

Pride in the Workplace

PRIDE OUTSIDE
• LEARNING •



The Ultimate Guide to becoming an LGBTQ+ Inclusive Organisation
5 practical and proven strategies that work

GIVE



LISTEN to your LGBTQ+ employees and their experiences



Creating an inclusive environment starts with actively listening to the LGBTQ+ voices and lived experience within your organisation to create a culture of true belonging.

LGBTQ+ employees can provide invaluable insights into policies, practices and cultural issues that enable inclusion or perpetuate exclusion. Their lived experiences illuminate areas that leadership may be blind to.

A 2022 YouGov poll found 38% of Gen Z adults in the UK identified as something other than heterosexual; however, more than half of LGBT employees (53.8% Gallup poll) reported covering up their identity at work.

This helps explain why organisations always underestimate their LGBTQ+ staff population. There will also be staff members who have LGBTQ+ children, close family members and friends. Therefore working for an organisation that is LGBTQ+ inclusive will be important to them as well.

Example

We worked with Scottish Ballet on LGBTQ+ Inclusion as they are committed to building a truly inclusive culture of belonging. We started with a wellbeing day for their LGBTQ+ staff, and this lived experience then helped inform our partnership working which has ranged from Trans and non-binary inclusion training to developing LGBTQ+ storylines in their work and an LGBTQ+ Learning library.



Practical Steps

Quick wins

Do a quick temperature check with your employees through an anonymous survey or a facilitated focus group to gain valuable insight on your organisation's LGBTQ+ Inclusion. It's important to do this with all staff as not everyone who is LGBTQ+ will be out at work and people with LGBTQ+ family and friends will also be impacted by workplace discrimination.

Long-term transformation

Invest time and money into your LGBTQ+ groups (ERGs/LGBTQ+ network) and empower them to lead on LGBTQ+ inclusion. Listen to their feedback through annual engagement surveys to measure belonging, and remember to feed back the results along with actions to continue your commitment.

Allocate a budget and give staff time to dedicate to these groups so they have capacity to really power change within your organisation. Ensure your policies and procedures are up to date and include things like trans healthcare leave.

LEARN how you can inspire all of your staff to be LGBTQ+ Allies

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While having "respect" and "inclusion" listed as core values is a step in the right direction, LGBTQ+ inclusive workplaces require all employees to actively practise allyship through consistent education.

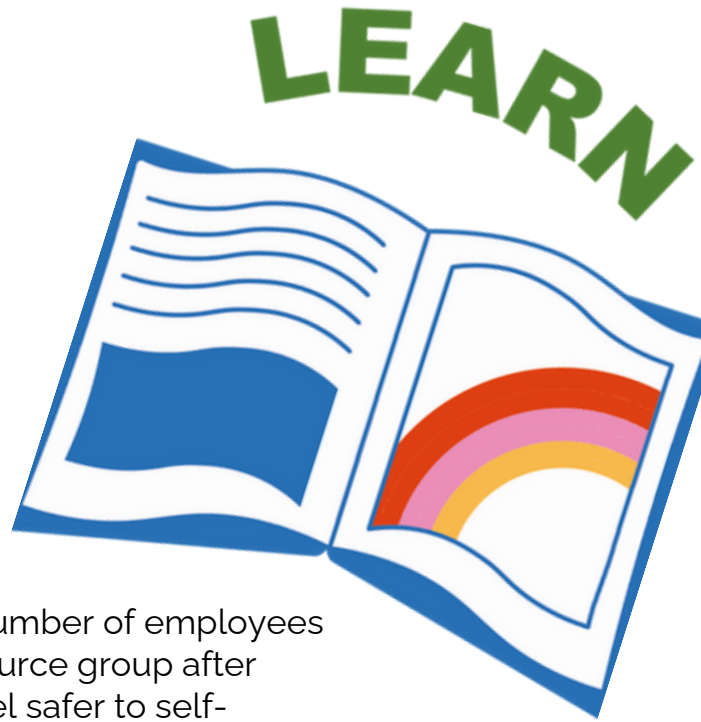
One-off general awareness or equalities training tends to leave employees unsure about:

- Using current inclusive terminology and avoiding outdated phrases
- Properly addressing and supporting trans or non-binary clients
- Challenging homophobic or transphobic comments or jokes in the workplace.

