

# **Z-Twist Consulting: 52 weeks of inclusion**

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<https://z-twist.com>



# Who We Are?

Z-Twist consulting is a boutique firm specialising in Product, Project and Programme management, and Equity, Diversity and Inclusion training. The founder, Morgan Grey (left), is a top 50 inclusive companies award winner and a passionate advocate for workplace inclusion, with 20 years of experience guiding organisations through transformational change.

Morgan's background spans human resources, organisational development, and DEI strategy. This roadmap is the result of lessons learned from real-world experience helping teams become more inclusive, equitable, and sustainable.

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# Why This Guide Exists

Inclusion isn't a one-time training — it's a continuous journey of learning, action, and accountability. Many companies want to do better but don't know where to start. This guide offers a practical, weekly structure for building an inclusive culture without overwhelming your teams

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# Why You Should Care

Inclusive workplaces outperform others in innovation, employee retention, and customer satisfaction. But more importantly, creating a culture where everyone can thrive is the right thing to do. Your leadership can shape not only your organisation but ripple into your community and industry.





# How to Use This Presentation

This presentation is organised into 13 4-week months, each with a focused theme. Every week introduces one actionable task to build inclusion in your workplace.

These slides are separated by month so that they can be printed out as handouts on a month by month basis, to avoid overwhelm

Each task includes:

- A short goal
- A task to complete
- Alternatives if full implementation isn't possible
- Sometimes there will be a note or resource beneath which will aid you.

You can move at your own pace, adapt ideas for your organisation, and revisit each section at any time. What matters is your commitment to progress.

Let's build workplaces where everyone belongs.

## Week 1

### Define Inclusion for Your Organisation

Craft a clear definition of inclusion, equity, and belonging. This guides all future DEI actions.

Option: Use a standard definition and refine over time.

Note: Remember that legal requirements are a minimum. Feel free to do more/better.







# Month 1: Laying the Groundwork

Goal: Establish a foundational understanding of what inclusion means to your organisation and set the stage for long-term cultural change

## Week 1

### Define Inclusion for Your Organisation

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## Week 2

### Launch a DEI Baseline Survey

Gather anonymous employee input to understand current inclusion perceptions.

Option: Hold informal focus groups instead.

## Week 3

### Align Mission & Values with Inclusion

Update your mission and values to explicitly support inclusion.

Option: Add a supplemental inclusion statement.

## Week 4

### Host an Inclusion Kick-off Meeting

Kick off your inclusion journey with a company-wide meeting.

Option: Share a video or email message instead.



# Month 2: Leadership & Accountability

Goal: Ensure leadership ownership and establish clear accountability structures to drive inclusion efforts.

## Week 5

### Executive DEI Commitments

Ask senior leaders to share personal inclusion commitments and learning goals.

Option: Have them support initiatives through small, visible actions.

Note: It is important that actions are *visible*.

## Week 6

### Appoint a DEI Champion or Committee

Designate responsible individuals to guide and track DEI work.

Option: Start with a volunteer-led working group.

Note: It is important to pay people who are doing this work fairly.

## Week 7

### Set & Share DEI Goals

Define measurable goals (e.g., hiring targets, retention rates) and share them internally.

Option: Set one goal to focus on for the next quarter.

## Week 8

### Monthly DEI Updates

Share short monthly updates on DEI progress, learnings, and goals.

Option: Provide quarterly updates or short internal notes.



# Month 3: Policy & Structure

Goal: Create fair, transparent, and inclusive policies that remove structural barriers and promote equity.

## Week 9

### Audit Hiring Practices

Evaluate your recruiting process for bias, from job ads to interviews.

Option: Start with one department or recent job posting.

## Week 10

### Assess Pay Equity

Analyse compensation data by gender, race, and role to identify disparities.

Option: Conduct a sample review using anonymized data.

## Week 11

### Review Harassment & Discrimination Policies

Ensure your policies are up to date, accessible, and cover all identities.

Option: Add a DEI addendum or checklist in the meantime.

## Week 12

### Improve Caregiver Benefits

Evaluate how inclusive your policies are for parents and caregivers.

Option: Start by allowing flexible work options.





# Month 4: Awareness & Education

Goal: Increase awareness of bias, promote understanding, and build a culture of continuous learning.

## Week 13

### Host Unconscious Bias Training

Offer a training session to help staff recognize and interrupt bias.

Option: Use a recorded webinar or free resource.

<https://www.youtube.com/watch?v=dLAI78hluFc>

## Week 14

### Create a DEI Resource Library

Build a shared library of books, podcasts, and videos about inclusion.

