

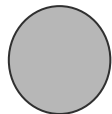
## Dost

Promote Inclusion in  
Enterprise Messaging &  
Collaboration Platforms

# Why Do We Need Dost?



Inclusive companies outperform their peers financially and in innovation

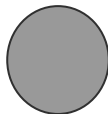


## Impact to company

70% are more trusting of brands that show more inclusion in ads and marketing material

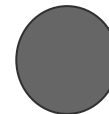
## Impact to employees

84% people face some form of microaggressions at work, more in minority sub-groups



## Barriers to inclusion

Lack of context  
Unconscious Bias  
Microaggressions  
Toxicity



## Impacted Functions

### Customers

Sales & Marketing  
Customer support  
Product management

### Employees

HR,  
Product & Engineering,  
Operations,  
etc.

# Lack of Context or Bias Leads to Blunders in Marketing



Impacts customer's purchase intent, loss of customers and brand value

## Gender bias in LinkedIn Post

Hey, I plan to publish this on LinkedIn, can you review this?

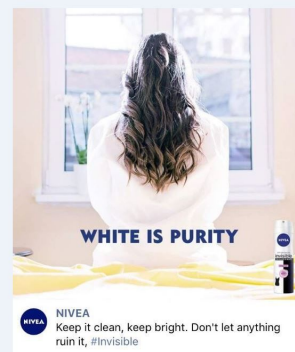
Whether you're known as a **hustler**, magician – or marketing genie, if you can juggle multiple streams of conversation ....

We're looking for a Content Manager with 5+ years' experience to join our talented team of disruptors. **Click her to know more** and apply for the role

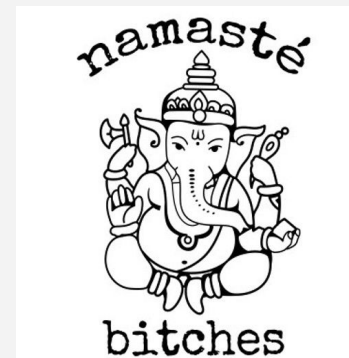
## Microaggression in Customer Support Chat

I did not think you were from Taiwan, considering how fluently you are able to speak in English.

## Racial Bias in Product Campaign



## Cultural blunder in a Clothing Tagline



# What issues does Dost detect?



Non inclusive language such as : Bias, Microaggressions, Toxicity and Incivility

## Stereotyping

Can you be in charge of organizing farewell parties? Women are good with these things.

## Hate and Insult

Yea! She is a real slave driver ...

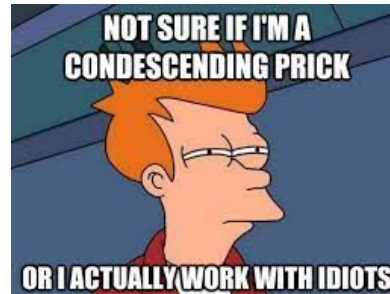
## Rude

If whoever is doing this work is brain dead, I suspect if training is going to help. Give it to someone else.

## Non Inclusive Messages

While it might sound like an excuse, the unfortunate reality is that there is a very limited pool of black talent to recruit from.

## Bullying



## Misogyny



# What are Dost product features



## Detect Non Inclusive content

Identify in a message content, phrases, words that are non inclusive

## Send a Nudge

Send a nudge to the user (only visible to the user) highlighting the issue and education material

## Recommend alternatives

Propose alternatives to replace non inclusive content with more inclusive content

## Seek feedback

Users can give feedback to Dost on how the app can become better

## Encourage & Celebrate

Send a celebratory message to the user when they use truly inclusive communication

