RACE EQUALITY MATTERS™

#My name is:

GUIDE

Did you know?

73% of respondents from more than 100 organisations said they had their names mispronounced. They told us it made them feel 'not valued or important', 'disrespected' and 'that they didn't belong'.

88% thought a phonetic name spelling campaign would help tackle this and race inequality.

> *'There is nothing wrong with someone, getting the pronunciation or spelling wrong if they're unfamiliar with your name. However, if they refuse to try to say it correctly or they call you by something else entirely, that is a bigoted choice.'*
> **Uju Asika, Bringing Up Race.**

That is why we are calling on all organisations and companies to add phonetic spelling to their email signatures. Will you be one of the first 1000 to join this campaign and create more inclusion in the workplace?

the Collaboratory — working together for a better world

BT

green park

DMA Data & Marketing Association

HS2

AVIVA

#My name is:

Pronouncing Other People's Names Correctly Does Matter

Especially if you value dignity, respect and inclusion.

"A person's name is the greatest connection to their own identity and individuality. Some might say it is the most important word in the world to that person...
It is a sign of courtesy...
When someone remembers our name after meeting us, we feel respected and more important."
Joyce E. A. Russell an organisational psychologist and leadership expert

What's in a name?

The names we are given, agonised over by our parents afraid of how it will affect us for the rest of our lives, are part of our identities. It's who we are as individuals.
It is also a connection to family, culture, heritage and history.

Getting it wrong!

We can often get it wrong, sometimes innocently or often being lazy. It can also be considered a microaggression. Sending a message that "you are minimal", "You are not important in this environment, so why should I take time and my effort to learn your name?"

We must learn the importance of learning and seeing names we might find difficult at first. We learn the names of our favourite sports stars, not to mention Tchaikovsky, Michelangelo and Dostoevsky. Being respectful is always worth the effort.

Why pronouncing someone's name correctly is important?

By getting it right you make someone feel accepted and comfortable, included and that they belong. It is an important part of mental and physical well being. Allowing them to flourish with a strong sense of self.

Here are some examples from the Race Equality Matters community e.g.

Efemena is called Effy
Nanno is called Nando's
Abdullah is called Jeff
Bharrat is called Bob

By naming someone wrongly, repeatedly, you are denying them the respect we are all entitled to as equals.

Take Action
#ActionNotJustWords

A simple and visual solution could be to normalise adding phonetic spelling by adding it to our email signatures. It could sit under your pronouns.

1. First step, I will add my phonetic pronunciation to my email signature. Not sure check out the suggestions below.

2. Second step, I will encourage my colleagues, employees and networks to put the pronunciation of their names on their email.

3. Final step, I will add phonetic options in all my communication channels e.g. meetings, social media, name badges etc.

How do I write my name phonetically?

Not sure how to write your name here are some tips.

1. Don't worry about it too much. You are unlikely to get it perfect the first time. Try and write the sounds of your name.

2. Ask 3-4 people to read what you wrote out loud. Revise based on what they say.

3. Add it to your email signature under your name.

...need a bit more help here are some examples.

Thandiwe Newton [tan-DEE-way]
Bijal Patel [Be-Jul-pat-ell '*as in well*']
Ama Afrifa-Tchie [Ah-ma Ah-free-fah-Chee]
Ngoc Nguyen [nock" "WIN]
Javed [jah-ved] (**ja** as in Japan and **ved** rhymes with head)

the Collaboratory
working together for a better world

BT

green park

DMA Data & Marketing Association

HS2

AVIVA

How to get it right
7 simple steps

How to be part of getting other people's names right. Remember that there is nothing wrong with getting the pronunciation or spelling wrong if you are unfamiliar with a name. However, if you want to be part of the change here are 7 steps.

1. **Ask the person to pronounce it - and actively listen.** Rather than try to say a name you are unfamiliar with, ask the person how to pronounce it.

2. **Don't make it a big deal.** Once you have heard the correct pronunciation, thank them and move on. Don't focus on how unfamiliar you are with their name.

