

That's clear!

Creating Long-Term Strategies to Sustain Inclusive Practices



Module 5

Goals of this module

1. Gain practical tools to apply inclusive communication in a clear, sustainable way within your organisation.
2. Develop your own change plan, aligned with the ADKAR model, to support inclusive communication initiatives.
3. Build confidence in leading and sustaining change, with a focus on inclusion and plain language.
4. Reflect on key lessons from the programme and explore how to apply them in your day-to-day work.
5. Identify strategies to embed inclusive communication into your organisation's overall operations.
6. Learn effective ways to engage and influence colleagues to adopt inclusive communication practices.



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2 h 40 min 🕒

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🧩 Building the Inclusive Communication Action Plan (40 min.)

📈 Reflection and wrap-up circle (20 min.)

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Sustainable Change and Inclusive Communication as Culture

25 min 🕒



What You'll Explore:

- A short and practical introduction to sustainable organisational change.
- How inclusive communication and plain language can become a natural and lasting part of your organisation's culture.
- Key ideas to help you understand how change takes hold and is maintained over time.



“Sustainability is not a finish line
but a garden that needs tending”



Sustainable Change in Organisational Culture

Sustainable change occurs when inclusive practices become part of the organisation's DNA, its values, routines, and collective habits.

The process is like cultivating a tree:

- Planting seeds of awareness,
- watering them with consistent effort,
- and pruning habits that hinder growth.



Key Theories

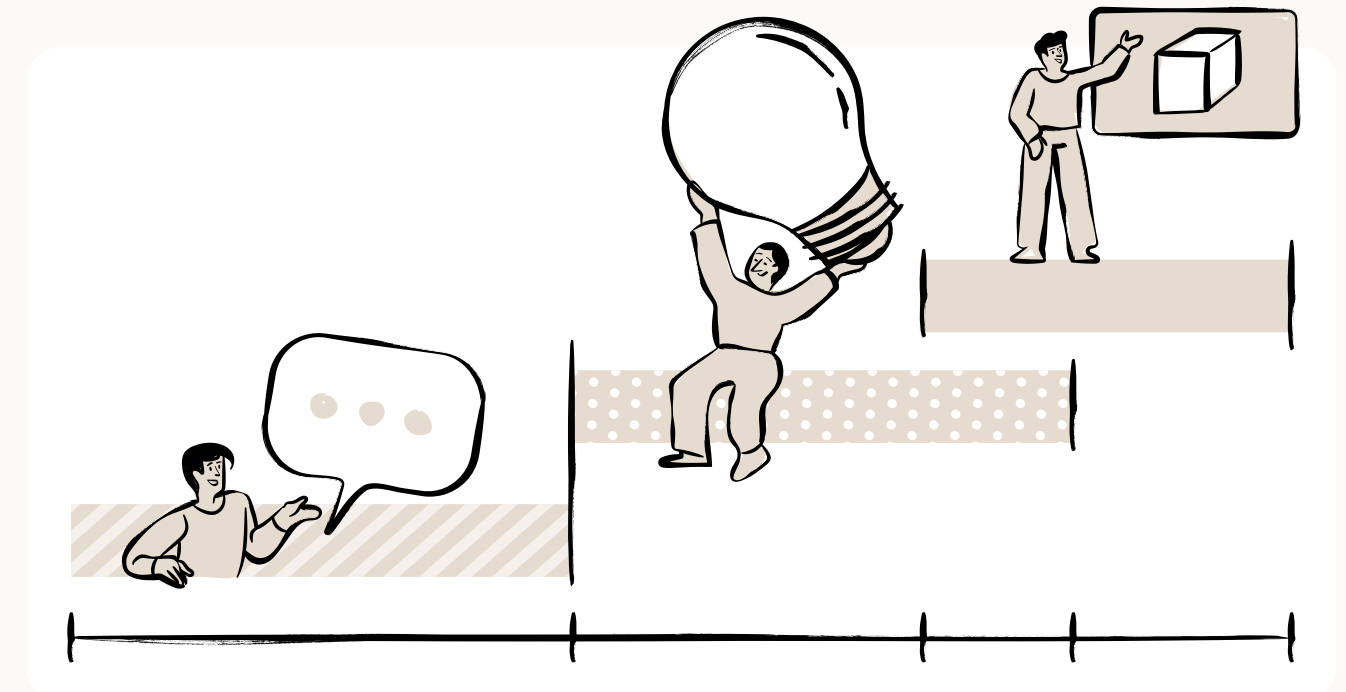
- Kotter's 8 Steps for Change Management – understanding the stages of institutionalising change.
- Learning Organisation Theory (Peter Senge) – emphasising continuous learning and shared vision.
- Plain Language as Culture – treating clarity and accessibility as core organisational values rather than optional add-ons.