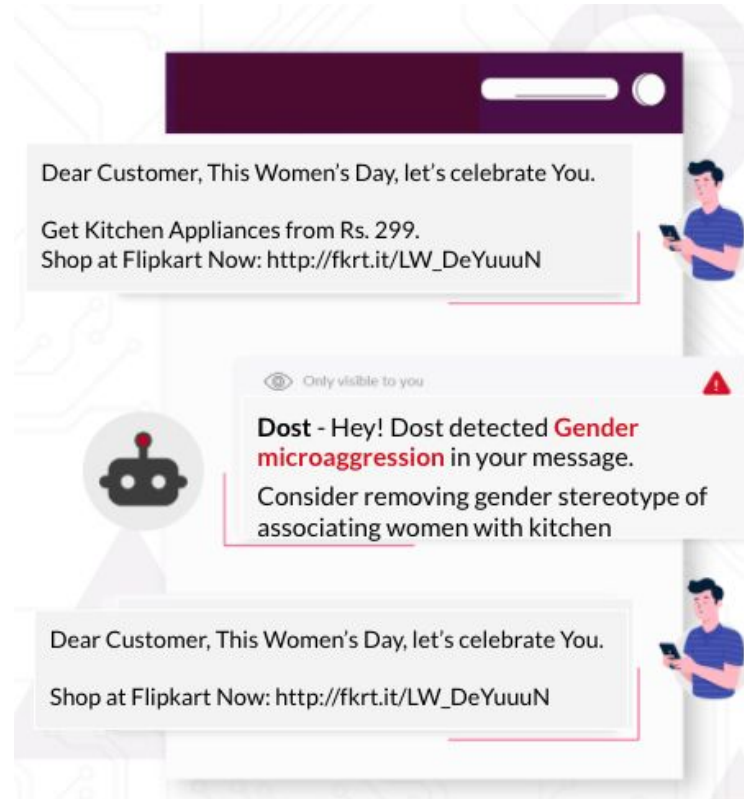
## Metrics

Send a weekly / monthly update to the users on how they are doing on using inclusive language in their communications

# What is Dost and How Does it Work?



Promoting inclusion in workplace communications and collaboration.



<https://ishield.ai/dost>

# Dost Rollout Process

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What has happened so far, and what will happen next

PILOT

1

**Done**

Identify a champion for Dost!

---

Install Dost on one private channel, where you can invite a few people who represent the voice of the company to test and ascertain how Dost works.

COMMUNICATE

2

**In-Progress**

Communicate the launch of Dost across the company through:

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- Email
- Slack / Teams message
- Full team meetings
- Wiki posts

ROLLOUT

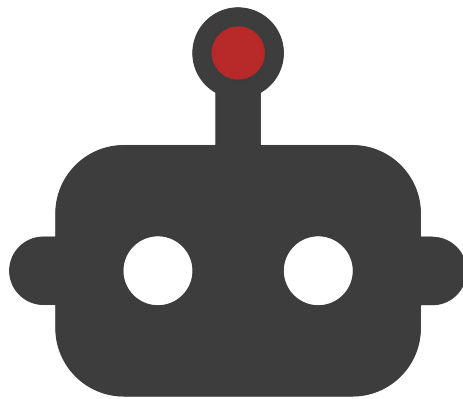
3

**Next step**

Install and configure Dost to work across the workspace.

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Seek periodic feedback and review!



Dost says

**THANK YOU**



# Appendix A: Want to Know More About Dost?

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Assets and reading material available



<https://drive.google.com/file/d/1n4SXk474m66M1DJ7AZkCwqQO2ZTwj3kf/view?usp=sharing>

# Appendix B: Roles and Responsibilities



Who owns what?

Phase	Role	Suggested Owner
Pilot	Install Dost on one channel	Slack Admin
	Identify a champion for Dost!	Sponsor
	Test Dost, collect feedback, review	Dost Champion
Communicate	Creation / refining of assets	Champion
	Send company wide comms across channels	Internal Comms / Champion
Rollout	Configure Dost across public channels	Slack Admin
	Publish instructions to configure Dost on private channels (optional)	Slack Admin

# Appendix C

## Data to Support a Case for Inclusion



# Supporting Data | Customer Facing Content



300% increase in purchase intent when ads are seen more inclusive

Goal: To understand if inclusive advertising drives trust, builds loyalty and leads to purchase intent for Gen Z.

**76%**

are more likely to support brands that are authentic in their advertising

**69%**

said that brands that represent diversity are more authentic

**49%**

have stopped purchasing from a brand that did not represent their values

**70%**

are more trusting of brands that represent diversity in ads

**47%**

are more trusting of brands that represent me in ads

**+23 pt. lift** 

Lift in purchase intent on most inclusive ad shown

Microsoft - The Psychology of Inclusion and the Effects in Advertising research

<https://advertiseonbing-blob.azureedge.net/blob/bingads/media/insight/whitepapers/2020/07-july/inclusive-marketing/microsoft-advertising-whitepaper-the-psychology-of-inclusion-and-the-effects-in-advertising-gen-z-final.pdf>

# Supporting Data | Customer Facing Content



## Inclusive ads are affecting customer behaviour - Google

69%

of **Black consumers** are more likely to Purchase from a brand whose Advertising positively reflects their race/ethnicity

Think with Google

Google/Ipsos, U.S. Inclusive Marketing Study, n of 2887 U.S. consumers aged 13-54 who access the internet at Least monthly, Aug 2019.

