



# Aligning Agile & Business Vocabulary with Diversity, Equity and Inclusion Efforts

Presented by  
Rachel Collins

Where are you from?



How do you say hello?

A word cloud of greetings in various languages, including: HELLO, BONJOUR, CIAO, SALUT, HALLO, TIENS, OHA, ZDRAVO, RAVO, MERHABA, WELKOMING, DAR FIA, PRONTO, SANNU, NOROC, Tjăn, SZIA, HEJ, GUTEN TAG, ALIO, SVEIKI, Bună, SELAM, HEJSAN, SZERVUSZ, BONGHJORNU, HALOO, Hİ, DIA, DUIT, SALVE, Hylô, and TIENS.



# About me...

## Professional Bio



A professional bio card for Rachel Collins. The card has a teal and dark blue color scheme. At the top left is a circular portrait of Rachel, a woman with long dark hair, smiling. To the right of the portrait, her name 'RACHEL COLLINS' is written in large, bold, white capital letters. Below her name, her title 'Agile & PMO Solution Leader' is written in a smaller white font, followed by 'Charlotte, NC'. The card is divided into three main sections: 'AREAS OF FOCUS', 'PRESENTATION TOPICS', and 'SPEAKER ENGAGEMENTS', each with a list of bullet points. A 'BIO' section on the right contains a paragraph about her experience and a list of her specialties. A quote from a financial services stakeholder is also included.

**RACHEL COLLINS**  
*Agile & PMO Solution Leader*  
Charlotte, NC

**AREAS OF FOCUS**

- Agile Methodologies
- Project, Program & Portfolio Management
- Organizational Change Management
- Digital Transformation

**PRESENTATION TOPICS**

- Influencing without Formal Authority
- Incorporating DEI Vocabulary into Agile & Business Conversations
- Key Agile Practices to Combat Quiet Quitting
- 4 Ways to Reboot Your Agile Transformation

**SPEAKER ENGAGEMENTS**

- PMI & IIBA chapter events
- BA World Project Summit
- Events for Apex clients

**BIO**

As a Solution Lead, Rachel designs and implements customized Agile Transformation & Project Management solutions that enable her clients to overcome organizational and operational challenges. Her focus is on coordinating and managing activities and resources in support of highly visible, large-scale technology projects. With over 8 years of experience in project and program management, Rachel specializes in:

- Coaching and mentoring organizations in Agile ways of working
- Lean Portfolio Management
- Agile and Waterfall methodologies
- Organizational change strategy and execution

“ Rachel continuously shows initiative in helping to develop new ways of thinking and working to improve teams' performances. ”  
-Financial services stakeholder

