



**2026 BITC MEMBER
CONFERENCE**
28 JAN 2026 | LONDON

RESPONSIBLE BUSINESS: THE FOUNDATION FOR GROWTH

Polarisation & public trust: Responding to shifting attitudes

Joanne Vazquez-Kirby, Global DEI Lead, **Skyscanner**

Shannon Rivers, Director of Inclusion & Wellbeing Advisory, **Business in the
Community**

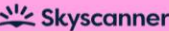

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DEI PODCAST VOL. 8

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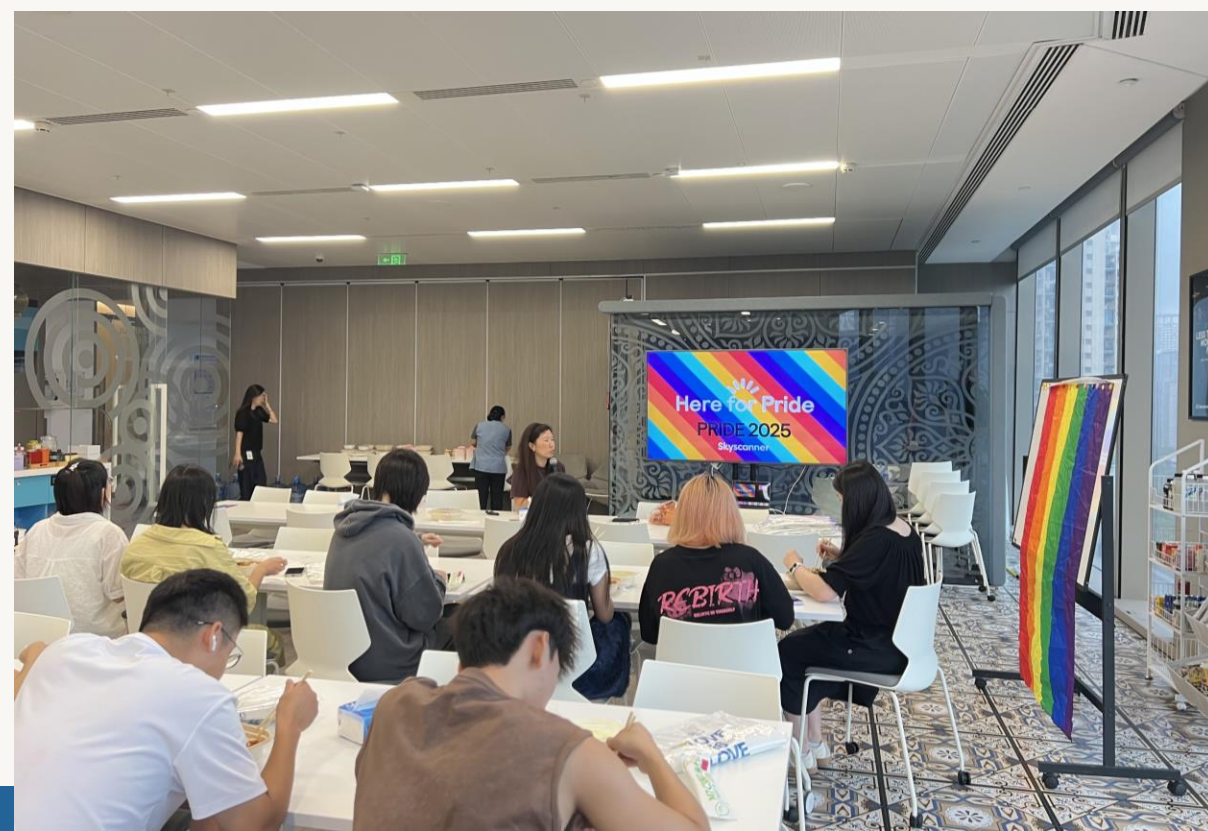


