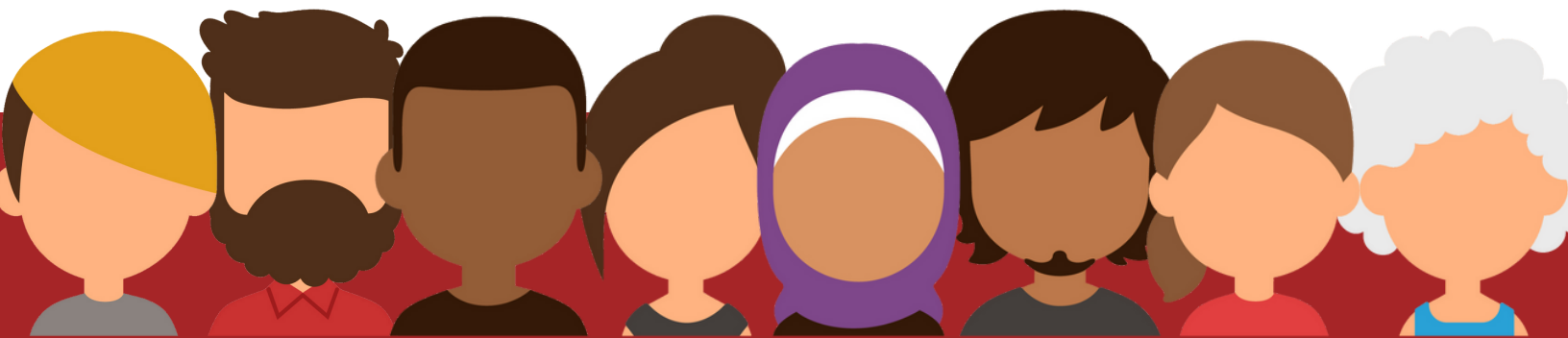


**Empower your audience.**

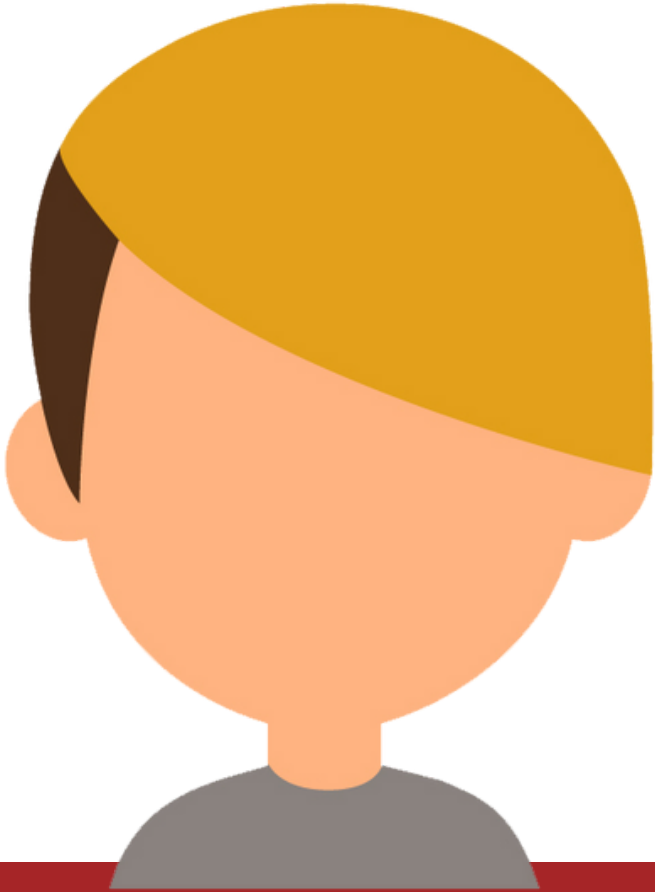
**Truly connect.**

**Further your brand!**



## *Inclusive speaking* *Do's & Don'ts Posters*

**Actionable tips and insightful tricks to help speaking and communication professionals reach a broader audience, by applying simple inclusive communication techniques to better serve their audience members who have disabilities, are getting older, or who are marginalized by technologies.**



### *Biography*

Izumi is a 27-year old non-binary Japanese-Canadian, working as a Marketing Consultant.

### *Particularities*

Izumi was diagnosed with dyslexia as a young adult, and struggles with information presented in text.

### *Expectations*

Izumi prefers short paragraphs of simple text, separated by headings and presented using large, legible fonts with a lot of whitespace.

### *Frustrations*

Big walls of text with few headings or whitespace, as well as fully justified text with small and hard to read fonts are particularly challenging to them.