Adding comprehensive LGBTQ+ inclusion training that goes beyond basics to your organisation's regular training schedule can help staff feel confident about understanding and supporting LGBTQ+ people.

Example

Organisations regularly report an increase in the number of employees identifying as LGBTQ+ or joining their LGBTQ+ resource group after working with us. This is a sign that more people feel safer to self-identify and a positive indicator that a culture of belonging is being built.



Practical Steps

Quick wins

Share these tips with your colleagues or put LGBTQ+ Inclusion on your next team meeting. You could also host a 1hr Learning Lunch for Pride month or platform some of your LGBTQ+ staff or clients.

Long-term transformation

Invest in LGBTQ+ consultants or lived experience lead organisations who can work with your organisation and LGBTQ+ staff team to create and embed a culture of belonging through LGBTQ+ inclusive policies and practices from staff recruitment and retention to building inclusive workspaces.

To create a more LGBTQ+ inclusive culture in your organisation, continuous learning through thoughtful training is essential to turn written values into visible actions - creating true allies and inclusion and belonging champions, not just passive supporters.

SPEAK UP during the whole year and not for just Pride month in June

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While celebrating Pride month is great, true LGBTQ+ inclusion goes far beyond temporary displays of support. Many organisations enthusiastically share LGBTQ+ content and messaging in June yet lack substantive policies and inclusive practices in their year-round day-to-day operations. This can be referred to as rainbow washing.

Despite most organisations celebrating Pride month, research from YouGov in 2020 found that **only 38% of UK employers said they had actually updated their policies to cover gender identity** in the last two years.

In 2021, Virgin updated its gender identity policies. This included introducing gender neutral uniforms- meaning high heels or make up were not no longer compulsory- and everyone could choose their own uniforms. This resulted in a 100% increase in job applications, and showed that LGBTQ+ inclusion can benefit everyone.

Example

We worked with a national youth organisation to update their LGBTQ+ Inclusion policies and procedures.

This included updating the language used in their application process to include trans and non-binary inclusive language, which resulted in an increase in applications from the LGBTQ+ community.

Practical Steps

Quick wins

Audit your internal processes for inclusivity gaps such as outdated language, from HR processes and data systems.

Long-term transformation

Recognise and commemorate other dates out with Pride month, such as LGBT History month (February) or Trans Awareness month (November) or LGBTQ+ representation on Women's history month panels. Foster continuous learning through discussions, workshops and training.

Invest in Inclusive facilitation and leadership training so you can role model LGBTQ+ Inclusion in your organisation and train your staff on anti-discrimination policies so they can feel confident "calling in". Don't let rainbow-washing limit your potential by complementing public support with authentic, substantive actions internally.



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TAKE ACTION to ensure LGBTQ+ people are welcomed in your organisation

Merely stating an organisation is "LGBTQ+ inclusive" is not enough. Visible actions signalling an authentic culture of belonging are critical for:

- Attracting LGBTQ+ talent
- Improving LGBTQ+ customer and client experiences
- Boosting employee engagement and retention.

Example

We worked with a social enterprise who had received criticism for not being LGBTQ+ inclusive from their community members. Through LGBTQ+ Inclusion training we supported them to develop an LGBTQ+ Inclusion statement. They now display this statement and a Pride flag at all of their events and their facilitators have been trained in LGBTQ+ inclusive language. They also publicly responded to the criticism with the actions they were taking.



A 2021 Mind study found that LGBTQ+ employees who were not open at work were 33% more likely to show signs of anxiety, depression and other mental health issues.

Practical Steps

Quick wins

Introduce visible "signs of safety" for LGBTQ+ employees in your spaces, such as Pride flags or an LGBTQ+ Inclusion statement on visible display.

You could also invest in rainbow lanyards, pronouns badges or LGBTQ+ books or magazines for social areas or encourage your staff to share their pronouns on their email signatures.

