

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

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The bridge to possible



How Inclusive Language Can Positively Impact Your Business

Moderated by Elaine Mason
With Gloria Goins, John Rivers and Nadine Fakhoury

IF-1002

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Agenda

- Introductions
- Why Practice Inclusive Language?
- Panel Discussion
- Q & A

Speakers



Elaine Mason
Senior Vice President
Strategy
& Innovation

Moderator



Gloria Goins
Chief Diversity,
Equity, and
Inclusion Officer

Panelist



John Rivers
Vice President,
Global Service
Sales

Panelist



Nadine Fakhoury
Sr. Director of
Solutions Engineering,
Global Enterprise

Panelist

"Language is a powerful tool for creating a more inclusive world. By choosing our words carefully, we can make a positive difference in the lives of others."

– Desmond Tutu

Why is it Important to Business?

- Attracts and retains customers
- Improves hiring and retaining the best people
- Increases productivity
- Drives Innovation
- Develops trust

People at high-trust companies report:

- 74% less stress
- 106% more energy at work
- 50% higher productivity, 13% fewer sick days
- 76% more engagement
- 29% more satisfaction with their lives
- 40% less burnout than people at low-trust companies

Cisco's Policy on Inclusive Language

Preliminary focus is on code, and context is important

Terms	Recommended Replacements	Context
master / slave	primary/secondary or primary/subordinate or control/data (for clustering)	<p>The terms master/slave are harmful to Black and people of color contributors, employees, partners, customers and end-users.</p> <p>As the Internet Engineering Task Force (IETF) puts it, "Master-slave is an oppressive metaphor that will and should never become fully detached from history."</p> <p><i>Using "master" in absence of explicit "slave" usage is still harmful, because it implies the existence of a slave, subordinate, or "less than" entity.</i></p>
whitelist / blacklist	permit (list)/block (list) or allow (list)/block (list)	<p>The underlying assumption of the whitelist/blacklist metaphor is that white = good and black = bad. Because colors in and of themselves have no predetermined meaning, any meaning we assign to them is cultural.</p>

What you
can do

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Attend the tech session:

Devlit -2761

Automating Language Bias out of Code

Anne Gentle, Leader, Global Developer Experience

Thursday June 8 10:00 a.m.



Cisco Policy on Inclusive Language

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Women of
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Inclusive Community



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Thank you

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Cisco Live Challenge

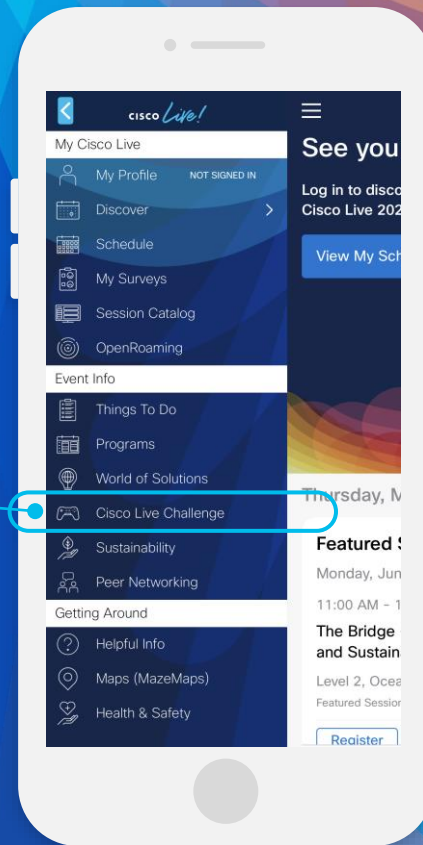
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- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



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The background of the slide is a vibrant, abstract graphic. It features a series of overlapping, wavy bands of color in shades of red, orange, yellow, green, and blue, creating a sense of movement and energy. On the right side, there is a bright, multi-colored sunburst or starburst effect that radiates outwards, adding to the dynamic feel of the design.

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