## *Meet Izumi (they/them)*

**An audience member who has dyslexia**

*"Why aren't speakers relying on powerful visuals more to support the message on their slides, instead of boring bullet points and big walls of text?"*

## INKLUSIV Speaking Do's & Don'ts

### Izumi - an audience member who has dyslexia

Dyslexia affects roughly 15 to 20% of the adult population, and Izumi is one of them. As most people with dyslexia, Izumi finds tasks involving reading, spelling, and verbal memory to be challenging. Text-heavy slides are boring, disengaging, and frustrating because they require a lot of undue cognitive effort. As a result, they rarely provide Izumi with any tangible benefits or value. Because it's so hard to listen and read at the same time, Izumi usually opts for one or the other... or just fades out from the conversation entirely!



You can discover more about Izumi at [www.inklusive.ca/personas/izumi](http://www.inklusive.ca/personas/izumi).

#### Always...

**01**

ALWAYS minimize the text on the screen and consider more visually engaging and compelling ways to tell your story.

**02**

ALWAYS opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen.

**03**

ALWAYS go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring.

**04**

ALWAYS choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read.

**05**

ALWAYS use an inclusive writing style that leverages active voice and relies on basic plain language principles.

#### Never...

**06**

NEVER use massive, eye-straining blocks of text that can feel both off-putting and daunting for most people.

**07**

NEVER depend on centered, right-aligned, or fully justified blocks of text that make the processing of information harder.

**08**

NEVER apply underline and italic styles that can make reading harder by causing letters and words to run together.

**09**

NEVER rely on uppercase text that feels like yelling and adds undue cognitive burden to information processing.

**10**

NEVER bank on complex, condensed, or cursive fonts that can be harder to interpret and read from a distance.

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## INKLUSIV Speaking Do's & Don'ts

### Izumi - an audience member who has dyslexia

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Izumi who have dyslexia?

#### Do you systematically...

- 01** Minimize the text on the screen and consider more visually engaging and compelling ways to tell your story instead?
- 02** Opt for left-aligned text, and avoid columns, blocks, or lines of text that run excessively long on the screen?
- 03** Go for bold text when possible, and rely on light grey backgrounds instead of white to minimize glaring?
- 04** Choose simple fonts that are clear and legible, such as evenly spaced sans serif fonts that are easier to read?
- 05** Use an inclusive writing style that leverages active voice and relies on basic plain language principles?
- 06** Avoid using massive, eye-straining blocks of text that can feel both off-putting and daunting for most people?
- 07** Avoid depending on centered, right-aligned, or fully justified blocks of text that make the processing of information harder?
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### *Biography*

Nick is a 32-year old, white American male, working as a Manager for a well-known software company.

### *Particularities*

Nick was born colourblind and experiences severe deficiencies with red/green colour perception.

### *Expectations*

Nick requires content to be emphasized using strong colour contrasts, or supported with clear visual cues on top of the use of colour to be accessible to him.

### *Frustrations*

Missing out on key data points, and being unable to make sense of the information presented to him because it is based on the use of colour alone.

## *Meet Nick (he/him)*

**An audience member who is colourblind**

*"How hard can it be for speakers to provide sufficient colour contrast for text and graphics, and why do they keep sharing information based on colour alone?"*



## INKLUSIV Speaking Do's & Don'ts

### Nick - an audience member who is colourblind

Like 10% of men and one out of every 200 women, Nick was born with colour perception deficiency. Being colourblind doesn't mean he can't see colours... but the way that he perceives them is radically different from most. This makes it much harder for him to distinguish one colour from another or perceive certain shades, especially in less-than-ideal lighting conditions. These challenges often lead him to mix colours, overlook visual cues, or miss information that is only supported through the use of colours. Yet, if you asked him, Nick would not consider himself as having a disability. Colour is such a subjective concept!



You can discover more about Nick at [www.inklusive.ca/personas/nick](http://www.inklusive.ca/personas/nick).

#### Always...

**01**

ALWAYS identify insufficient contrasts by running your content and colour combinations through grayscale filters.

**02**

ALWAYS use text, visual cues, or other additional means to support information otherwise conveyed through colour.

**03**

ALWAYS make sure colours used for text and icons provide sufficient contrast against their respective background.

**04**

ALWAYS combine text sitting on top of imagery with solid colours, drop shadows, or reduced background opacity.

**05**

ALWAYS emphasize contrast between adjacent objects by combining the use of colours with textures and patterns.

#### Never...

**06**

NEVER expect other people to be able to perceive colours, or combinations of colours, the way that you do.

**07**

NEVER depend on the use of colour alone to convey information presented on slides, marketing collaterals, etc.

**08**

NEVER go for subtle colour combinations, such as light grey text against white, that can make text harder to read.

**09**

NEVER depend on people's colour perception ability to differentiate between objects that are in close proximity.

**10**

NEVER position text on top of imagery if it makes reading harder due to poor contrast against the background.

