does not actually support individual behavioural & organisational change for greater inclusion & diversity. We need to appeal to the unconscious (also called 'System 1' or 'fast') part of our brain, where over 90-99% of thinking occurs. Nudging for inclusion uses insights from behavioural science to design simple actions (inclusion nudges) to outsmart our biased thinking and help steer decisions and behaviours towards our goals for inclusion.

WHAT IS THE INCLUSION NUDGES GUIDEBOOK?

This book explains the designing for inclusion approach and the 2nd edition offers over 70 examples of Inclusion Nudges from the authors, Tinna C. Nielsen & Lisa Kepinski, and from people just like you from around the world. It is a source of knowledge and inspiration of how you can use this approach to mitigate bias and increase inclusion. There is a 40-page overview PDF version of the Guidebook available for free download on the Inclusion Nudges website. A paperback version is available for sale through Amazon. All book sales of the Guidebook go back to support the Inclusion Nudges initiative.

WHY SHOULD I CONTRIBUTE MY EXAMPLES TO THE INCLUSION NUDGES GUIDEBOOK?

Many contributors want to make a difference. By joining forces & sharing approaches that work, we all can have a greater impact to increase inclusion in organisations & societies. Also, all contributors receive a free pdf version of the *full version* guidebook. Plus, many contributors value being associated with this innovative approach to inclusion & the visibility it brings to them and their organisation.

HOW DO I SUBMIT MY EXAMPLE(S) OF INCLUSION NUDGES?

It's simple...just complete the submission form on the website and return via email to lisa-tinna@inclusion-nudges.org You may submit as many examples as you like (one form per submission). Before you submit, to help inspire & guide you, please read the 2 examples of each of the 3 types of Inclusion Nudges on the website & the 9 examples in the free short pdf version of the Inclusion Nudges Guidebook (download on the website) or the other examples in the full paperback version of the Inclusion Nudges Guidebook (order through Amazon). If you still have questions, please reach out to us.

THANK YOU!

www.inclusion-nudges.org

