

CREATE INCLUSIVE TITLES & DESCRIPTIONS

EXERCISE: SEE FOR YOURSELF

List three (3) of your favorite advertisements. These can be commercials on tv, a spot on the radio, a spread in a magazine, a banner while surfing the web, etc.

- What was the advertisement for?
- What did you like about it?
- Why do you remember it?

Advertisement	What was it for?	What did you like?	Why do you remember?
Ad 1:			
Ad 2:			
Ad 3:			

Now list three (3) of your favorite job descriptions or employer branding advertisements (i.e. an ad meant to attract and excite talent to an organization).

Job Description	What was it for?	What did you like?	Why do you remember?
Job 1:			
Job 2:			
Job 3:			

Can you do it?

If you can, was one of the ads for a job at your organization?