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## INKLUSIV Speaking Do's & Don'ts

### Nick - an audience member who is colourblind

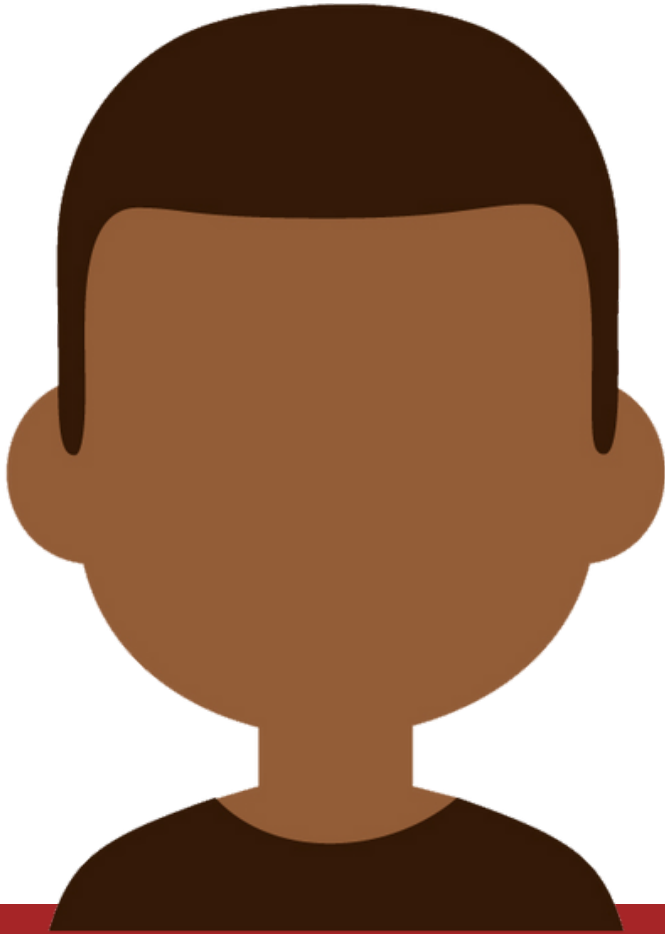
As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Nick who are colourblind?

#### Do you systematically...

- 01** Identify insufficient contrasts by running your content and colour combinations through grayscale filters?
- 02** Use text, visual cues, or other additional means to support information otherwise conveyed through colour?
- 03** Make sure colours used for text and icons provide sufficient contrast against their respective background?
- 04** Combine text sitting on top of imagery with solid colours, drop shadows, or reduced background opacity?
- 05** Emphasize contrast between adjacent objects by combining the use of colours with textures and patterns?
- 06** Avoid expecting other people to be able to perceive colours, or combinations of colours, the way that you do?
- 07** Avoid depending on the use of colour alone to convey information presented on slides, marketing collaterals, etc.?
- 08** Avoid going for subtle colour combinations, such as light grey text against white, that can make text harder to read?
- 09** Avoid depending on people's colour perception ability to differentiate between objects that are in close proximity?
- 10** Avoid positioning text on top of imagery if it makes reading harder due to poor contrast against the background?

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### *Biography*

Khaleem is a 25-year old Afro-Canadian male, working as a science fiction author and columnist.

### *Particularities*

Khaleem lost most of his sight at a very young age and only retains a shred of light perception today.

### *Expectations*

Khaleem needs content to be compatible with his assistive technologies and screen reader, in order to make sense of the information presented to him.

### *Frustrations*

Online and digital content that is not rendered properly to him in an auditory format through his tools, or information that is not described verbally.

## *Meet Khaleem (he/him)*

**An audience member who is legally blind**

*"Verbally describing visuals and key data points would go such a long way towards helping me understand what the speakers refer to, or talk about in their talks!"*



## INKLUSIV Speaking Do's & Don'ts

### **Khaleem** - an audience member who is legally blind

Khaleem's pet peeve at conferences is speakers who make assumptions about the audience and refer to (or worse, simply point to) information on the screen without describing it in enough detail for him to understand. That's because Khaleem lost his sight at a young age, due to malnutrition and Vitamin A deficiency. As a self-proclaimed proud member of the "20/200 vision club", Khaleem can only perceive shreds of light under the best of circumstances, such as a bright sunny day or very well-lit rooms.



You can discover more about Khaleem at [www.inklusive.ca/personas/khaleem](http://www.inklusive.ca/personas/khaleem).

#### Always...

**01**

ALWAYS describe visual assets presented on your slides when the information they convey supports your content.

**02**

ALWAYS think 'podcast' when presenting key data points - describe what it is you're pointing at on the screen.

**03**

ALWAYS turn feedback loops into auditory experiences, by verbally describing the outcomes of room interactions.

**04**

ALWAYS plan for alternate download formats, such as accessible PDF versions of your handouts or charts.

**05**

ALWAYS provide audio-described videos, or verbally describe what happens on the visual track as you show them.

#### Never...

**06**

NEVER assume sight by saying things like 'as the graph shows', or 'as you can see here'... because not everyone can!

**07**

NEVER rely on visual assets alone to create an atmosphere, unless the imagery used is purely decorative in nature.

**08**

NEVER ask questions like 'by a show of hands...' without conveying verbally what the results of the polling were.

**09**

NEVER show a video without ensuring that the information shown on the visual track is also conveyed verbally.

