



‘Witty’: SaaS enabling organizations to write and act inclusively, because

#LanguageMatters

#LanguageShapesCulture



Why Witty?

You can't wait.

Diversity and Inclusion has become a must due to social movements (#meToo/new feminism, BLM, LGBTQIA+). Not doing anything or “washing” is dangerous (risk of ‘shitstorms’).

Those that act decisively have a competitive advantage. They perform better. (BCG)

Trainings don't work.

99% of Fortune 500 and 50% of SMBs invest into diversity trainings. They are costly (\$1k/employee/year) and can't be rolled out at big scale.

Bias trainings don't work: They are not effective or even counterproductive. (Harvard)

High risk if comm is biased.

If communication is perceived as biased, customers or employees can kill a brand. Gen Z demands DEI in marketing, as customers (70%) and as employees (83%).

93% of marketers believe in inclusive marketing, but for 90% it is too cumbersome to do it manually.

Solution

Combination of inclusive writing assistant and low-threshold, every-day micro-learning.

How does Witty work?

Witty is a writing assistant, in the form of a browser plugin, that assists you while writing; real-time and embedded in your writing flow.

1 Gendered
Replace with **they**

If a manager picks up this topic, **he** has to **go the extra-mile** to solve it.

2 Knowledge bite...
This is **exaggerating style**, try to be less extreme and use something like "make a special effort"

3 Your Progress this week
Great!
6.78%

- 1 Highlighting and helping**
While you write Witty highlights problematic words. Then it gives you inclusive alternatives. You choose.
- 2 Become aware of own bias**
Behind every word there are micro-learning bites with which you can educate yourself about the bias.
- 3 Get your own analytics**
Observe your own progress or those of others. Gamification soon to come.

How do you get it? Go to <https://www.witty.works/>; click "Get Witty for free" and try out its features.

Draft saved

mycolleagues@myteam.com

New manager

 Templates  Meetings  Sequences  Documents  Snippets

DEMO - click to play

  Sans Serif  **B** *I* U          

Send



What are Witty's benefits?

External impact

All employees write inclusively
→ optimizing communication, externally and internally.

Internal impact

All employees become aware of their own biases
→ sustainable build-up of inclusive culture



accenture

Andrea Bachmann
Diversity Marketing

«We learned to write inclusively in our daily communication. But much more: we realized our own flaws based on unconscious bias.»

Internal Culture Change

Increase loyalty and sustainably build an inclusive culture



DB

Eileen Zappai
DB Cargo

"Witty was great to integrate into our daily work routine thanks to its quick and easy application. It's absolutely recommendable."

Marketing Communication

Social Media, Newsletter, PR, Advertising, Annual Report etc.



MASONBREESE

Swithun Mason
Managing Director

"Witty identifies language barriers for diverse talent in our employer branding. As a result, our brand became significantly more attractive to diverse talent."

Human Resources

Talent-Acquisition and "New Work"



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