Option: Share one resource per week via email or Slack.

## Week 15

### Culture & Heritage Spotlights

Celebrate diverse cultures or heritage events each week or month.

Option: Feature highlights in company newsletters.

<https://www.inclusiveemployers.co.uk/diversity-calendar/>

## Week 16

### Bring in Guest Speakers

Invite thought leaders or employees to share lived experiences.

Option: Share relevant TED Talks or podcasts.



# Month 5: Communication & Language

Goal: Foster respectful, clear, and inclusive communication across all channels and touchpoints.

## Week 17

### Audit for Inclusive Language

Review job ads, internal messages, and policies for inclusive wording.

Option: Update key documents first (e.g., onboarding, job ads).

Note: Make sure you share the pay grade for jobs

## Week 18

### Update Job Postings

Ensure job ads reflect inclusive tone and requirements.

Option: Start with high-priority or open roles.

## Week 19

### Normalise Pronoun Sharing

Encourage employees to include pronouns in email signatures and profiles.

Option: Introduce the concept gradually through examples.

Note: Encouragement is not the same as making it mandatory!

## Week 20

### Inclusive Language Guide

Create a guide for inclusive language in communication and documentation.

Option: Link to an external resource as a temporary measure.



# Month 6: Culture & Belonging

Goal: Cultivate an environment where all employees feel seen, valued, and connected.

## Week 21

### Start Employee Resource Groups (ERGs)

Support voluntary, employee-led groups that promote shared identities or interests.

Option: Begin with one pilot ERG.

## Week 22

### Host Belonging Circles

Create safe spaces for open discussion around identity, bias, or culture.

Option: Start with one-time listening circles.

## Week 23

### Share Stories of Belonging

Feature employee stories about identity, culture, or inclusion.

Option: Allow anonymous submissions to build comfort.

## Week 24

### Conduct Stay Interviews

Talk to current employees about what keeps them at the company — and what might push them away.

Option: Use a simple anonymous survey.





# Month 7: Evaluation & Feedback

Goal: Gather insights, reflect on progress, and adapt your approach to better support inclusion.

It's been 6 months, time to check your progress. How do your employees feel you are doing? How do your DEI team feel you are doing? HR? Leadership? How do *you* feel you are doing?

## Week 25

### Measure Inclusion Sentiment

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Ask employees how included they feel and where gaps exist.

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Option: Use pulse surveys or informal check-ins.

## Week 26

### Review DEI Progress So Far

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Reflect on what's working and what needs to change.  
Share your findings.

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Option: Conduct a brief internal review.

## Week 27

### Adjust Goals Based on Feedback

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Use insights to tweak your inclusion goals.

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Option: Make small changes to scope or pacing.

## Week 28

### Celebrate Wins

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Acknowledge and reward inclusive behaviours, improvements, or milestones.

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Option: Use shout-outs or thank-you messages.



# Month 8: Learning & Unlearning

Goal: Challenge outdated assumptions, develop allyship, and embed inclusive thinking in daily behaviours.

## Week 29

### Read a Company-Wide DEI Book

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Choose a shared book and host an optional discussion group.

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Option: Share a short article or podcast instead.

## Week 30

### Host “Ask Me Anything” (AMA) Sessions

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Create a respectful space for employees to ask DEI-related questions.

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Option: Use anonymous submission forms and written answers.

## Week 31

### Mythbusting Inclusion

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Debunk common DEI myths via internal posts or micro-learnings.

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Option: Post once a month rather than weekly.

## Week 32

### Allyship in Action

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Educate employees on how to be effective allies across dimensions of identity.

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Option: Share a short checklist or guide.



# Month 9: Hiring & Advancement

Goal: Make recruitment, advancement, and retention processes equitable and inclusive.

## Week 33

### Inclusive Interview Training

Train hiring managers on bias-aware interviewing and evaluation.

Option: Create a hiring bias checklist.

## Week 34

### Expand Job Board Reach

Post jobs to sites that serve underrepresented communities.

Option: Use just one new inclusive platform.

## Week 35

### Promote Internal Mobility

Support equitable promotions and cross-functional opportunities.

Option: Encourage mentorships to support growth.

## Week 36

### Track Recruiting Metrics

Analyse applicant and hiring demographics to identify patterns.

Option: Track one role or department first.

<https://lgbtjobs.co.uk>





# Month 10: Community & Impact

Goal: Extend your inclusion values to external relationships, partnerships, and public presence.

## Week 37

### Partner with Inclusive Organisations

Collaborate with nonprofits or groups supporting underrepresented communities.