**10**

NEVER default to only using printed materials for workshops, activities and other types of audience interactions.

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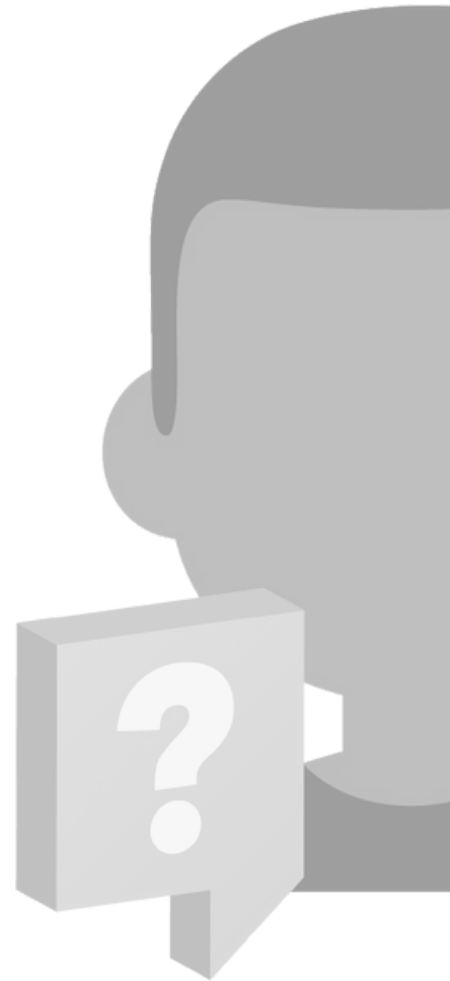
## INKLUSIV Speaking Do's & Don'ts

### **Khaleem** - an audience member who is legally blind

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Khaleem who are legally blind?

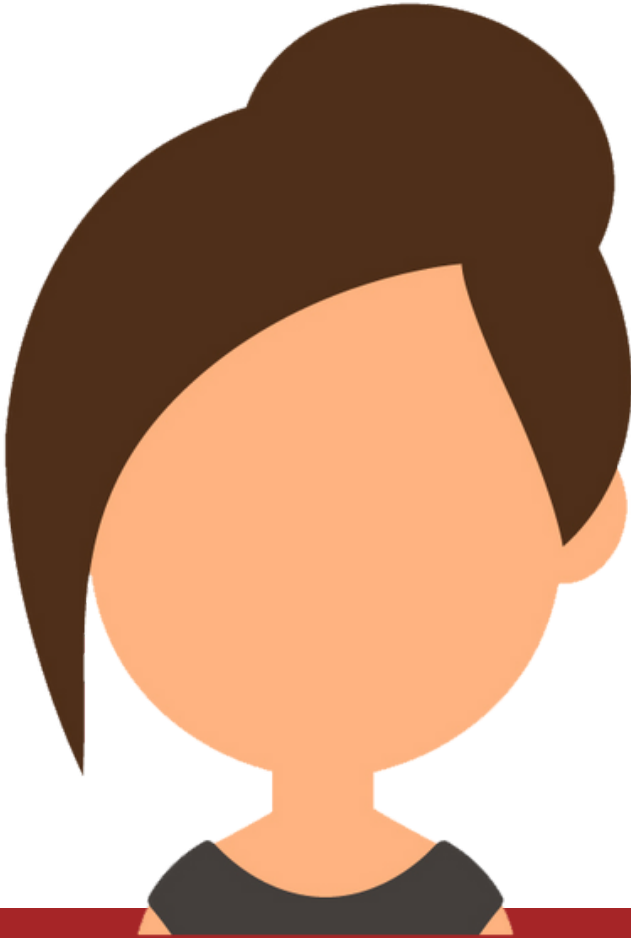
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- 01** Describe visual assets presented on your slides when the information they convey supports your content?
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- 09** Avoid showing a video without ensuring that the information shown on the visual track is also conveyed verbally?
- 10** Avoid defaulting to only using printed materials for workshops, activities and other types of audience interactions?



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### *Biography*

Lizzy is a 42-year old white Canadian woman, working as an architect, running her own firm.

### *Particularities*

Lizzy suffered a concussion a few years ago that permanently damaged her nervous system.

### *Expectations*

Lizzy needs to constantly protect herself from causes of intense overstimulation that can trigger episodes of vertigo, migraines and feelings of motion sickness.

### *Frustrations*

Animations, flashing movements, and other intense scrolling effects that can easily make her feel dizzy or cause her to develop a debilitating migraine.

## *Meet Lizzy (she/her)*

**An audience member who has a vestibular disorder**

*"Videos and animations are great, don't get me wrong. But too many speakers use flashing effects and distracting animations that just make my head spin!"*

# INKLUSIV Speaking Do's & Don'ts

## Lizzy - an audience member who has a vestibular disorder

Though Lizzy doesn't come across as having a disability, she struggles daily with chronic balance and dizziness problems, akin to constant feelings of motion sickness. Animations and movements used in presentations can be triggering and make her feel nauseous. And she's not alone! Research reported by the Journal of the American Medical Association (JAMA Network) shows that over 35% of adults aged 40 years or older (roughly 69 million people in the USA alone) experience vestibular dysfunctions at some point in their lives.



