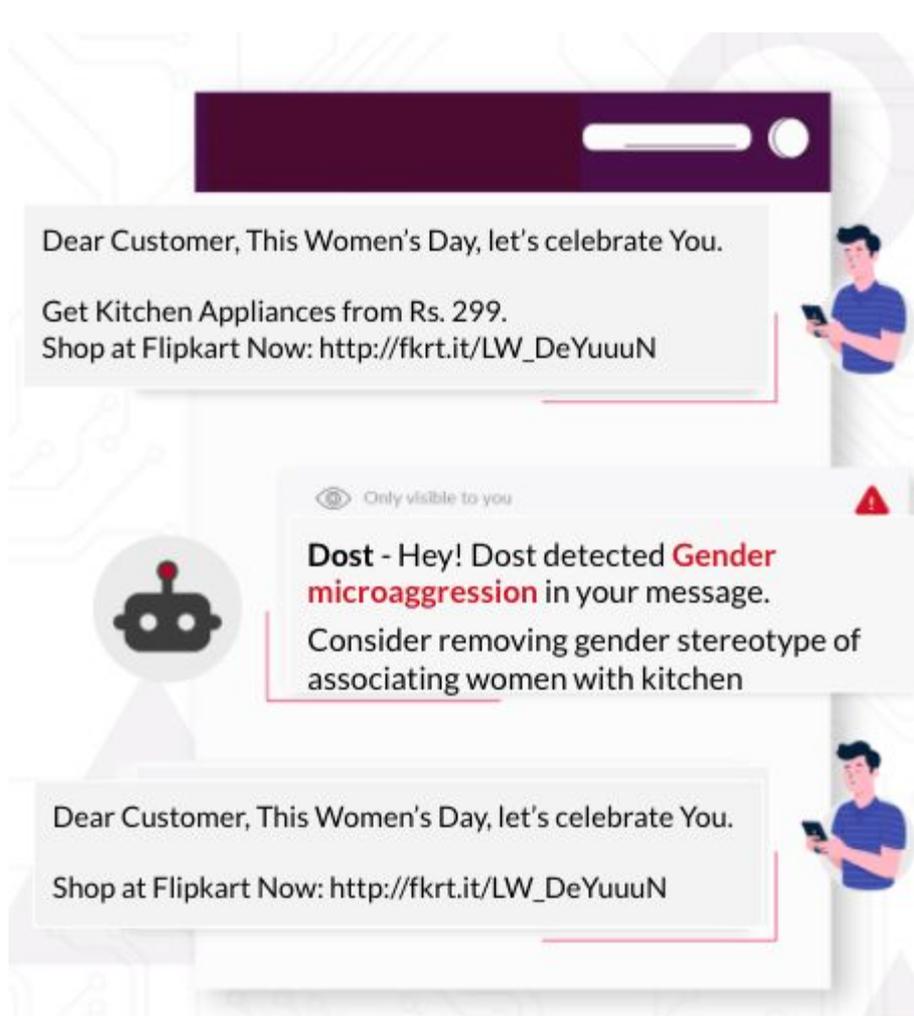


Dost

Promote inclusion in enterprise messaging & collaboration platforms



What issues does Dost detect?



Non inclusive language such as : Bias, Microaggressions, Toxicity and Incivility

Stereotyping

Can you be in charge of organizing farewell parties? Women are good with these things.

Hate and Insult

Yea! She is a real slave driver ...

Rude

If whoever is doing this work is brain dead, I suspect if training is going to help. Give it to someone else.

Non Inclusive Messages

While it might sound like an excuse, the unfortunate reality is that there is a very limited pool of black talent to recruit from.

Bullying



Misogyny



What are Dost product features



Detect Non Inclusive content

Identify in a message content, phrases, words that are non inclusive

Send a Nudge

Send a nudge to the user (only visible to the user) highlighting the issue and education material

Recommend alternatives

Propose alternatives to replace non inclusive content with more inclusive content

Seek feedback

Users can give feedback to Dost on how the app can become better

Encourage & Celebrate

Send a celebratory message to the user when they use truly inclusive communication

Metrics

Send a weekly / monthly update to the users on how they are doing on using inclusive language in their communications

Change management process



A simple 3 stage process to roll out Dost across your enterprise



PILOT

1

Identify a champion
for Dost!

Install Dost on one private channel, where you can invite a few people who represent the voice of the company to test and ascertain how Dost works.



COMMUNICATE

2

Communicate the launch of Dost
across the company through:

- Email
- Slack / Teams message
- Full team meetings
- Wiki posts



ROLLOUT

3

Install and configure Dost to
work across the workspace.

Seek periodic feedback
and review!

Pilot Process



Test, collect feedback, review

1 Identify Dost Pilot Team

Identify a group of people who represent the diverse population within the company as part of the pilot team.

Recommended size: 10% of company.
Maximum 20 People.

3 Subscribe and Install Dost on Test Channel

Go to:
<https://subscribe.ishield.ai/subscription-form> to install Dost.

Add Dost app to #dost_pilot_channel.

2 Create a Private Test Channel

Create a private channel in Slack (or Teams). Add the pilot team members to this channel.

#dost_pilot_channel

4 Collect Feedback

Do a weekly review of how Dost works. What worked well and what did not work well.

Sign-off for next stage.



Communicate



Communicate the launch of Dost across the enterprise

Themes	Channels	Assets Required
Why are we doing this? What is the purpose?	Email	Emailer
How does this help?	Slack	Slack Message
How does it work?	Wiki	Wiki Post
More information about Dost!	Full team meetings	Presentation
	D&I Forums	FAQ Document

ishield.ai has created a sample assets docket with content. You can use the material in this docket and customize it as per your company brand and communication guidelines.

Rollout



Configure Dost across your workspace

1

Configure Dost across all public channels

This is a one time config. Visit ishield.ai/dost for more information.

2

Publish instructions to teams to configure Dost to private channels (optional).

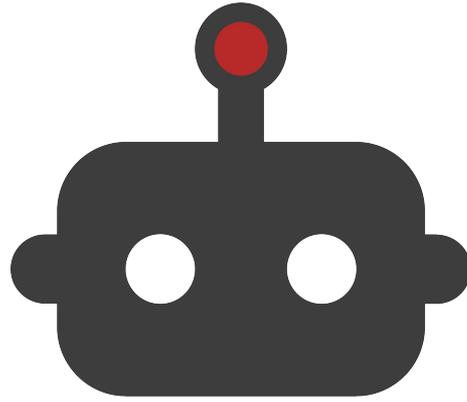
(This is done through channel → Integrations → Add Apps)

Roles and Responsibilities



A suggestion on who should own the process

Phase	Role	Suggested Owner
Pilot	Install Dost on one channel	Slack Admin
	Identify a champion for Dost!	Sponsor
	Test Dost, collect feedback, review	Dost Champion
Communicate	Creation / refining of assets	Champion
	Send company wide comms across channels	Internal Comms / Champion
Rollout	Configure Dost across public channels	Slack Admin
	Publish instructions to configure Dost on private channels (optional)	Slack Admin



Dost says

THANK YOU
