

WHO'S MISSING?

CULTIVATING AN INCLUSIVE MINDSET FOR AI

AI prompt guides teach us how to ask *machines* better questions. We want to do something different. The purpose of this guide is to help us ask *ourselves* better questions.

Who's Missing? is a question for every stage of our work: a pause that helps us challenge assumptions, widen the frame, and make work that is not only more inclusive, but more relevant and commercially powerful. Its real value comes when people make it a habit across research, briefing, creation, review and approval.

When it comes to AI, use Who's Missing? as trigger for critical thinking. The following slides show the areas that asking the question may bring into focus.



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The Frame

Consider the frame and ask ***Who's Missing?***

Who is visible, who is centred and whose perspective shapes the work. Look for people, cultures, languages, accessibility needs and intersecting identities that have been overlooked or reduced to a stereotype. Are we seeing real people in all their complexity, or a simplified version of the audience? What assumptions about gender roles or identity are being repeated?

Keep asking “Who's Missing?” as the work develops. The answer may change at each stage.

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The Evidence

Ask ***Who's Missing?*** then examine:

Whose experiences are reflected in the data, sources and references. Consider what is absent, outdated, unreliable or difficult to measure, and which markets or perspectives may be overrepresented. Be clear about what the evidence cannot tell us and where assumptions are filling the gaps.

Keep asking “Who’s Missing?” as the work develops. The answer may change at each stage.



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The Decision

Ask ***Who's Missing?*** then look at:

Who shaped the brief, informed the work and has the power to approve or challenge the result. Consider whose professional expertise and lived experience should be brought into the conversation before an output is used to guide a decision.

Keep asking “Who's Missing?” as the work develops. The answer may change at each stage.

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The Impact

Ask ***Who's Missing?*** then trace:

Who gains visibility, opportunity, investment or other benefits, and who may bear unintended costs. Consider accessibility, physical, psychological and cultural safety, and whether an approach could reinforce an existing inequality. Use that discussion to strengthen the work and widen who can benefit from it.

Keep asking “Who’s Missing?” as the work develops. The answer may change at each stage.



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