The ADKAR Methodology for Change Management

Understanding ADKAR:

- The ADKAR model (Awareness, Desire, Knowledge, Ability, Reinforcement) shows that real change happens one person at a time.
- Each step supports people in moving from understanding why change matters to confidently acting on it.
- Reinforcement is what keeps change alive over time — like sunlight, it helps new behaviours grow and last.



Applied to inclusive communication:

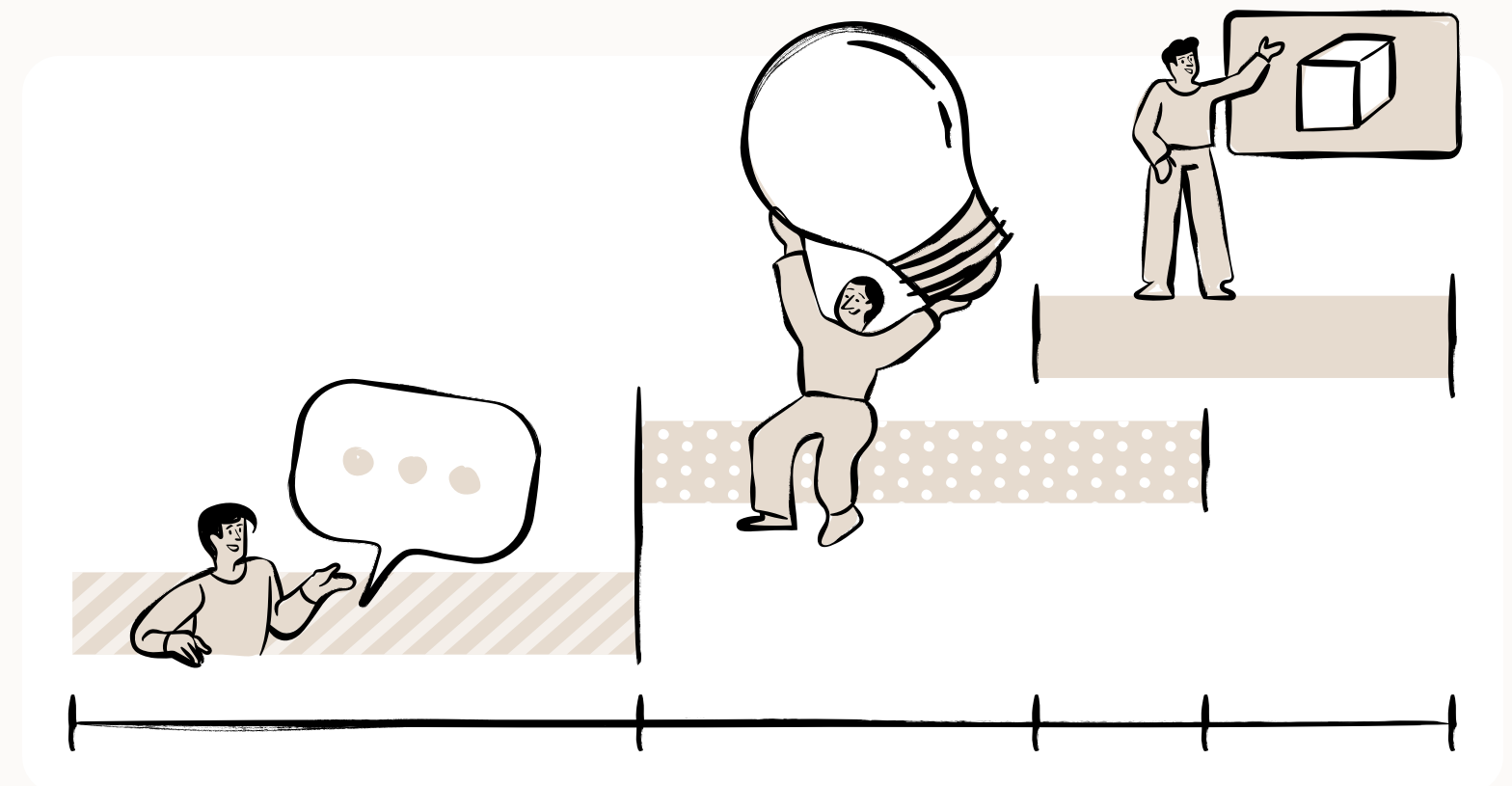
Awareness – recognising why inclusive communication is vital.