You can discover more about Lizzy at [www.inklusive.ca/personas/lizzy](http://www.inklusive.ca/personas/lizzy).

### Always...

**01**

ALWAYS consider reducing the number of screen animations and other parallax effects used to a minimum.

**02**

ALWAYS provide clear ways to opt-out from screen movements or animations that can be triggering or some people.

**03**

ALWAYS ensure that any blinking, flashing, and other strobing effects never occur more than 2-3 times per second.

**04**

ALWAYS minimize most risks of vertigo sensations by designing your content for obvious horizontal and vertical lines.

**05**

ALWAYS provide large, static target areas for people to interact with, or allow them to turn off any such animations.

### Never...

**06**

NEVER rely heavily on the use of transitions and other animation effects in your presentation slides, or online materials.

**07**

NEVER make animations, carousel sliders, videos, or other rapid movements start automatically on the screen.

**08**

NEVER rely on flashing or blinking effects to draw attention, as it can cause people discomfort or trigger seizures.

**09**

NEVER make screen animations mandatory as they can trigger nausea, dizziness, and headaches for some people.

**10**

NEVER pressure audience members into taking part in a physical activity that might cause them to feel dizzy, or nauseous.

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## INKLUSIV Speaking Do's & Don'ts

### Lizzy - an audience member who has a vestibular disorder

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Lizzy who have vestibular disorders?

#### Do you systematically...

- 01** Consider reducing the number of screen animations and other parallax effects used to a minimum?
- 02** Provide clear ways to opt-out from screen movements or animations that can be triggering for some people?
- 03** Ensure that any blinking, flashing, and other strobing effects never occur more than 2-3 times per second?
- 04** Minimize most risks of vertigo sensations by designing your content for obvious horizontal and vertical lines?
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- 08** Avoid relying on flashing or blinking effects to draw attention, as it can cause people discomfort or trigger seizures?
- 09** Avoid making screen animations mandatory as they can trigger nausea, dizziness, and headaches for some people?
- 10** Avoid pressuring audience members into taking part in a physical activity that might cause them to feel dizzy, or nauseous?

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## Biography

Uma is a 37-year old Iranian-American woman, working as a Senior VP for a Fortune 500 company.

## Particularities

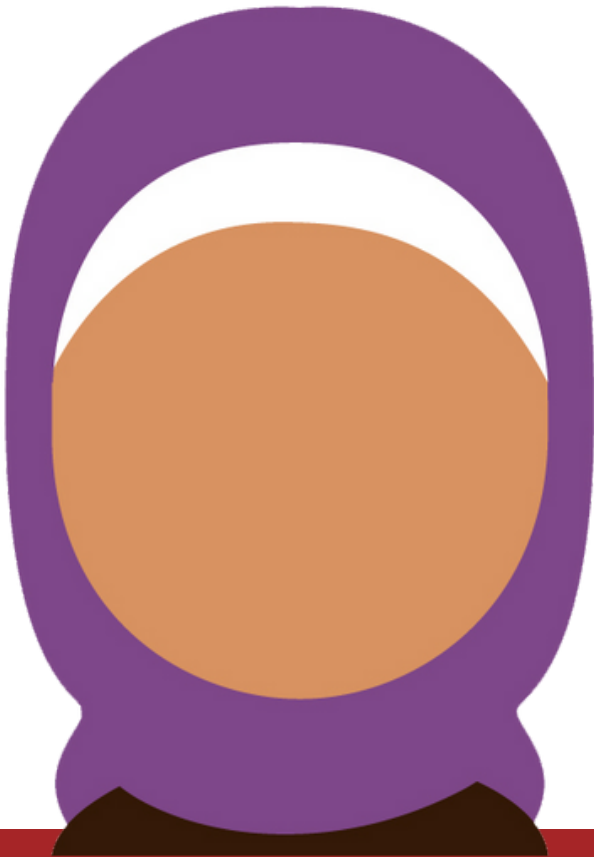
Uma was born deaf and is a native American Sign Language speaker struggling with auditory content.

## Expectations

Uma requires captions and transcripts for audio and video content, as well as accommodations like real-time captioning and sign language interpretation.

## Frustrations

Multimedia content creates significant barriers for her, but so does written content, as her fluency in English was always limited by her inability to hear.



## Meet Uma (she/her)

**An audience member who was born deaf**

*"Dear speakers, please caption the videos you share! It's really not that complicated. And while you're at it, can you also plan for CART and ASL interpreters?"*

# INKLUSIV Speaking Do's & Don'ts

## Uma - an audience member who was born deaf

While the World Health Organization estimates that there are 466 million people in the world with disabling hearing loss (roughly 6.1% of the world's population), the Canadian Hearing Society reports that nearly 1 out of every 4 adult Canadians have some hearing loss, although closer to 10% of people actually identify themselves as culturally Deaf, oral deaf, deafened, or hard of hearing. Uma is one of those people, as she was born deaf. Being excluded from conversations is a frustration she experiences daily.



