witty.works

1st AI-Assistant to Mitigate Risk of Organizational Bias and Foster Inclusion

Witty is an AI-powered, multilingual writing assistant designed to detect and prevent organizational bias, helping businesses foster inclusive communication and mitigate risks from EU and US anti-discrimination laws and new AI regulations.

With Witty, organizations not only create a more inclusive culture through de-biased language but also mitigate the risks of organizational bias that could lead to legal challenges from EU and US anti-discrimination laws or new AI regulations. Whether an organization is communicating internally or externally, Witty empowers them to write and behave in a way that includes everyone, fostering an inclusive corporate culture.

🔧How Witty Works (Annex, Image 1):

- **Detecting biased wording:** Witty highlights wording that exclude, deter or stereotype certain groups.
- **Micro-learning content on bias:** Witty provides bites of content to explain the bias behind the word/phrase.
- **Real-time inclusive alternatives and behavior:** Witty suggests alternatives and behaviors that are inclusive, without disrupting an employee's workflow.
- **Spelling and grammar check:** Maintain professionalism with built-in spelling and grammar correction.

💡Corporate Features to Streamline Communication:

- **Corporate vocabulary management** (Annex, Image 2): Store the organization's inclusive or corporate vocabulary in Witty to ensure all team members write consistently with shared language.

- **Bias detection across 50+ diversity dimensions** (Annex, Image 2) : Witty analyzes language across 50+ diversity dimensions like ethnicity, gender, and age, with customizable focus and analysis depth for each.
- **Statistics on bias traps and communication patterns** (Annex, Image 3): Witty provides analytics that uncover bias traps and communication patterns.
- **Languages**: Witty is used by global organizations and available in English, German, and now French, with Spanish and Italian coming soon. For gendered languages, it allows customization of male generic usage (Annex, Image 2).
- **Compatibility**: Witty works seamlessly across platforms. It's a browser extension that integrates with any web app, including CMS, ATS, social media, and project management tools. It also offers a Microsoft Word Add-in, with Outlook and a Copilot extension coming soon.

🎯Benefits of Witty

- **Stop inadvertently used, non-inclusive language**: Witty helps organizations use inclusive language that resonates with diverse audiences, fostering a culture of belonging. In talent acquisition, organizations attract 3x more diverse applicants.
- **Stay ahead of evolving language**: Witty keeps organizations informed on language changes affecting social groups. It makes inclusive writing 12x faster than manual efforts, reducing the burden on employees and making it more engaging. A globally active organization of 2,500 employees saves €110,000 per year by minimizing the need for manual work and reviewing.
- **Corporate Vocabulary Consistency**: Witty ensures that the organization and its teams speak with one voice by storing and managing corporate and inclusive language guidelines. Used in real-time by all employees, it ensures consistency and reduces costs for language training and reviewing.
- **Build inclusive corporate culture:** Customers report that after just 2 days with Witty, users become more bias-aware, and within 2 weeks, they apply this in daily interactions. Regular use fosters sustainable inclusive behavior, reducing the need for costly or frequent trainings and driving long-term organizational change. A globally active organization of 2,500 employees can save up to €250,000 per year on the need of traditional training sessions.
- **Risk mitigation and protection**: Witty's detailed bias statistics help organizations tackle communication issues and bias early and reduce legal risks under EU and US anti-discrimination laws. By monitoring LLM outputs like ChatGPT and MS Copilot for biased language, it safeguards HR from the EU AI Act or US AI Directives. Additionally, these insights support compliance with the EU Corporate Social Responsibility Directive (CSDR), section «ESRS S1 Own Workforce», effective January 2025 for companies with 250+ employees. Used by mid- and C-level management, it protects against career damaging language and brand reputation loss.

Witty is quick to install and easy to use for any organization. To learn more, feel free to reach out: contact@witty.works

Annex: Witty Interface in a Nutshell

## Image 1: Interactive — Learn about Bias and Get Alternatives
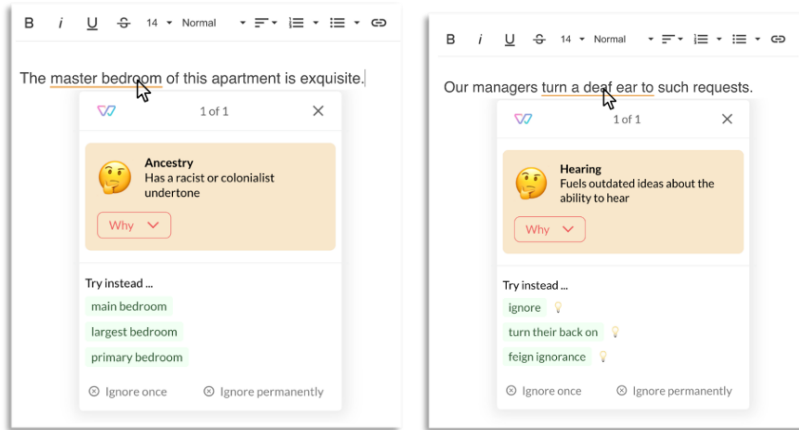
As users write, biased language is highlighted for quick detection. Short explanations and additional insights offer micro-learning on the underlying bias, along with recommendations for inclusive behavior. Inclusive alternatives are then suggested.

