

# How to build an inclusive volunteering brand

Top takeaways from Tess Palmyre (Brandable)



Know the difference between unsafe and uncomfortable.  
One is a barrier to progress.  
The other is the path.



Ensure that what you say  
publicly reflects your  
corporate practice.



Embed inclusion at the heart  
of your brand by aligning  
inclusion efforts with your  
brand purpose.



Build trust and accountability  
into any DEI efforts –  
otherwise it won't work.



Everyone has a part to play.  
It's not just HR's job to deliver  
on DEI goals.



Nothing for them, without  
them: Amplify the voices and  
perspectives of people from all  
backgrounds/lived experiences.

**Ready to build  
an inclusive brand?**

Get in touch:  
[brandable.ink/connect](https://brandable.ink/connect)