



Phundex -streamlined and simple

## Inclusivity and Diversity at Phundex

What this means at Phundex

In my last post, I talked about my lightning bolt moment about inclusive language. From the "likes" and messages I received, it resonated with many of you. So today, I've attached my initial list of terms we plan to use at Phundex.

Have you got better options? Or additional ones you'd like to add?

Please join us in being more inclusive in everything we do.

This week we've been building up our website structure and content (watch for the latest iteration launching soon). That got me thinking about our approach to diversity. Our management team grew up and have worked and lived in North America, UK, Europe, Australia and Asia. Women and men, juggling work and various family commitments including infants, health challenges and supporting elderly relatives (to say nothing of Covid related restrictions), all flexible working around those responsibilities because family comes first.

But how can we do more? As I scrolled through the website draft, I realized that inclusivity and diversity aren't just about words or actions but also about images. So Claire Danson – thanks for your inspiration – today, I'm committing Phundex to include images consciously.

Expect to see pictures and images on our website, Platform, training and marketing material that include all walks and ways of life, including wheelchairs and exoskeletons, turbans and hijabs, light and dark, youth and experience. It's no longer about the 30% club and getting more women to the table. It's about creating an opportunity for everyone.

Are you with us?