Image 2: Customizable Corporate Language Settings
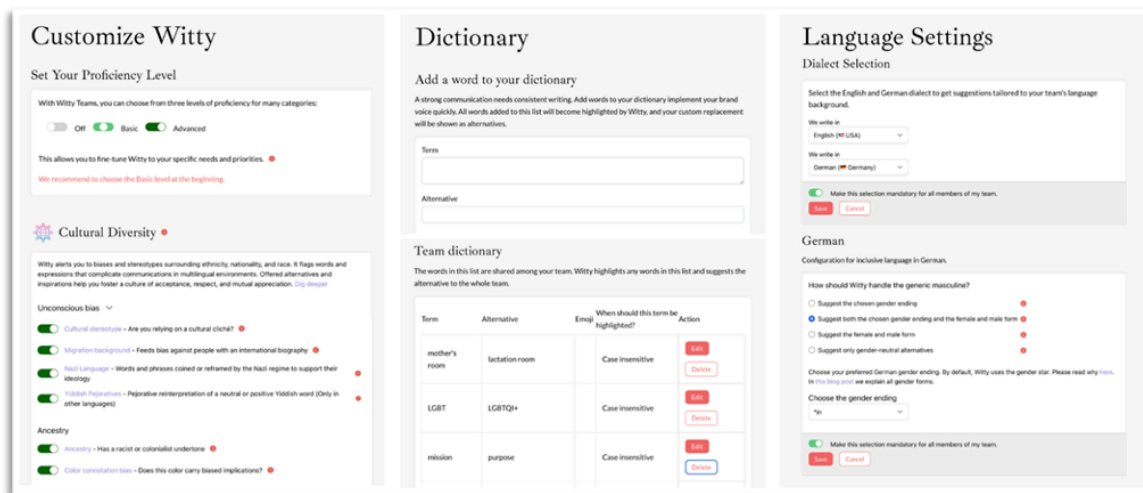
The organization's administrator customizes Witty to meet business needs by selecting which diversity dimensions to analyze and their depth (image left), creating a company dictionary (image middle) and setting language preferences (image right, for example how to handle male generic in gendered languages). These settings are applied in real-time and enforced for all users.

Image 3: Reporting on Unconscious Bias Traps
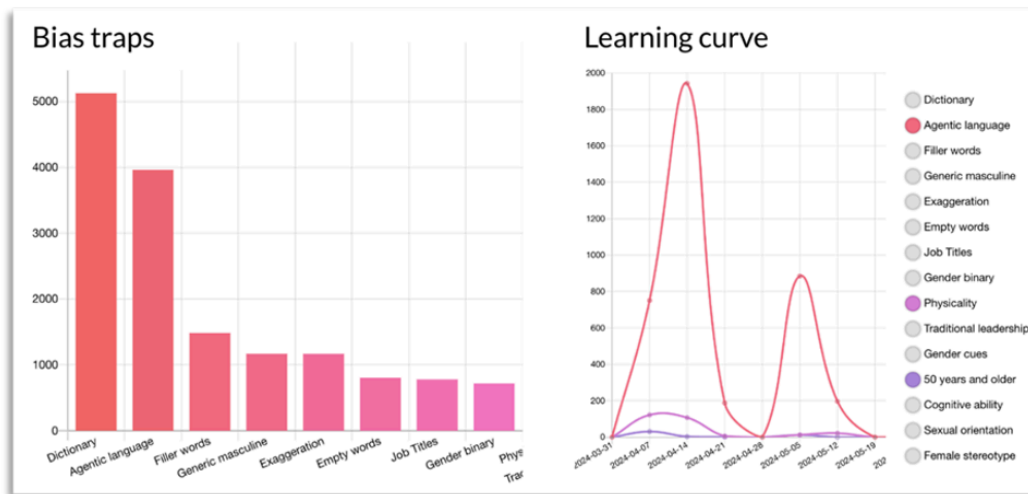
Unconscious bias cannot be measured through surveys, but Witty Analytics excels at identifying unintentional bias by analyzing language, where hidden prejudice often surfaces. It provides detailed insights into bias traps and inadvertent communication patterns that teams encounter (image left). It tracks their progress across diversity dimensions over time (image right).

These real-time analytics enable organizations to address communication issues and bias early, reducing legal risks under EU and US anti-discrimination laws. By monitoring LLM outputs like ChatGPT and MS Copilot for biased language, Witty also ensures compliance with the EU AI Act, US AI Directive. These reports can be used to comply with the EU Corporate Social Responsibility Directive (CSDR), effective January 2025 for organizations with 250+ employees.