

## The Diversity Trust Spring Newsletter

### Encouraging Effective Allyship

Our spring newsletter is bursting with highlights and positive stories for reflection and inspiration. As we begin our journey into summer, we reflect on some of our highlights, as we continue to influence social change for a fairer society.

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### Spotlight on our latest podcast...

#### #11 Featuring Hira Ali on [Allyship and Advancing Your Potential](#)



Passionate about empowering women and ethnic minorities at workplaces, Hira Ali is an empathetic leader and published author. Founder of Advancing Your Potential, Hira works as a multi-faceted career coach, trainer and recognised thought leader and advocate in the diversity and inclusion space.

### Listen to the interview here...



[#11 \[The Diversity Trust Podcast\] Hira Ali – Allyship and advancing your potential](#)

With thanks to our wonderful partner, Skin Deep, who provide everyday healthcare products such as [plasters](#) in a range of different skin tones. To read more about our fantastic partnership, click [here](#).

Our Podcast episodes are free to stream via our website...

[Allyship as a Tool to Fight Racism with K-Dogg #10](#)

[Allyship and Inclusive Leadership with Dr Howard P Haughton #9](#)



## Spotlight on Holocaust Memorial...

Holocaust Memorial Day (HMD) on 27 January is the international day to remember the six million Jews murdered during the Holocaust, the millions of people killed under Nazi Persecution and in more recent genocides in Cambodia, Rwanda, Bosnia, and Darfur.

To learn about survivors and their incredible stories, click the pictures below:



HOLOCAUST  
MEMORIAL  
DAY TRUST

Read our blog article [here](#), by **Toni Griffiths**, Senior Outreach Officer at the [Holocaust Memorial Day Trust](#).

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## Spotlight on LGBT+ History

**Cheryl Morgan** is a Senior Trainer and Consultant in Trans Awareness for the Diversity Trust. To celebrate LGBT+ History Month, Cheryl shared a fantastic blog article on trans people in ancient Britain. Read it [here](#).

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## Spotlight on Breaking the Bias

This year's International Women's Day on 8 March was all about 'Breaking the Bias' and we ran a campaign, including statistics from '50 Ways to Fight Bias', LeanIn.Org, to highlight different types of bias that apply, including:

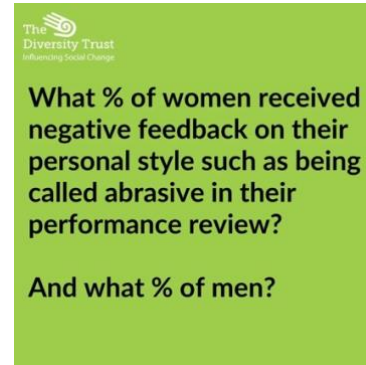
- attribution bias,
- likability bias, and
- affinity bias.

 International Women's Day



- Almost 3 times more often
- People tend to value women’s contributions less than men’s.
- This is rooted in the **Attribution Bias**, which lets people give women less credit for successes and blame them more for failures.

*When a woman’s interrupted, speak up. You might say, “I’d like to hear the rest of [Name’s] thoughts.” If you are leading a meeting, keep interruptions to a minimum by sticking to the agenda and inviting contributions systematically. You might also invite women to contribute their opinions individually.*



- 59%
- Because of the Affinity Bias, which attracts us towards people who are like us, male managers may feel more at ease with other males. Some men are also hesitant to spend time outside of work for fear of appearing improper.

*If you notice a pattern, point it out. Recommend implementing standardised criteria, to reduce subjective opinions and consider anti-bias training for employees. People can make more objective judgements once they understand how bias affects their decision-making.*



- 66% of women, 1% of men
- Women frequently receive negative feedback on their personal style, especially their manner of speaking. If confident and assertive, they’re criticised for speaking too loudly or often, but, if quieter, they are told to speak up.
- This behaviour is rooted in the **Likeability Bias/Penalty** - based on expectations of ‘femininity’ and ‘masculinity’.