Desire – motivating engagement through shared purpose.

Knowledge – providing the tools and understanding for change.

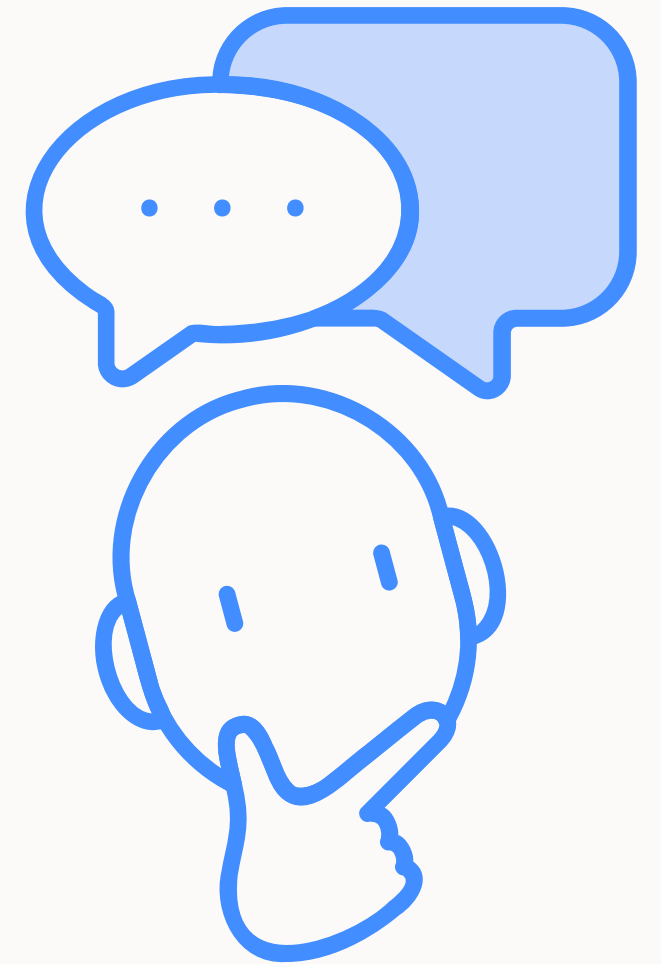
Ability – creating opportunities for practice and implementation.

Reinforcement – ensuring long-term sustainability through recognition, evaluation, and storytelling.



Reflection questions

- Where is your organisation strongest when it comes to change? (For example: vision, everyday routines, leadership support, learning culture)
- Where is the weakest point, and what impact does that have?



Diagnosing readiness for change

25 min 



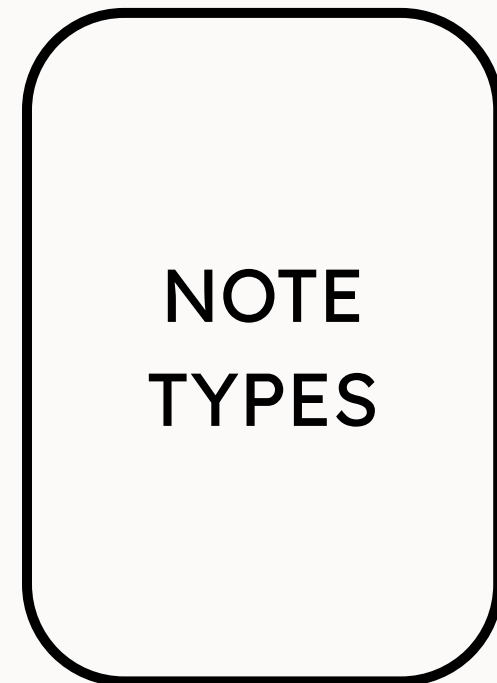
In small groups, you will:

- Create a landscape map of your organisation to show where inclusive communication is working well and where it is challenging.
- Use three different types of notes to capture key observations: strengths, ideas and barriers.
- Identify existing or needed policies, training, and assessment tools that support inclusive communication.
- Discuss and agree on which ADKAR stage your organisation is currently in.

This activity will help you visualise your organisation's strengths and gaps, and clarify where to focus next.



Groups draw a landscape and place post-its:



Sunlight = Strengths

Seeds = Ideas

Shadows = Barriers



Continue the Mapping Activity:

- Add symbols to show policies, training routines, and evaluation tools. Mark whether these already exist or are still needed.
- Discuss and agree on which ADKAR stage best describes your organisation right now: Awareness, Desire, Knowledge, Ability, or Reinforcement.

