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HOW TO STIGMATISE LIKE A PRO

the easy, efficient, and
absolutely wrong way to do it.

how to stigmatise 101

THE COURSE

Course Aims

1. Teach the art of bad allyship.
2. Promote stigma with confidence.
3. Help you look caring without effort.

Learning Objectives

1. Label people in one word or less.
2. Use trauma for maximum claps.
3. Silence others while seeming supportive.

Course Content

1. Speak for others
2. One word labels
3. Spotlight trauma
4. Make assumptions
5. Quick-fire tips

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thers ||| speak for others ||| speak for o

move one: speak for others

Don’t waste time asking people what they think – just assume you know best. Share their ‘truth’ with conviction, regardless of what they’d actually say. Bonus points for writing their story for them and putting your name on it.

YOUR HOW-TO MANUAL

difficulty level	plausible deniability	virtue signalling
1/5	5/5	4/5

TOP TIP: The louder you talk, the less anyone notices the lack of lived experience!

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move two: one-word labels

Complexity is overrated. Stick to snappy labels like “troubled,” “vulnerable,” or “heroic” – pick whichever suits your agenda. Remember, if you reduce someone’s life to a single word, it’s much easier to manage them.

YOUR HOW-TO MANUAL

difficulty level	plausible deniability	virtue signalling
1/5	4/5	3/5

TOP TIP: Bonus points for alliteration – “vulnerable victims” has a nice ring to it!

move three: spotlight trauma

Hunt down the most painful, dramatic parts of someone's life and spotlight them in every presentation. The more tears you can generate from the audience, the better. Never mind the risk of retraumatisation – you're here to make an impact!

YOUR HOW-TO MANUAL

difficulty level	plausible deniability	virtue signalling
2/5	3/5	5/5

TOP TIP: A tragic story grabs attention – just don't expect to fix anything.

move four: make assumptions

Standardisation is efficiency! Group everyone into a nice, neat box and roll out a ‘one-size-fits-all’ solution. Ignore inconvenient truths like individuality or cultural nuance – it’s not scalable.

YOUR HOW-TO MANUAL

difficulty level	plausible deniability	virtue signalling
1/5	4/5	3/5

TOP TIP: You know what they say about assumptions. You and I are always right.

k fire ||| quick fire ||| quick fire ||| quic
fire ||| quick fire ||| quick fire ||| quick

quick fire moves to master

DENY COMPLEX	“It’s really quite simple if you think about it…”
IGNORE CONTEXT	Forget the why, focus on the what.
ERASE JOY	No room for laughter or strength here.
CELEBRATE SUFFERING	The more pain, the more inspirational it looks.

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g, the right way ||| be wrong, the right

congratulations

you've officialy achieved:

level one
stigma
proficient

- Reduce complex lives to snappy labels.
- Oversimplify narratives with performative empathy.
- Use trauma and suffering as your spotlight.
- Keep everyone in their place - especially when they might have something to

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the end

This is a work of satire.
It’s not meant to be taken seriously — unless it hits a bit too close to home.

If you want to grab a coffee and tell us we’re right, wrong, or just irritating ...

Go on. We dare you.

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