*If you are a co-worker, talk to your manager and explain that informal interactions are important for relationship building and information sharing. When people are consistently excluded from activities, they may miss out. For a start, you can suggest arranging an activity for everyone.*



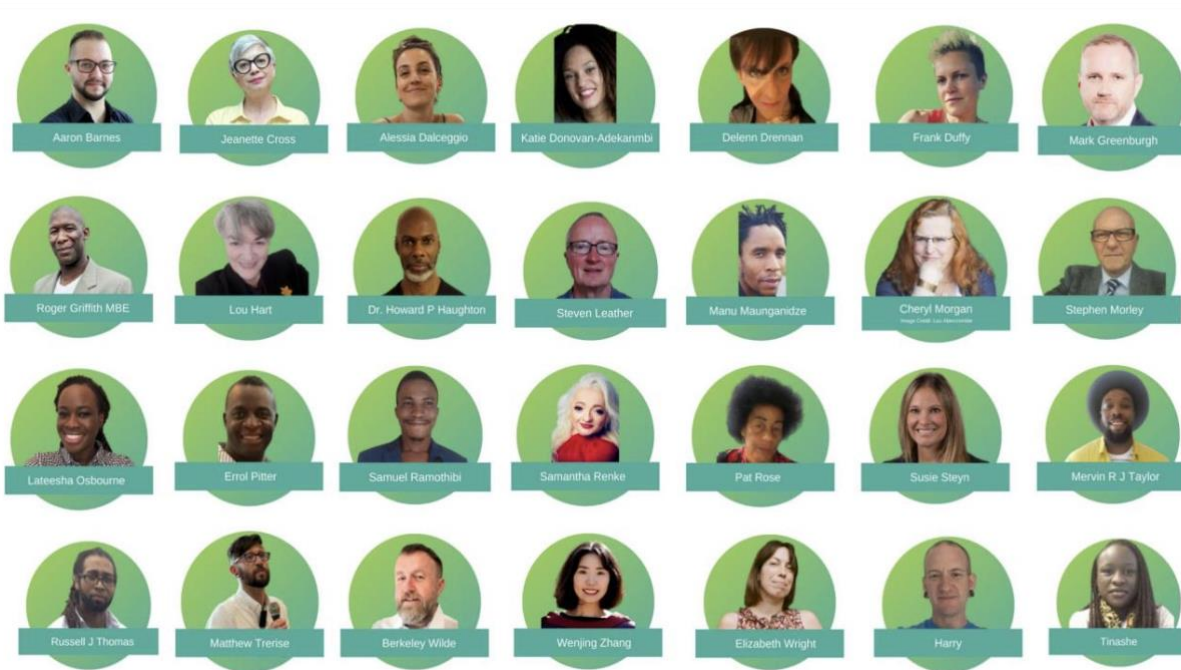
- Only 7% of companies set targets for gender and race combined
- Many business diversity initiatives focus on either gender or ethnicity, but few on both.
- This may occur when executives are unaware of the significance of an **intersectional approach** to diversity initiatives, and the particularly challenging combination of sexism and racism being frequently overlooked.

*Speak to those responsible, your manager or HR and ask them to include efforts for women of colour. Point out that bias isn’t limited to gender and that women can also experience bias due to their race, sexual orientation, disability, or other aspects of their identity.*

Read our blog on #BreakingTheBias, written by Johanna Blimlinger.

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# Meet the Team



Go to our [Meet the Team](#) page to read our trainer bios.

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## Spotlight on... [Work-life Balance while Working from Home](#)



Read our guest blog [article](#) by Zoe Williams, a consultant and researcher in digital content and media, detailing four things young people can do to improve work-life balance while working from home.

In the article, Zoe also looks at WFH from the perspective of neurodiverse employees, sharing a helpful guide on neurodiversity in the workplace.

In case you missed it... Check out other archived blog entries [here](#).

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## Coming Up...

[International Day Against Homo/Trans/Bi-phobia - 17 May](#)

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If you are not already registered for our newsletter, please email [info@diversitytrust.org.uk](mailto:info@diversitytrust.org.uk).  
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