

## **Redesigning the Room: Inclusion in Action at Kenya Airways**

In aviation, safety is visible. Inclusion often isn't but at Kenya Airways, it's steadily becoming part of how the airline thinks, speaks, and operates.

Helping drive that shift is Hezbon Muiru, a Corporate Affairs and Inclusive Communications Specialist whose work is shaping how the airline communicates with employees ensuring no one is left out.

Hezbon brings more than professional expertise to the role. As a person with visual impairment, his lived experience gives him a unique and deeply practical understanding of what inclusion truly means; not in theory, but in everyday reality.

### ***Designing Communication for Everyone***

In Corporate Communications, the work goes beyond crafting messages. It's about asking a critical question: who is this message working for, and who might it be leaving out?

For Hezbon, that awareness is instinctive. Navigating spaces and systems that are not always designed with visual accessibility in mind has shaped how he approaches communication. It drives him to advocate for descriptive elements, accessible formats, and thoughtful design that consider people with different abilities.

Inclusive communication at Kenya Airways means building accessibility into messages from the start, whether for passengers or employees. It's about ensuring information is not only shared, but understood by as many people as possible.

This approach reflects a broader move toward universal design, creating communication that works for everyone without needing last-minute adjustments.

### ***Moving Beyond Compliance***

In many organizations, inclusion is often seen as a corporate social responsibility effort or a compliance requirement. At Kenya Airways, the mindset is shifting beyond that.

Through collaboration with departments such as HR and operational teams, inclusion is being embedded into programs and events from the planning stage. Accessibility is becoming part of the blueprint, not an afterthought.

*The Power of Perspective*

Hezbon's perspective sharpens the way communication is developed across the airline. His lived experience makes him highly aware of where gaps may exist and how systems can be improved.

That awareness influences how messages are framed, how events are organized, and how employees and passengers are engaged. The question he consistently brings into the room is simple but powerful: who might be missing from this experience?

In a fast-paced airline environment, this mindset aligns closely with service excellence. Inclusion becomes part of delivering care, respect, and understanding; not separate from it.

### **More Than One Dimension**

Beyond the office, Hezbon is also a creative; a musician, performer, and entertainer. That artistic side brings balance, energy, and connection into his life and work.

It's a reminder that inclusion is also about recognizing the many dimensions people bring into the workplace.

### **Redesigning the Room**

Inclusion at Kenya Airways is not just about inviting people to the table. It's about redesigning the room, rethinking systems, communication, and environments so that when people walk in, they can participate fully and confidently.

Through roles like Hezbon's, the airline continues to move toward an organization where inclusion is not an initiative, but a way of working.