71%

of **LGBTQ consumers** are more likely to interact with an online ad that authentically represents their sexual orientation

Think with Google

Google/Ipsos, U.S. Inclusive Marketing Study, n of 2887 U.S. consumers aged 13-54 who access the internet at Least monthly, Aug 2019.

69%

of **Black consumers** are more likely to proactively seek out a brand with advertising that positively reflects their race/ethnicity

Think with Google

Google/Ipsos, U.S. Inclusive Marketing Study, n of 2887 U.S. consumers aged 13-54 who access the internet at Least monthly, Aug 2019.

71%

of **LGBTQ consumers** are more likely to trust a brand with advertising that authentically represents a variety of sexual orientation

Think with Google

Google/Ipsos, U.S. Inclusive Marketing Study, n of 2887 U.S. consumers aged 13-54 who access the internet at Least monthly, Aug 2019.

67%

of **Black consumers** are more likely interact with an ad that positively reflects their race/ethnicity

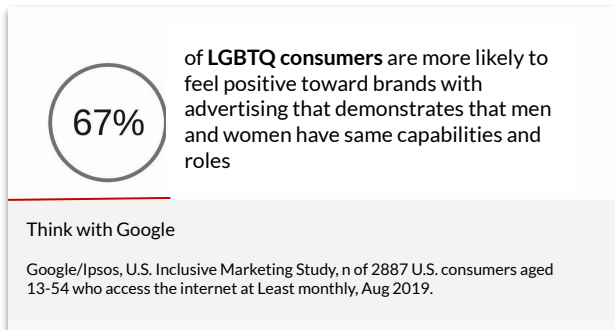
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# Supporting data | Customer Facing Content



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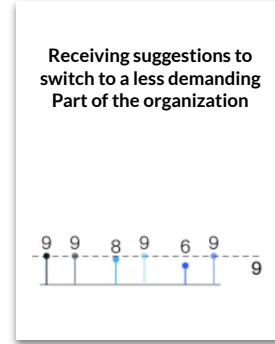
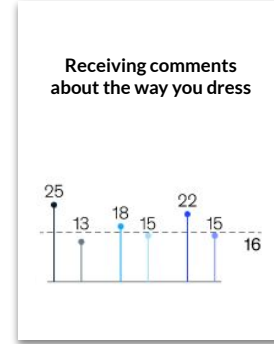
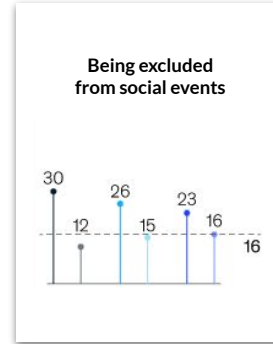
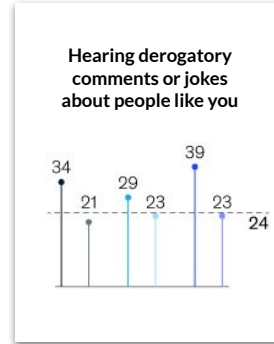
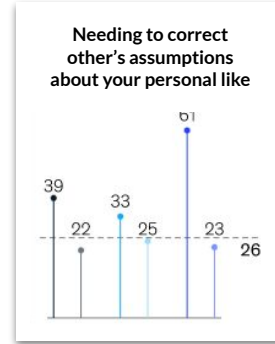
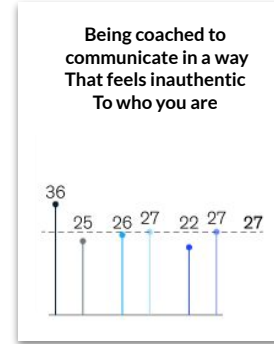
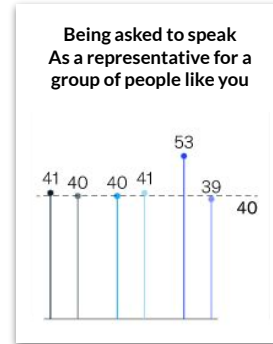
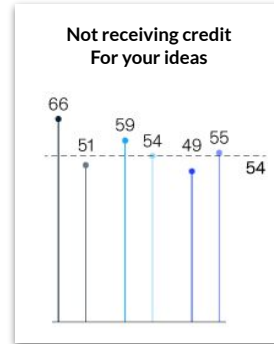
# Supporting Data | Inclusive Workplace Content