Option: Begin with a donation or event sponsorship.

## Week 38

### Volunteer as a Team

Organise a group volunteer day supporting DEI-related causes.

Option: Encourage individual volunteer days off.

## Week 39

### Offer Pro Bono Services

Provide your company's services to community organisations.

Option: Offer free consultations or mentorship instead.

## Week 40

### Feature Social Impact in Marketing

Highlight your company's DEI and impact efforts publicly.

Option: Share one story on your website or LinkedIn..



# Month 11: Systems & Sustainability

Goal: Embed DEI into business systems to ensure lasting change and continued progress.

## Week 41

### Embed DEI in Performance Reviews

Include inclusion behaviors and collaboration in review criteria.

Option: Start with managers or leadership roles.

## Week 42

### Evaluate Promotion Practices

Ensure promotions are fair and criteria are transparent.

Option: Ensure promotions are fair and criteria are transparent.

## Week 43

### Reward Inclusive Behaviors

Recognize employees who model inclusive values in daily work.

Option: If not possible: Start with a shout-out program.

## Week 44

### Review Tech & Tools for Accessibility

Check if your internal tools are inclusive to people with disabilities.

Option: Start with your most-used platforms.





# Month 12: Reflection & Momentum

Goal: Reflect on your journey, celebrate success, and set a sustainable course for the future.

## Week 45

### Gather End-of-Year Feedback

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Survey employees on how inclusion has evolved over the year.

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Option: Host small group reflection sessions.

## Week 46

### Update DEI Strategy

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Use the year's insights to build a stronger strategy for next year.

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Option: Identify 3 priorities for the next 6 months.

## Week 47

### Publish a Year-End Report

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Share wins, lessons, and next steps with your team.

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Option: Share a summary in an email or team meeting.

## Week 48

### Celebrate Cultural Holidays Respectfully

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Create a calendar of inclusive holiday acknowledgments.

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Option: Start with a quarterly spotlight.







# Month 13: Sustaining Inclusion

Goal: Set a lasting foundation to maintain inclusion work beyond the first year.

## Week 49

### Encourage Ongoing Learning

Create a learning path for continued DEI education in the company.

Option: Share one resource monthly.

## Week 46

### Recognise Progress, Not Perfection

Acknowledge that DEI is a journey and celebrate the effort.

Option: Have managers express appreciation directly.

## Week 47

### Renew Leadership Commitment

Ask leadership to recommit to DEI values for the year ahead.

Option: Share a message from the CEO or founder.

## Week 48

### Set Next Year’s Roadmap

Plan and communicate your DEI priorities for the coming year.

Option: Extend this current roadmap with refined goals.





## Ideas for year two goals

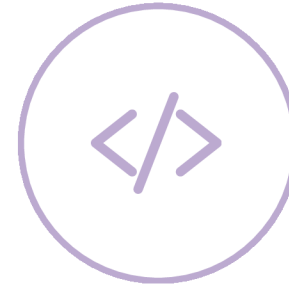
It's up to you now. You can hire an expert, or define your own goals based on employee feedback, but here's some ideas that will help in the meantime:

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### **Audit Your Supply Chain**

Conduct an audit of your vendors, contractors, and suppliers to evaluate diversity, ethical sourcing, and alignment with your DEI values.



### **Build Equity into Product/Service Design**

Examine whether your products or services meet the needs of diverse users — particularly those from marginalised communities.



### **Start or join a Cross-Industry Inclusion Alliance**

Collaborate with peer organisations to share resources, benchmark practices, and host joint learning opportunities that promote inclusion across your sector.



# Want Help Bringing This to Life?

If you're thinking, "This looks great, but who has the time?" — we've got you.

Z-twist offers hands-on support to turn your inclusive workplace strategy from a plan into real, measurable progress.

Whether you're looking for a partner to deliver the full 52-week roadmap, need help setting up systems, or want someone to guide your team through key moments — we're here to help.

## Why Work With Us?

We're trusted by organisations that want to move beyond box-ticking and build cultures where everyone belongs. Practical, experienced, and rooted in equity — we meet you where you are and help you grow from there.

## What We Can Do

- Run your DEI programme end-to-end
- Deliver inclusive leadership training and workshops
- Facilitate listening sessions, audits, and strategy reviews
- Build or refresh your policies, comms, and accountability frameworks
- Provide fractional DEI leadership if you need long-term support



## Ready to talk?

Get in touch: [enquiries@z-twist.com](mailto:enquiries@z-twist.com)

Let's make inclusion your organisation's superpower.

