


# Importance of Names

**NameCoach**  
*hear the name, say it right*

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- Our names are important to us and our names can tell us a good deal about who we are and supports inclusion and belonging.
  - Names have meanings in terms of our personal history, our families, our cultural heritage and our place in the world.
  - Racially minoritised individuals often adapt or change their name to 'fit in' or due to their name being mispronounced.



# WHAT'S IN A NAME

TBS



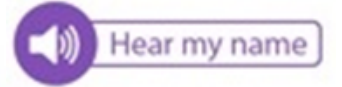
# Tips!

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- Please, don't assume, if you are not sure on how to pronounce a name, ask the person! Keep saying it until you get it right.
- Listen and write the name phonetically. Invite them to correct you.
- If the person states it does not matter or call me 'this' instead. Apologise and explain that you want to learn how to pronounce their name.
- Ask what their name means- show an interest.
- Do not shorten someone's name unless they invite you to do so
- Do not avoid using their name completely instead of learning how to pronounce their name. This makes them feel invisible.
- Help others get it right- correct them if they use a nickname for someone without their permission



# NameCoach



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**Name Coach** allows you to use a '**visual button**' in your email signature to signal that this is an audio name badge to the reader. When the reader presses the icon, they will be able to hear you pronouncing your name.

<https://cloud.name-coach.com/>