3. **Observe and practise.** Make an effort to hear how someone pronounces their name to other people, even if you have heard it before. Check if you are introducing them in a public forum and practise.

4. **Clarify again.** If you meet someone again after a while it's fine to check how you should pronounce their name.

5. **Do something when you realise you've been mispronouncing it.** Apologize when you get it wrong, as soon as you realise.

6. **Be an ally.** If you hear someone mispronouncing a colleague's name, when they are not around, step in and correct them gently.

7. **Don't be arrogant or flippant**. Don't say "I'll never get it right." or not listen when you are corrected.

"The thing I'm most grateful for in our business right now is being in the company of others who truly see me. And to not be complicit in the objectification of black people as 'others', which is what happens when you're the only one," she said.
"That's my name. It's always been my name. I'm taking back what's mine," Newton told British Vogue.

RACE EQUALITY MATTERS™ #My name is:

Checklist

Show your commitment and become part of the movement!

- ☐ **Download** the guide

- ☐ **Pledge** to implement #MyNameIs on our website

- ☐ **Download** the proud to be part of the change logo

- ☐ **Implement** #MyNameIs in your organisation

- ☐ **Display** the logo

- ☐ **Use** the social media icon

Logo: RACE EQUALITY MATTERS™ #My name is: PROUD TO BE PART OF THE CHANGE

Social media icon:

the Collaboratory — working together for a better world | BT | green park | DMA Data & Marketing Association | HS2 | AVIVA

#My name is:
Appendix
Examples and options for phonetics

There are a few ways of writing your name phonetically. Find the one that works for you. Here are some examples. A stronger syllable can be shown with CAPITALS or **bold**. Write what you think and then get someone (or multiple people) to say it back to you. It's not about being perfect, it's about taking action.

#MyNameIs #ActionNotJustWords

Written > Pronounced

Aaron > ah-**ron**
Adebajo > ad-dee-bar-joe
Afrifa-Tchie > ah-free-fah-chee
Ailbhe > AL-va
Áine > AWN-yeh.
Ama > ah-ma
Amar > um-er
Aoife > Eee-fah
Batra > BAT-ra
Bijal > be-jul
Caoimhe > key-va
Chioma > chi-or-ma
Cian > KEE-an
Claire > kl-air
Dashiell >da-SHEEL
Diandra > dee-an-drah
Donna > don-nah
Eoghan > ow-an
Fayola > fay-oh-lah (Fay rhymes with May)
Hilda > hil-dah
Isobel > iz-oh-bell
Janine > jah-neen
Javed > jah-ved (**ja** as in Japan and **ved** rhymes with head)
Jesús > hay-soos
Joaquin > hwa-KEEN
Judeline > jew-de-line
Jusna > joos-na
Justine > jus-teen
Kajota > ka-YO-ta
Kamleish > khml-eh-sh
Lilianna > li-li-arna
Linnea > lin-NEH-ah

Written > Pronounced

Lorraine > law-**rain**
Louise > loo-eez
Máirín > **maw**-reen
Makayla > ma-kay-la
Manglafi > man-lafi
Marcelle > mar-sel
Mercy > mer-see
Mulrooney > mul-roon-nee
Nagy > nah-jee
Ngoc > nock
Nguyen > win
Niamh > neev
Nicholas > nik-oh-las
Oisín > uh-SHEEN
Pádraig > paw-drig or paw-rick
Patel > pat-el (as in well)
Qamar > co-mer
Rajdeep > raj-deep
Róisín > ro-SHEEN.
Sade > sha-day
Sadio > sah-jaw
Sanjay > SAN-jay
Saoirse > SEER-sha
Seamus > shay-muss
Shortte > short
Síle > shee-la
Sioban > shiv-**awn**
Sion > shaun
Sushila > soo-shil-la
Tadgh > tyge
Thandiwe > tan-dee-way
Zbigniew > zz-BIG-niev