You can discover more about Uma at [www.inklusive.ca/personas/uma](http://www.inklusive.ca/personas/uma).

### Always...

**01**

ALWAYS be aware that microphones, facial hair, and other mouth obstructors add to challenges faced by lip readers.

**02**

ALWAYS refrain from using overly complex language and opt for simpler ways to share your thoughts and ideas.

**03**

ALWAYS reformulate questions from the audience for interpreters before you go about providing an answer.

**04**

ALWAYS make sure to stand in good lighting and rely on ASL interpreters and CART services when they're available.

**05**

ALWAYS provide captions and transcripts for pre-recorded video and audio files shared as part of your content.

### Never...

**06**

NEVER stand in front of light sources that will cast a shadow on you, such as windows or bright spotlights.

**07**

NEVER forget that some people will rely on a clear line of sight to your face in order to read from your lips.

**08**

NEVER jump right into answering a question or comment without first contextualizing it for the audience.

**09**

NEVER presume that everyone in the audience will be fully fluent in the commonly agreed-upon language used.

**10**

NEVER rely exclusively on auditory content as that can be unusable for someone who can't easily perceive sounds.

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## INKLUSIV Speaking Do's & Don'ts

### Uma - an audience member who was born deaf

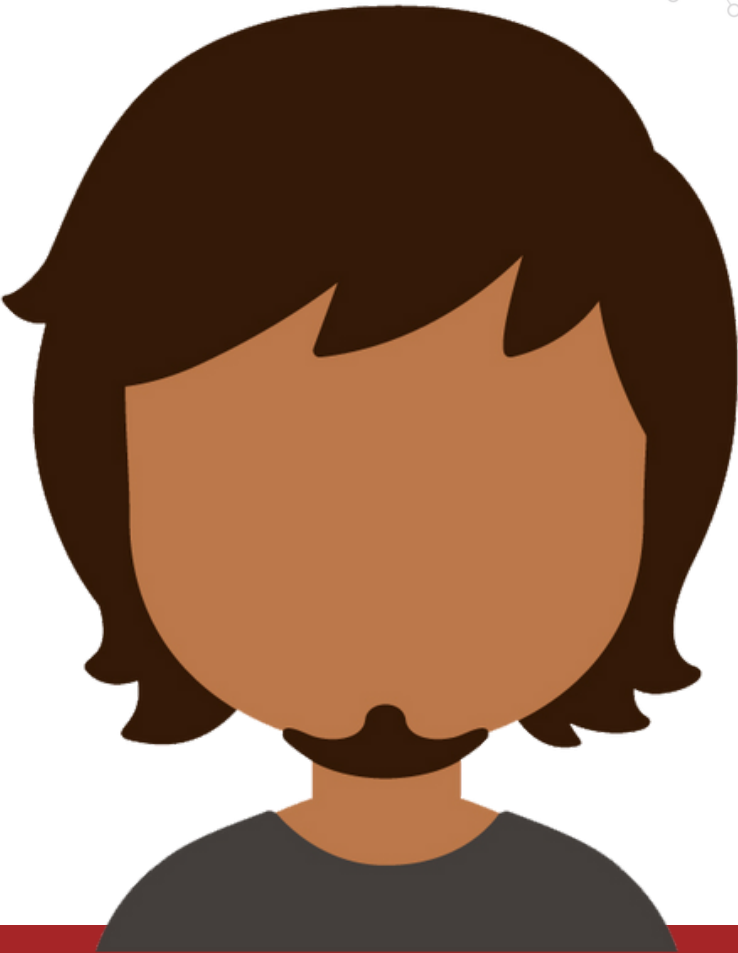
As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Uma who were born deaf?

#### Do you systematically...

- 01** Keep in mind that microphones, facial hair, and other mouth obstructors add to challenges faced by lip readers?
- 02** Refrain from using overly complex language and opt for simpler ways to share your thoughts and ideas?
- 03** Reformulate questions from the audience for interpreters before you go about providing an answer?
- 04** Make sure to stand in good lighting and rely on ASL interpreters and CART services when they're available?
- 05** Provide captions and transcripts for pre-recorded video and audio files shared as part of your content?
- 06** Avoid standing in front of light sources that will cast a shadow on you, such as windows or bright spotlights?
- 07** Avoid forgetting that some people will rely on a clear line of sight to your face in order to read from your lips?
- 08** Avoid jumping right into answering a question or comment without first contextualizing it for the audience?
- 09** Avoid presuming that everyone in the audience will be fully fluent in the commonly agreed-upon language used?
- 10** Avoid relying exclusively on auditory content as that can be unusable for someone who can't easily perceive sounds?