ADKAR Escape Game

40 min 



You will work in teams to move through five symbolic “rooms”, each linked to one ADKAR stage.

This activity helps turn change theory into practical actions you can use in your organisation..



ADKAR Escape Game

40 min 



How it works:

Each room presents a short challenge focused on:

- Making inclusive communication sustainable.
- Engaging colleagues in change.

To unlock a room, your team must:

- Complete the task.
- Share a key insight briefly with the trainer.
- Teams then rotate to the next room.

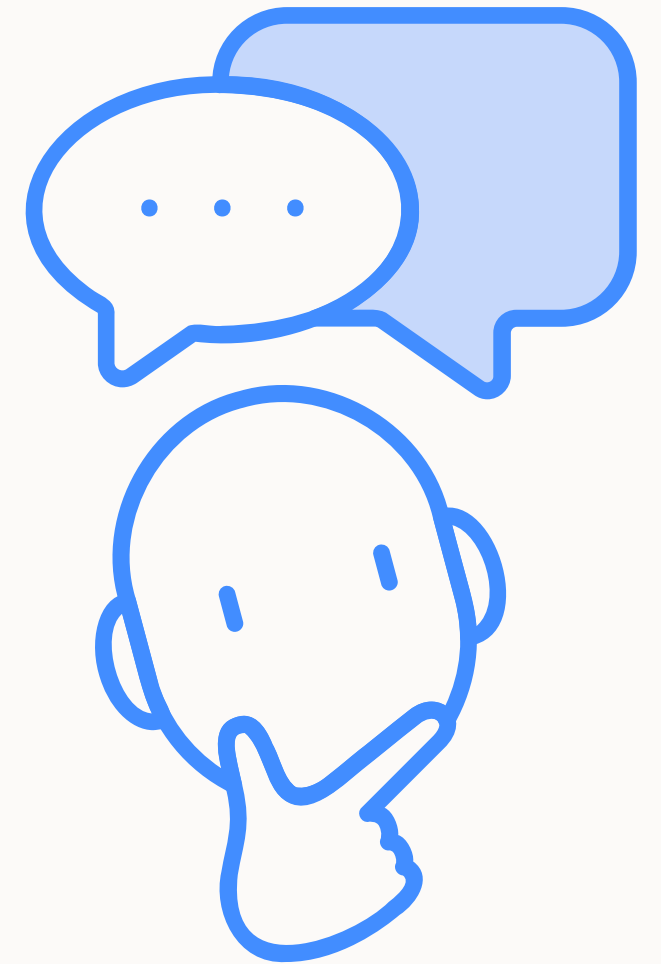
What to do:

- Work together to complete all five ADKAR challenges.
- Record your key answers and ideas on the worksheet provided.



