
BUILD BUSINESS.

Session Sponsor:

PNC BANK

Session Hosts:

stclair superior development corporation

TremontWest development corporation

The Chamber of Commerce for the LGBT Community and Allies

Creating Awareness. Promoting Inclusion.
The Case for an Inclusive Workplace

- Good for Business
- Retain and Attract Talent
- Higher Employee Retention Rates
- Higher Employee Satisfaction
- Increased Motivation
- Increased Work Performance & Productivity
- Decreased Stress
- Higher Attendance Rates
- Reduction in Destructive Behaviors

LGBT Market Facts

The LGBTQ Community has an annual buying power of approximately $759 billion in the United States alone. Estimates are that the LGBTQ community spending is between $48.8 billion and $97.7 billion of the $509 billion Ohio economy. Studies have repeatedly shown that the LGBTQ community is one of the top most brand loyal communities.

A recent study found that:

- 3 out of 4 (74%) of LGBTQ adults will support brands that support causes that are important to them as an LGBTQ individual.
- 9 out of 10 (87%) will support companies that are known to provide equal workplace benefits for all, including LGBT individuals.
- 3 out of 4 (75%) heterosexual/cisgender adults will also support those companies that provide equal benefits for all, including LGBT individuals.
- 7 out of 10 (71%) of LGBTQ adults will remain loyal to a brand that supports the LGBTQ community even if competitors have lower prices and are more convenient.
- 49 out of 100 (49%) will not do business with companies that do not reflect our standards of inclusion.

Contrary to popular belief, LGBT individuals are not all in the upper income bracket:

- 25% of the LGBTQ community makes more than $75K
- 12% live below the poverty line

Being LGBTQ doesn’t necessarily change the jobs we have nor the income we make but it does impact who we choose to do business with.
Current Status of LGBT Employment Discrimination Laws

- Sexual orientation and gender identity: all employment
- Sexual orientation with anti-employment discrimination ordinance and gender identity solely in public employment
- Sexual orientation: all employment
- Sexual orientation and gender identity: state employment only
- Sexual orientation: state employment
- No state-level protection for LGBT employees

Workplace Facts

Employee engagement is a key to retention and productivity.

- A recent California study showed that when a person acknowledges and comes out to a team, the team is 27% to 35% more productive. Hiding and covering identity can detract from team productivity
The Cost of the Closet Study (HRC 2015) showed:

- 35% of LGBTQ employees feel compelled to lie about their personal lives while at work
- 53% nationwide hide who they are at work
- Top Reasons for Not Being Open:
  - 38% fear of making people uncomfortable
  - 36% fear of being stereotyped
  - 31% Loss of connections or relationships with coworkers
  - 23% Impact on advancement and development opportunities

Gallup Q 12 of Employee Engagement

The Gallup Q12 Survey measure the most important elements of employee engagement and polls nearly 25 million employees around the world.

1. Do you know what is expected of you at work?
2. Do you have the materials and equipment you need to do your work right?
3. At work, do you have the opportunity to do what you do best every day?
4. In the last seven days, have you received recognition or praise for doing good work?
5. Does your supervisor, or someone at work, seem to care about you as a person?
6. Is there someone at work who encourages your development?
7. At work, do your opinions seem to count?
8. Does the mission/purpose of your company make you feel your job is important?
9. Are your associates (fellow employees) committed to doing quality work?
10. Do you have a best friend at work?
11. In the last six months, has someone at work talked to you about your progress?
12. In the last year, have you had opportunities at work to learn and grow?

What is Diversity?

The concept of diversity encompasses acceptance and respect. It means understanding that each individual is unique, and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. It is the exploration of these differences in a safe, positive, and nurturing environment. It is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.
Microaggressions

Brief and commonplace verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative slights and insults.

Examples:

- Using the word “gay” to describe something unfavorable
- Asking who is the ‘man’ or ‘woman’ in a relationship
- Assumptions based on appearance i.e. lesbians=sports, gay men=fashion

What Can We Do?

Awareness:

- Coming to an understanding of our own cultural identity can help us to understand our own unconscious bias.
- What beliefs do I bring with me? What do others bring?

Communication:

- Using “I” Statements
- Making sure that your intent is in sync with your impact

Respect:

- Golden Rule: Treat others the way you would want to be treated
- Platinum Rule: Treat others the way they would want to be treated
- Assume that disrespect is never intended

Addressing microaggressions:

- Interrupt, question, educate

Make awareness of LGBT issues and concerns a part of the conversation of inclusion and diversity in the workplace.

Additional Notes:
ABOUT PLEXUS

Plexus is the only LGBT-focused business organization in Northeast Ohio, allowing for connections and opportunities unlike those at any other professional group. We understand the need for professionals and companies to build their competitive advantage.

Plexus works to:

- Act as a resource to connect business professionals
- Expand the economic interests of LGBT and allied businesses
- Provide programs and services to build skills and develop business
- Advocate for economic inclusion in the community and the workplace

Plexus membership is open to everyone, including business owners, professionals and community leaders. Support of Plexus makes a statement for economic equality in your workplace, your city and in our state. As the only state affiliate of the National Gay and Lesbian Chamber of Commerce (NGLCC), Plexus is the voice for the LGBT and allied business communities in Northeast Ohio.

Stakeholders

Plexus represents a wide variety of stakeholders, sponsors and members, such as:

- LGBT and ally business owners
- LGBT organization leaders
- Economic development leaders
- Corporate employee resource groups
- Corporate diversity & inclusion officers
- Corporate supplier diversity professionals
- LGBT and ally professionals
- Community change agents
- Other diverse business owners

Established in 2006 as a 501(c)6 organization whose mission is to promote and advocate for LGBT and allied businesses and act as catalyst for economic vitality in Northeast Ohio.

Founded in December 2008 as a 501(c)3 organization whose mission is to improve the workplace environment for LGBT individuals through education, research and development.