## How I self-identify

- Cis-gendered, straight Caucasian female
- Pronouns: She/Her/Hers



# A special thanks to Apex ERGs....



50Forward



Black



DAE



Multicultural



Pride

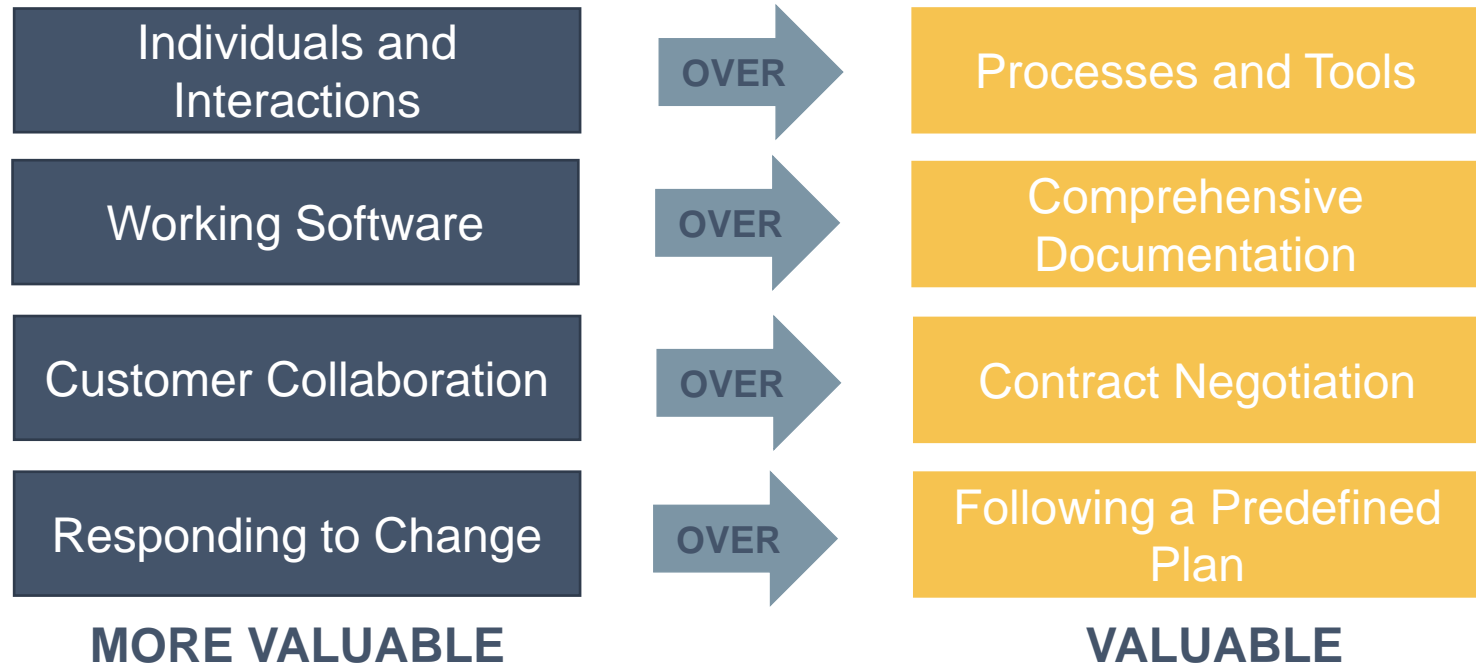


Women



# Agile Manifesto

Uncovering better ways of developing solutions by doing it and helping others do it. Through this work we have come to value:



That is, while there is value in the items on the **RIGHT**, we value the items on the **LEFT** more.



# Agile Manifesto

Uncovering better ways of developing solutions by doing it and helping others do it. Through this work we have come to value:

Individuals and  
Interactions

OVER

Processes and Tools

If this is true, why is it so hard  
to change our vernacular?



Authored by: Kent Beck, Mike Beedle, Arie van Bennekum, Alistair Cockburn, Ward Cunningham, Martin Fowler, James Grenning, Jim Highsmith, Andrew Hunt, Ron Jeffries, Jon Kern, Brian Marick, Robert C. Martin, Steve Mellor, Ken Schwaber, Jeff Sutherland, Dave Thomas © 2001



# The Challenge:

**Resist the urge to side-eye...**



**And give it a try!**



# Stereotyping & Cultural Appropriation

Instead of...

Try this!





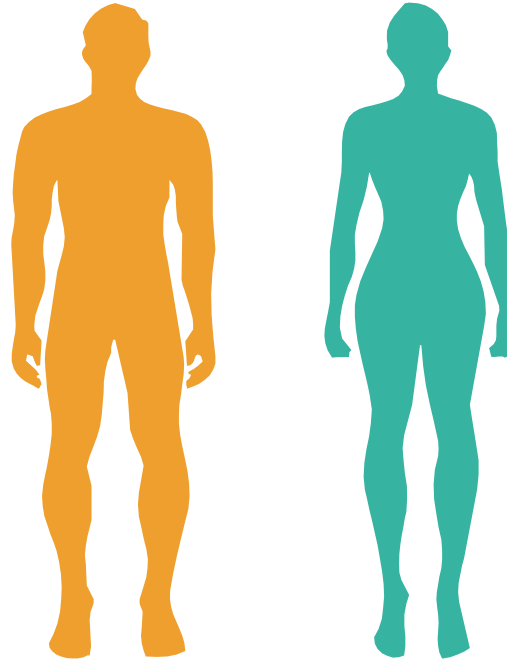
# Ageism & Gender Bias

## Grandfathered

Sometimes used to describe a process or practice that is exempt from new rules or requirements because it was established before those changes were made.

Might imply special treatment, and/or unable to keep pace

***Instead try:***  
**-Preauthorized**  
**-Legacied**  
**-Exempt**



## Man Hours

Commonly used to refer to the amount of time it takes to complete a task or project.

Excludes non-male identifying team members and can contribute to a culture that excludes other gender identities.

***Instead try:***  
**-Hours**  
**-Worker Hours**

## Guys

This term is commonly used to refer to a group of people without regard to gender identity.

***Instead Try:***  
**-Folks**  
**-Team**  
**-Colleagues**



# Accessibility



Sprint

Try: ***Cycle*** or ***Iteration***



Low Hanging Fruit

Try: ***Quick Win***



Stand Up

Try: ***Daily Scrum/Huddle/Sync/Check-In***

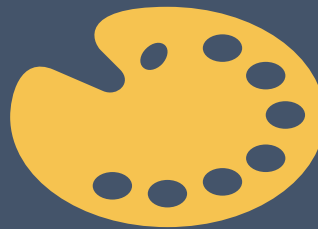


Blind Spot

Try: ***Gap / Pain Point***



# Mental Health Awareness



**Creative /  
Bold**  
**~~Crazy/Insane~~**

These terms can be insensitive to people with mental health conditions or those who have experienced trauma.



**Refinement**  
**~~Grooming~~**

May be used to reference hygiene, or predatory practices.



**Collaboration  
Space/Room**  
**~~War Room~~**

The term can be insensitive to people who have experienced or been affected by war or violence.



# How to make new vocabulary “stick”

## Open Environment

New org, new teams, clean slate,  
or completely embracing agile  
Mindset

## Closed Environment

“This is how we’ve always done  
things” mentality



# Why is this important?

- 76% of employees and job seekers said diversity was important when considering job offers.
- 60% of employees want to hear business leaders speak up on diversity issues.
- 80% of survey respondents said they want to work for a company that values DEI issues.
- Posts on LinkedIn about diversity received 1.9x the engagement of other posts in 2020.



Reduced Attrition



Stronger Team



Better Results



Increased Bottom Line



# Open Discussion

# THANK YOU!!!