84% of respondents have experienced workplace microaggressions

**% of respondents who say they have experienced a given microaggression in the workplace<sup>1</sup>**

...Overall ● Women ● Ethnic or racial minorities ● LGBTQ+respondents  
● Men ● Non-minority respondents ● Non-LGBTQ+respondents



<https://www.mckinsey.com/business-functions/organization/our-insights/understanding-organizational-barriers-to-a-more-inclusive-workplace>

# Supporting Data | Inclusive Workplace Content



Toxic work culture comes with a Quarter Trillion Dollar Cost

**49%**

of Americans have thought about leaving their current organization

**1/5**

Left their previous job due to toxic work culture

**\$223 Bn**

Cost of turnover due to workplace culture in past 5 years

**6/10**

Said managers are the reason why they left their earlier organization

**3/10**

Said their managers doesn't encourage open & transparent communication

**1/4**

Dread going to work

Don't feel safe voicing their opinions about work issues

Don't feel respected and valued at work

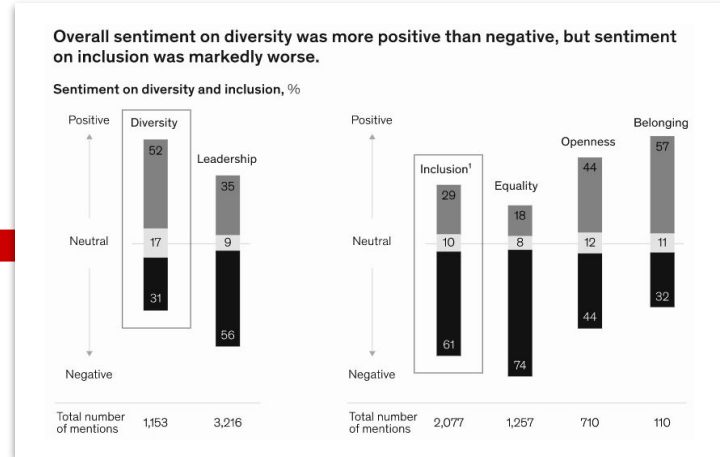
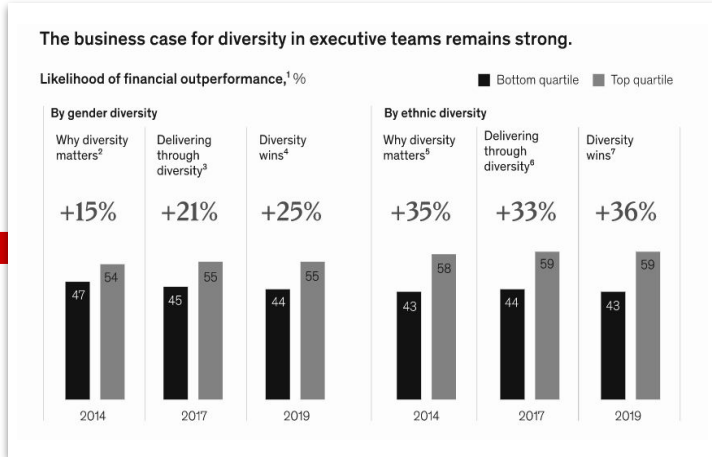


# Supporting Data | Inclusive Talent Marketing Content



## Inclusive companies outperform their peers

- Odds of hiring is statistically 0 when there's 1 woman in a pool of 4
- Men apply when they meet only 60% of the qualifications, but women apply only if they meet 100% of them
- Only 1/6th job ads are gender neutral



<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>

<https://hbr.org/2016/04/if-theres-only-one-woman-in-your-candidate-pool-theres-statistically-no-chance-shell-be-hired>