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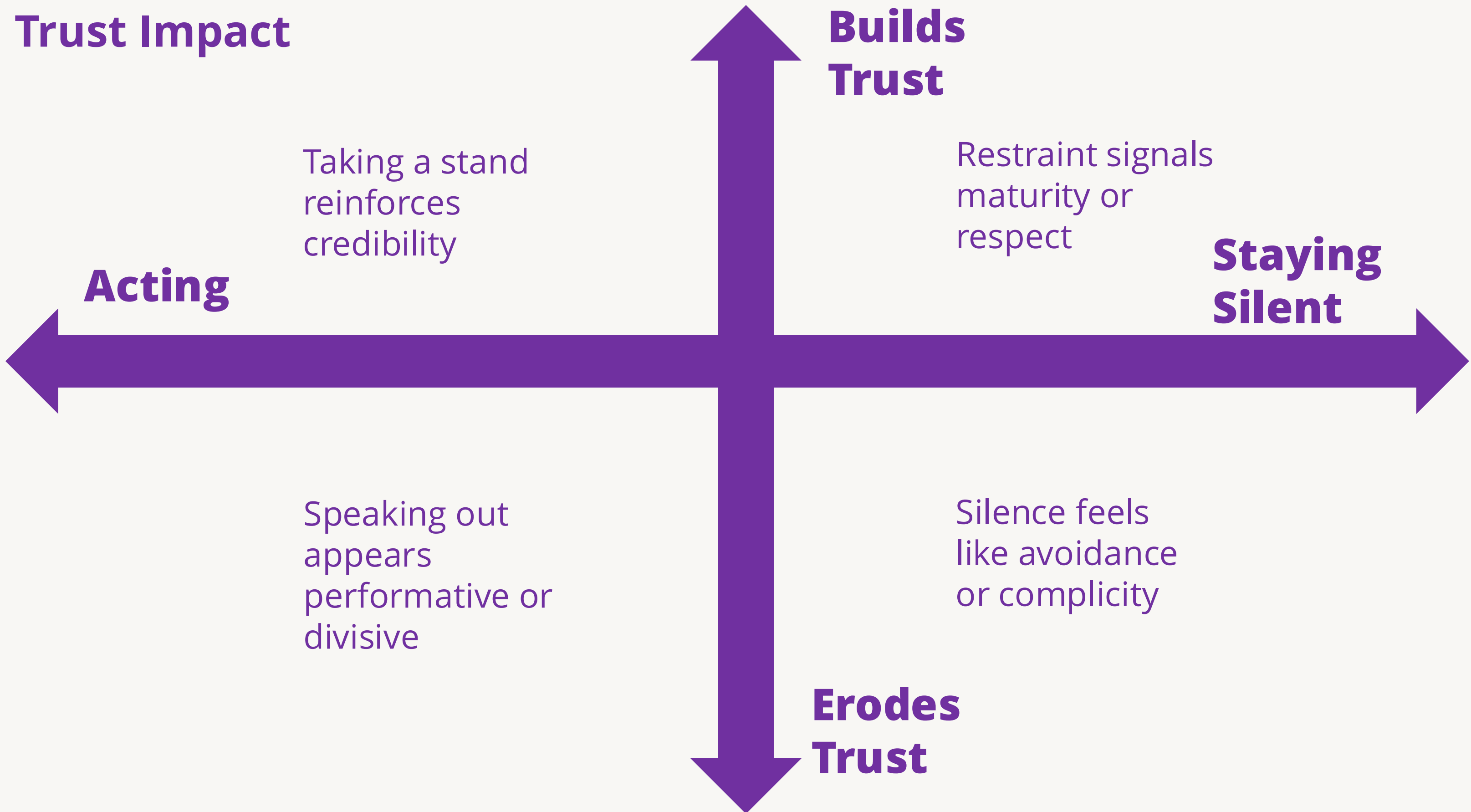
Our key takeaways:

1. Communication
2. Trust
3. Alignment

Navigating Polarisation with Integrity and Trust

Two simple tools to support values-led judgement under pressure

Trust Impact

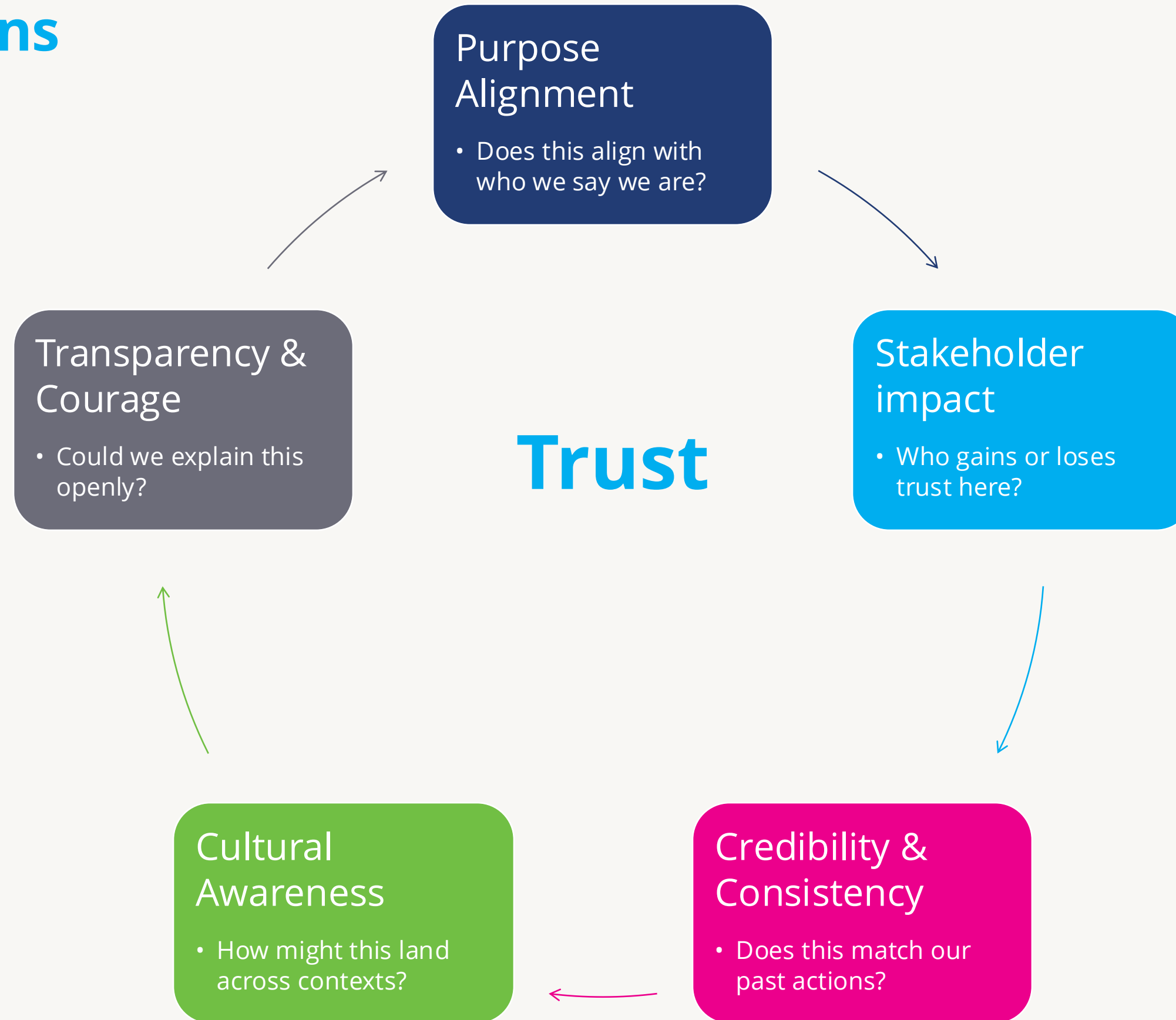


Trust is shaped by judgment, not just by whether you speak.

Navigating Polarisation with Integrity and Trust

Two simple tools to support values-led judgement under pressure

The Trust Lens



Trust is shaped by judgment, not just by whether you speak.



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