GENDER NEUTRAL LANGUAGE EXAMPLES

Masculine Words	Gender Neutral Alternatives
Strong	Able, proven, exceptional, sound, steady, excellent, solid
Lead	head, top person, manager, run, head up, manage, steer, grow, pioneer
Analysis	investigation, study, test, testing, research, data
Individuals	people, team members, applicants
Decisions	choices, conclusions, judgments, moves, outcomes, steps, actions
Driven	passionate, inspired, energized, motivated, spirited, guided, fueled, oriented
Competitive	attractive, fair, results-oriented, enthusiastic, comparative
Expert	professional, pro, experienced, adept, skilled, trained
Objectives	priorities, targets, goals, aims, intentions, purposes
Principles	values, beliefs, rules, benefits, ideas, practices, morals, ideals, standards

Adapted from: The Top 10 Masculine Biased Words Used in Job Descriptions | Ongig Blog