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### *Biography*

Sanjay is a 26-year old Indo-Canadian male, making a living as a podcaster on Youtube and Twitch.

### *Particularities*

Sanjay was diagnosed with severe ADHD as a child and easily finds himself distracted and unfocused.

### *Expectations*

Sanjay expects to be able to take an active part through hands-on activities and solicited feedback, otherwise he quickly loses interest.

### *Frustrations*

Websites that make heavy use of features that affect his concentration and ability to focus, as well as events that force him into a state of passivity.

## *Meet Sanjay (he/him)*

**An audience member who has ADHD**

*"Instructions that are unclear, unnecessary distractions, and long lectures are surefire ways for a speaker to completely lose my attention in a matter of minutes."*

## INKLUSIV Speaking Do's & Don'ts

### Sanjay - an audience member who has ADHD

As a kid, Sanjay was always the rowdy one. The one that couldn't sit still, that couldn't keep quiet, that couldn't focus, that daydreamed a lot and consequently, that assumed from a very young age that he wasn't as smart as the other kids. Growing up, this feeling of inadequacy remained, as it does for most people who have attention deficit and neuro-developmental disorders (with or without hyperactivity). ADHD is clinically observed in 4 to 5% of adults worldwide; most of whom get very easily bored in meeting rooms daily.



You can discover more about Sanjay at [www.inklusive.ca/personas/sanjay](http://www.inklusive.ca/personas/sanjay).

#### Always...

- 01** ALWAYS prepare people for transitions by providing ample advance notice and reminders about what comes next.
- 02** ALWAYS make sure captions or live transcripts are available, so audience members can also follow through reading.
- 03** ALWAYS plan for multiple hands-on learning opportunities, so the audience gets to experience things first-hand.
- 04** ALWAYS increase participation by planning group strategies that help everyone actively take part in the experience.
- 05** ALWAYS help audience members maintain focus by providing easy access to small objects and fidgets they can play with.

#### Never...

- 06** NEVER depend entirely on lectures, where audience members will be expected to passively listen to your content.
- 07** NEVER let audience members guess by providing clearly defined agendas, sticking to it, and keeping track of time.
- 08** NEVER hesitate to paraphrase when defining expectations, or providing important instructions to the audience.
- 09** NEVER expect the audience to sit still for long periods of time without opportunities to stretch or move around a bit.
- 10** NEVER let external distractions you can control steal your audience's attention away from you and your message.

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## INKLUSIV Speaking Do's & Don'ts

### Sanjay - an audience member who has ADHD

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Sanjay who have ADHD?

#### Do you systematically...

- 01** Prepare people for transitions by providing ample advance notice and reminders about what comes next?
- 02** Make sure captions or live transcripts are available, so audience members can also follow through reading?
- 03** Plan for multiple hands-on learning opportunities, so the audience gets to experience things first-hand?
- 04** Increase participation by planning group strategies that help everyone actively take part in the experience?
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### *Biography*

Iliana is a 54-year old Ukrainian-American female, working as a freelance Software Engineer.

### *Particularities*

Iliana is autistic, and defines herself as a creative who thinks in images and colors, rather than words.

### *Expectations*

Iliana appreciates predictable page or slide layouts with minimal clutter using larger fonts and simpler language as well as smoother, simpler colours.

### *Frustrations*

Information and presentations showing a clear lack of structure, inconsistent instructions, and colour patterns that are too bright, or triggering.

## *Meet Iliana (she/her)*

**An audience member on the autism spectrum**

*"Speakers tend to overcomplicate things with figures of speech and complex metaphors that often send me in panic mode. Plain English works so much better!"*

## INKLUSIV Speaking Do's & Don'ts

### Iliana - an audience member on the autism spectrum

Social interactions were always a bit awkward and anxiety-inducing for Iliana. When she was diagnosed as with ASD (autism spectrum disorder) as a young adult, the news came to her both as a relief and validation. Knowing that anxiety issues are prevalent in about 11% of the population and that 1 out of every 44 children is clinically diagnosed as being on the autism spectrum [\[\[link\]\]](#) did bring some sense of normalcy to her. Still, Iliana's restricted interests and unique perspective mean she easily disengages from most interactions.



You can discover more about Iliana at [www.inklusive.ca/personas/Iliana](http://www.inklusive.ca/personas/Iliana).

#### Always...

**01**

ALWAYS make sure sufficient instructions are provided before asking audience members to take action.

**02**

ALWAYS set clear expectations, be consistent, and follow through with what has been announced or promised.

**03**

ALWAYS facilitate understanding by opting for plain language techniques over complex and unnecessary verbiage.

**04**

ALWAYS provide clear, specific written instructions, supported by visual cues to help your audience understand.

**05**

ALWAYS create a predictable and consistent experience for your audience, that is free of sensory overloads.

#### Never...

**06**

NEVER communicate through idioms, figures of speech, or complex metaphors when simpler options are available.

**07**

NEVER prevent people from coming up with their own answers or questions by quickly filling in awkward silences.

