



HEY GUYS! WHY LANGUAGE MATTERS

with Joanne Lockwood



You will have seen and heard of many examples people have gotten themselves into difficulties due to poor choices or words or where actions are inappropriate. Often mistakes are made by well-intentioned leaders who are simply clumsy, but this is where we should realise that intent only goes so far.

It is impact where we need to focus our attention – how those words land. The reality is that despite the best intent, the impact was that some one was hurt, disrespected, or felt marginalised as a result.

It is time to be accountable for our language, our impact, and to stop hiding behind our well-meaning intent. Be the one who makes a difference.

Following the presentation Joanne will be around for an open Q&A where you can challenge her with your thoughts or maybe even ask her for some ideas on how you can tackle your own challenges.

Key Take Away:

- How one's privilege often influences the language people use
- Understanding how to be accountable for our impact regardless of good intent
- Challenging stereotypes and their impact on marginalised individuals
- Realise the knock-on effect of language in microaggressions and their compounding effect upon people
- How to “step up” and “step in” as an ally and call out inappropriate behaviour and language



Joanne Lockwood

INCLUSION & BELONGING SPECIALIST

Speaker • Consultant • Facilitator • Mentor



ABOUT

Joanne Lockwood

Joanne Lockwood is the Founder and CEO of SEE Change Happen and describes herself as an Inclusion and Belonging specialist that works with organisations throughout the UK, Europe and Elsewhere to bring culture change that allows people to thrive and perform at their best from pre-hire to retire.

Joanne is passionate about helping organisations to develop policy and best practise to be more inclusive for all people. By challenging biases, she helps them to develop a vision and strategy for conscious inclusion, with the aim of bringing about positive candidate, employee, and customer experiences. She delivers workshops, seminars, and training programmes both on-line and in-person.

Additionally, she promotes transgender awareness and support to businesses and assists them in developing allies' programmes and LGBTQ+ inclusion strategies.

She is a Fellow of the Professional Speaking Association, Member of the Institute of Equality and Diversity Professionals, consultant, and facilitator who focuses on "people people" be that in Talent Acquisition, Human Resources, or Learning & Develop to bring sustainable change by establishing a "why of D&I" for both the Organisation and the leadership teams to ensure it is promoted throughout to all colleagues.

As well as being a sought-after keynote conference speaker Joanne is also a prolific blogger and podcaster who hosts "Inclusion Bites" and is a regular columnist in a UK based National Newspaper where she shares her views on Inclusion and Belonging and creating environments where people can thrive.

She was a contributor and featured in a Channel 4 (UK) documentary called "The Making of Me", broadcast in February 2019 which featured on an episode of Gogglebox. This documentary was filmed over a 3-year period and detailed her own personal gender transition and its impact on those around her.

Recently, Joanne was named as one of the "Power List of the Top 200 Biggest Voices in Leadership in 2022" by leadersHum.com, also one of the "Top 15 must-follow diversity & inclusion thought leaders to watch out for in 2021" by PeopleHum.com and one of the "125 People to Follow on LinkedIn About Diversity and Inclusion" by DiverselN.com

Her mantra is "Smile | Engage | Educate" and that we should treat people as they wish to be treated.



We will join you in-person or online to deliver a keynote at your plenary session for your conference or company day. Depending on the format we are also able to deliver breakout workshops, take part in Q&A, Networking or 'Ask Me Anything' sessions.

As inclusion and belonging specialists, we are sure to help educate, inform and give practical advice on any chosen D&I topic to ensure best training and inclusive practices within your organisation.

“

Joanne did the afternoon keynote speech at our end of mentoring programme celebration. She was absolutely captivating.

She skillfully addressed our themes around the power of mentoring, self-belief, personal goals and paying it forward to make a difference to your own and others' lives.

”

**Moreen Pascal, Programmes Manager
at The Housing Diversity Network**

What people have said about the session...

“

Joanne delivered a highly-engaging and thought-provoking talk as part of our Pride celebrations, and was extremely receptive and open to questions to help everyone in the audience come away feeling they had learned something new and had the opportunity to think about quite challenging issues from a different perspective. We'd highly recommend Joanne!

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**Andrew Leicester, Associate Director
at Frontier Economics**

“

Joanne was authentic, open and genuinely moving. The perfect mix of challenge and humour. Thank you.

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**Sarah Winship, DEI Director
at Molson Coors Beverage Company**

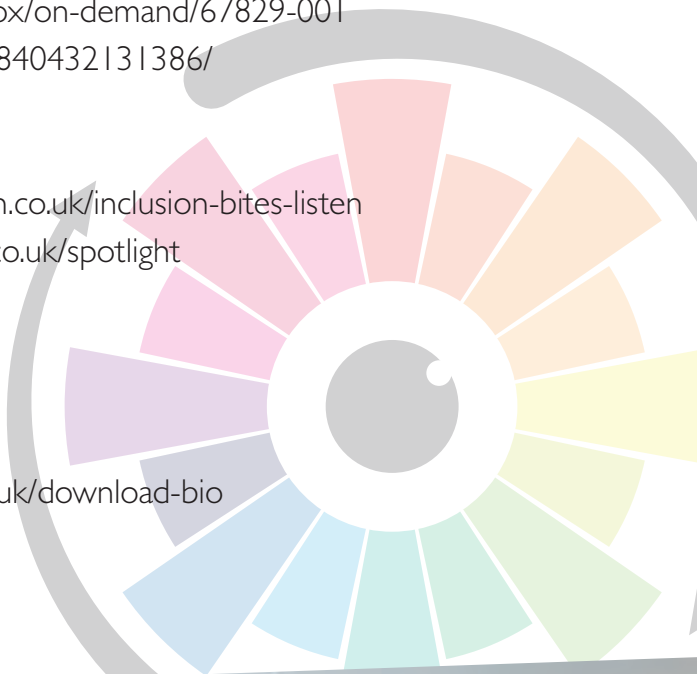


SEE Change Happen is an Inclusion and Belonging consultancy, that specialises in working to ensure that organisations are culturally aware and sensitive to the needs of individuals.

We offer best-practice consultancy including developing workplace policies, inclusion and ally strategies, and support and mentoring; professional keynote speaking for conferences or events; and workshops and training for crucial learning and development.

Let's keep the conversation going...

- ▶ **See other keynotes and talks available from Joanne:**
<https://seechangehappen.co.uk/speaking-category/keynotes>
- ▶ **Watch the clip from “The Making of Me” on Gogglebox via Channel 4 or Facebook:**
<https://www.channel4.com/programmes/gogglebox/on-demand/67829-001>
<https://www.facebook.com/Channel4/videos/583840432131386/>
- ▶ **Website:** <https://seechangehappen.co.uk>
Inclusion Bites Podcast: <https://seechangehappen.co.uk/inclusion-bites-listen>
Spotlight Newsletter: <https://seechangehappen.co.uk/spotlight>
- ▶ **Twitter:** @jo_lockwood1965
LinkedIn: <https://linkedin.com/in/jolockwood>
- ▶ **Headshots and Bio:** <https://seechangehappen.co.uk/download-bio>





— PROMOTING —

Positive People Experiences



You can email us...
info@seechange happen.co.uk



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