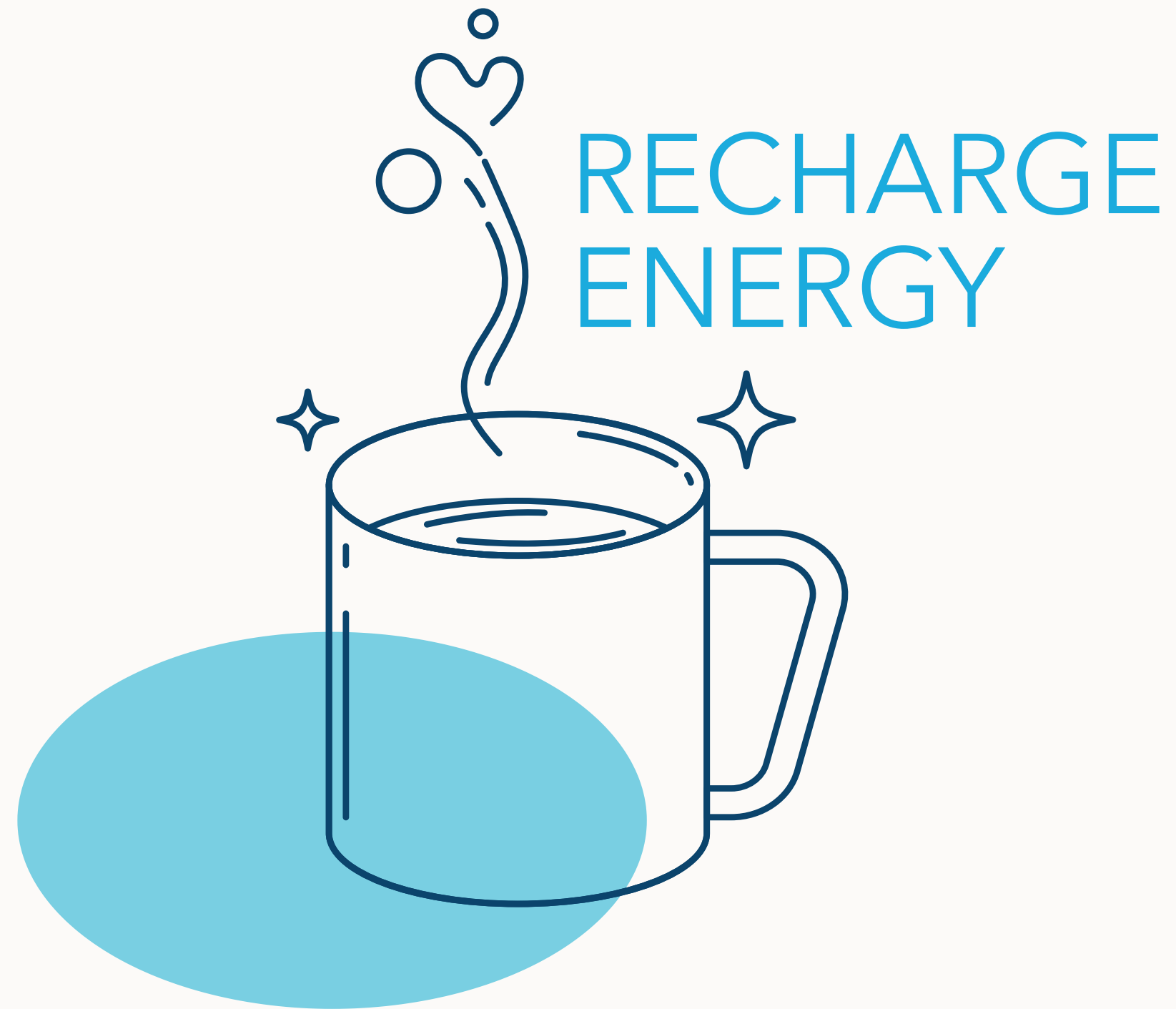
Reflection

- Which stage is hardest in your organisation?
- What evidence or stories convince people and the management of your organisation?
- What reinforcement rituals would work?



Coffee Break

15 min 🕒



Building the Inclusive Communication Action Plan

40 min 🕒



You will create a practical, sustainable plan to embed inclusive communication into your organisation by:

- Integrating it into policies, training routines, and assessment tools.
- Setting clear SMART goals to guide implementation.
- Including concrete structures (policy, training, evaluation) and reinforcement mechanisms to help change last.

This step helps turn ideas into realistic actions you can start using right away.



Building the Inclusive Communication Action Plan

40 min 🕒



How to work:

- Use the provided template to develop your plan
- Pair up with another participant to test its feasibility, considering:
 - Available resources
 - Key stakeholders
 - Potential risks and challenges

This step helps turn ideas into realistic actions you can start using right away.



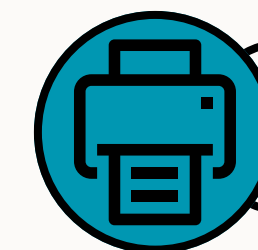
Inclusive Communication: Action Plan Template

Your Action Plan

This action plan will help you design a realistic and sustainable strategy to embed inclusive communication into your organisation's:

- Policies
- Training routines
- Evaluation practices

Tip: Focus on one concrete objective. Small, consistent actions are often the most effective way to achieve long-term change.



Printable Template

Reflection time

Peer Feedback

- In pairs, share one key element of your action plan:
 - Your objective
 - Your first concrete step
- Use the feedback you receive to make one improvement to your plan



Reflection and wrap-up circle

20 min 🕒



Closing Circle: Reflection and Commitment

- We will create a safe and equal space for everyone.
- Chairs are arranged in a circle to support open sharing and respectful listening.
- Each person will have a turn to speak while others listen.

Your contribution

When it's your turn, please share:

- One key insight you are taking from the programme.
- One small step you commit to taking within the next 30 days.
- One strategy you can use to inspire others to support inclusive communication.



Evaluation Tool: Change Tree Commitments Wall


5-10 min 



We will use a visual wall tool to support Reinforcement and help commitments stay visible after the programme.

What to do:

- Write one clear commitment on a leaf:
 - What you will do.
 - By when.
- Place your leaf on the tree to make your commitment visible.

This shared visual helps turn individual commitments into collective momentum for change .





Thank you!

Any questions? Doubts?

Let's discuss

Bibliography

For Trainers / Facilitators (methodology & depth)

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For Participants (accessible & practice-oriented)

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