**08**

NEVER rely on non-verbal communication such as facial expressions or body language alone to share your thoughts.

**09**

NEVER use bright, triggering colours when laying out information on slides, handouts, or other documents.

**10**

NEVER leave your audience members with presentation materials that lack sufficient visual and narrative structure.

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## INKLUSIV Speaking Do's & Don'ts

### Iliana - an audience member on the autism spectrum

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Iliana who are on the autism spectrum?

#### Do you systematically...

- 01** Make sure sufficient instructions are provided before asking audience members to take action?
- 02** Set clear expectations, be consistent, and follow through with what has been announced or promised?
- 03** Facilitate understanding by opting for plain language techniques over complex and unnecessary verbiage?
- 04** Provide clear, specific written instructions, supported by visual cues to help your audience understand?
- 05** Create a predictable and consistent experience for your audience, that is free of sensory overloads?
- 06** Avoid communicating through idioms, figures of speech, or complex metaphors when simpler options are available?
- 07** Avoid preventing people from coming up with their own answers or questions by quickly filling in awkward silences?
- 08** Avoid relying on non-verbal communication such as facial expressions or body language alone to share your thoughts?
- 09** Avoid using bright, triggering colours when laying out information on slides, handouts, or other documents?
- 10** Avoid leaving your audience members with presentation materials that lack sufficient visual and narrative structure?



For more information, reach out to us at [info@inklusive.ca](mailto:info@inklusive.ca)  
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### *Biography*

Vivian is a 68-year old Mexican-American female, running her own chartered accounting firm.

### *Particularities*

Vivian has age-related vision and hearing loss, and is starting to show early signs of osteoarthritis.

### *Expectations*

Vivian expects content to be presented and delivered in a way that is comfortable for her declining senses: large enough fonts, clearly audible, etc.

### *Frustrations*

Missing out on, or struggling to see or hear properly when the information is not conveyed in a way that allows her to perceive it with ease.

## *Meet Vivian (she/her)*

**An audience member with declining senses and mobility**

*"Speakers, please use the microphone! You're not as loud as you think. Also, why do you have to make the text so small and so hard to read?"*



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### **Vivian** - an audience member with declining senses and mobility

Vivian started noticing a deterioration in her hearing and sight about 20 years ago, but she never really gave much thought to it... all she had to do was get new glasses, slowly increase the font size on her devices over the years, and ask people to repeat every now and then. Like most people who are getting older, she just learned to adapt and live with it. In recent years, Vivian's also started feeling acute pain in her joints, due to arthritis and finds herself to be more easily confused lately. "Like most folks my age" she'd probably say with a shrug.



You can discover more about Vivian at [www.inklusive.ca/personas/vivian](http://www.inklusive.ca/personas/vivian).

#### Always...

**01**

ALWAYS use a microphone when speaking to an audience - you're never as loud or audible as you might think.

**02**

ALWAYS reformulate questions or statements coming from the audience before you provide an answer.

**03**

ALWAYS rely on fonts that are big enough to be read comfortably by someone sitting at the far back of the room.

**04**

ALWAYS offer elegant ways to opt-out for audience members who can't physically take part in a request or activity.

**05**

ALWAYS plan for alternate formats such as electronic or large print versions of your documents or handouts.

#### Never...

**06**

NEVER presume that you don't need a mic - there's always at least one person in the audience who believes you do!

**07**

NEVER assume everyone in the audience can hear everything that is going on, or is being said around the room.

**08**

NEVER rely on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people.

**09**

NEVER assume that a one-size-fits-all format is going to work for everyone because in fact, it never truly does.

**10**

NEVER ask for specific forms of interaction, such as "stand up if..." or "by show of hands...", without alternatives.

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### **Vivian** - an audience member with declining senses and mobility

As speaking professionals, we pride ourselves on mastering the ability to engage our audience and change their lives with our thoughts and ideas. But just how inclusive are you really, when it comes to touching the hearts and minds of audience members like Vivian who are getting older?

#### **Do you systematically...**

- 01** Use a microphone when speaking to an audience because you're never as loud or audible as you might think?
- 02** Reformulate questions or statements coming from the audience before you provide an answer?
- 03** Rely on fonts that are big enough to be read comfortably by someone sitting at the far back of the room?
- 04** Offer elegant ways to opt-out for audience members who can't physically take part in a request or activity?
- 05** Plan for alternate formats such as electronic or large print versions of your documents or handouts?
- 06** Avoid presuming that you don't need a mic because there's always at least one person in the audience who believes you do?
- 07** Avoid assuming everyone in the audience can hear everything that is going on, or is being said around the room?
- 08** Avoid relying on fonts that are smaller than 24 or 28 pixels, as they can be hard to read for some people?
- 09** Avoid assuming that a one-size-fits-all format is going to work for everyone because in fact, it never truly does?
- 10** Avoid asking for specific forms of interaction, such as "stand up if..." or "by show of hands...", without alternatives?

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