



ALL ABOUT PRONOUNS

Our core values have guided our company for decades.

Bath & Body Works supports diverse identities and fosters a culture that is anti-racist, consists of active allies, embraces social change, takes action and is accountable.

To live up to the value, “Diversity, Equity & Inclusion Make Us Stronger,” it is important to bring awareness to and educate on the use of pronouns.

IMPORTANCE OF PRONOUNS

Words are powerful; they help us convey meaning and connect with others. Pronoun references happen in everyday conversation, like when a group is addressed as “*ladies and gentlemen.*” Some people in the LGBTQIA+ community use pronouns to describe themselves that represent deeply personal choices. However, for a person who is transgender or non-binary, sharing pronouns can be risky or lead to unwanted attention. For a cisgender person, a person whose gender identity aligns with the sex they were assigned at birth, there is little to no risk in sharing pronouns. That’s why we encourage all to share your pronoun preference in order to normalize the process and make a more inclusive environment for all.

Here is a great article for additional insight: [Why I Put Pronouns on my Email Signature \(and LinkedIn profile\) and You Should Too](#)

START AT THE BEGINNING

A person’s pronoun is not determined by their appearance and does not always align with traditional gendered pronouns (she/her, he/him). Showing respect begins with understanding and using the pronouns others identify with.

You can demonstrate respect for others by modeling appropriate pronoun use in workplace interactions. Try making pronouns an optional part of introductions at check-ins, meetings or events.

- “*What personal pronouns do you use?*”
- “*How would you like me to refer to you?*”
- “*How would you like to be addressed?*”
- “*My name is Tou and my pronouns are he and him. What about you?*”





ADDRESSING GROUPS

Pronoun references permeate our everyday conversations, whether it is on the phone, in-person or over email. In addition, many people fall back on gendered language to express respect, formality, and/or convey a customer friendly tone. Utilize gender-neutral greetings when addressing groups of people. Choose from a variety of greetings to replace gendered introductions like ladies and gentlemen which can alienate staff who identify differently.

Options can include:

- All of you
- Colleagues
- Everyone
- Valued guests
- Y'all
- Friends
- Team
- Folks

WHAT IF I MAKE A MISTAKE?

Simply apologize and use the correct pronoun(s) moving forward.

- *“Her books are—I’m sorry, hir books are over there.”* By correcting yourself, you’re modeling respectful pronoun use for others in the conversation.
- If you only realize the mistake later, a brief apology can help: *“I’m sorry I used the wrong pronoun earlier. I’ll be more careful next time.”*

If someone uses the wrong pronoun for a person who is not present, try a brief correction:

- *“I think Sam uses she and her pronouns. And yes, I’m going to her house later too!”*

WHAT IF SOMEONE LISTS MULTIPLE, NO, OR ANY PRONOUNS?

Some people are comfortable with different sets of pronouns.

- *“My name is Alex, and I use the pronouns they and she.”* While it would still be correct to refer to Alex by her second choice of pronouns, it would be more accurate to refer to them by their first choice.

Still others may not wish to use pronouns at all, and in those circumstances, always refer to them by name.

- *“Logan’s desk is by the window, and Logan will be up shortly to meet with you.”*





Finally, there are some who are comfortable with any set of pronouns. In these cases, you may refer to them with any pronoun they are comfortable with.

- *“Jonathan’s meeting is starting soon, and she would like to meet you.”*

SIGNIFYING PRONOUNS IN YOUR EMAIL SIGNATURE

Bath & Body Works supports employees’ choice to include their pronouns in the signature of your company issued email address (where applicable). Below is an example of the approved template with pronouns included:

ALI BASSETT
 Pronouns: [She/Her/Hers](#)
 Human Resources Manager
 Inclusivity Matters Inc.
 614.555.1212 Cell

PRONOUNS & HOW TO USE THEM

Please note: “Ze” is usually pronounced with a long “e” and that “hir” and its forms are usually pronounced like the English word “here.” Instead of ze/hir pronouns, some people go by “ze/zir” pronouns because of the more consistent pronunciation and spelling.

SHE/HER/HERS	HE/HIM/HIS	THEY/THEM/THEIRS	ZE/ZIR/ZIRS	ZE/HIR/HIRS
She is here now.	He is here now.	They are here now.	Ze is here now.	Ze is here now.
Her phone call just started.	His phone call just started.	Their phone call just started.	Zir phone call just started.	Hir phone call just started.
She excused herself from the meeting.	He excused himself from the meeting.	They excused themselves from the meeting.	Ze excused zirsself from the meeting.	Ze excused hirself from the meeting.
The seat is hers	The seat is his.	That seat is theirs.	That seat is zirs.	That seat is hirs.
Let’s wait for her.	Let’s wait for him.	Let’s wait for them.	Let’s wait for zir.	Let’s wait for hir.

For additional information check out this [glossary of gender identity terms.](#)