

RaceEqualityMatters.com

**RACE  
EQUALITY  
WEEK**

6-12 February 2023

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LLOYD'S

#ItsEveryonesBusiness  
#ActionDrivesChange

## DAY 3

**DO YOU PRONOUNCE EVERYONE'S  
NAME CORRECTLY?**

**SO WHAT IF YOU DON'T?**

# TODAY'S EYE-OPENER

## 1 MIN



If you come across someone who has a name that's unfamiliar to you, do you:

- Avoid saying their name?
- Have a go and hope for the best?
- Have a go and ask if you have pronounced it correctly?
- Check with them how to say their name first?
- Shorten their name to make it easier to pronounce?



"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

In a Race Equality Matters poll 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".



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## VIDEO – 1 MIN



**So what, if we get someone's name wrong?**

**Watch this video to find out:** <https://youtu.be/IZU2IRXTPQs>

88% believe Race Equality Matters' MyNames, which advocates asking people how to say their name and spelling people's names phonetically, will tackle race inequality.

## ACTION – 2 MINS



**What could you do to make sure you get everyone's name right? Ideas:**

- Observe and practice. Make an effort to hear how someone pronounces their name to other people.
- Ask them how to pronounce their name.
- Clarify again. If you meet someone again after a while, it's fine to say, "Remind me of your name again," or, "Remind me how to pronounce your name again."
- Don't be arrogant or flippant. I've had a number of instances where people say, "I'll never get it right — can I call you another name?"

(Source Ruchika Tulshyan for Harvard Business Review)

- Commit to adding your phonetic spelling to your email and encourage your colleagues to do the same. To find out more go to: <https://www.raceequalitymatters.com/my-name-is/>

Action/s I will take:	To be achieved by

**If you are interested and would like to find out more: Additional Resources**

1. <https://hbr.org/2020/01/if-you-dont-know-how-to-say-someones-name-just-ask>
2. [https://www.huffingtonpost.co.uk/entry/dont-know-how-to-pronounce-name-what-not-to-say\\_l\\_61f96f24e4b02de5f51edd25](https://www.huffingtonpost.co.uk/entry/dont-know-how-to-pronounce-name-what-not-to-say_l_61f96f24e4b02de5f51edd25)

Videos:

1. <https://www.raceequalitymatters.com/why-you-should-get-involved-in-mynames/>
2. <https://www.raceequalitymatters.com/inein-tfw/>

How to Pronounce Tool:

<https://www.howtopronounce.com/>

You can start to change the world today by making your Big Promise now:  
**go to the Big Promise tool.**