Long-term transformation

Audit your organisation to ensure you are fully LGBTQ+ inclusive. From using LGBTQ+ inclusive language on your website to LGBTQ+ imagery on your marketing materials, ensure all facilities are inclusive such as gender-neutral toilets or inclusive signage. You could also develop LGBTQ+ Inclusive language and communications training which includes sharing your pronouns in team meetings to really foster an inclusive culture.

By taking a holistic approach with symbolic and tangible LGBTQ+ inclusive efforts, organisations foster a true sense of belonging that improves recruitment, engagement, innovation and better serves LGBTQ+ communities.

GIVE SUPPORT: Actively support and invest in LGBTQ+ Communities

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Beyond inclusive workplace policies, organisations have opportunities to directly uplift and empower LGBTQ+ communities through their spending and partnerships, especially during the Pride month of June.

Companies with LGBTQ-inclusive cultures and who invest in LGBTQ+ partnerships are 3 times more likely to outperform peers (Gallup)

Example

As an LGBTQ+ organisation we are committed to our supplier chain being 80% LGBTQ+ owned businesses as we want to invest our profits back into our LGBTQ+ community. We also recommend LGBTQ+ suppliers to all of our partners, from catering to buying merchandise for their pride events so you can double your social impact.

You can leverage your organisation's economic power as a force for positive change through:



Practical Steps

Quick wins

Contract LGBTQ+ suppliers and vendors for your Pride month celebrations or invest in an LGBTQ+ organisation to deliver your Pride month training or events.

Long-term transformation

Audit your bigger supplier chains to find out if they have LGBTQ+ businesses in their supply chains so you can build sustained, year-round partnerships beyond Pride month. Invite and invest in LGBTQ+ leaders to speak at events and on discussion panels on supplier diversity. Build relationships with LGBTQ+ charities and community groups and consider supporting them for your charitable giving or volunteer programmes.

By purposefully redistributing economic resources and influence, your organisation can have a profoundly positive impact in addressing the systemic inequalities facing the LGBTQ+ community.

Pride Outside can help you feel PROUD

Pride Outside CIC is an award winning social enterprise founded by LGBTQ+ couple Ellis (they/them) and Lou (she/her) Beardsmore.

We are LGBTQ+ Inclusion and Belonging specialists and have worked with over 100 organisations globally. We develop bespoke solutions for organisations to embed inclusion in their work, from gender diversity training to LGBTQ+ Group (ERG/Network) Wellbeing days to keynotes on Inclusive leadership.

We help organisations feel proud through innovative inclusion initiatives that create belonging and result in real change for LGBTQ+ people. We're on a mission to create a world where all LGBTQ+ people can thrive, so all our profits are invested into our free LGBTQ+ Wellbeing Programme in Scotland.



Join our online community and help build an LGBTQ+ inclusive world

- ➔ Find out more about our training and consultancy packages at www.prideoutside.org.uk
- ➔ Email us at hello@prideoutside.org.uk to book a call to explore how we can work together.
- ➔ Connect with us on LinkedIn or on Instagram or Facebook [@prideoutsidetic](https://www.instagram.com/prideoutsidetic)

**Thank you for your LGBTQ+ Allyship
We are proud of you.**

Ellis & Lou Xx



PRIDE OUTSIDE
• LEARNING •



Learning & Wellbeing Programmes 2024





LGBTQ+ Training or Gender Diversity Training

£1,250

for up to 16 people

Choose from our two accredited courses:

- LGBTQ+ Diversity and Inclusion Training (Covers all LGBTQ+ Inclusion)
- Gender Diversity and Inclusion Training (Trans + non-binary inclusion)

Key Topics Covered:

- LGBTQ+/Gender Diversity key terms and definitions
- Understanding the history, current laws and guidance
- Using pronouns and best practice inclusive language, policies, practices
- Practical actions to be a visible LGBTQ+/Trans Ally
- How to create LGBTQ+ Inclusive/Trans Inclusive services and workspaces tailored to your organisation

What's included:



Pre-course questionnaire

to tailor training to your organisation



1 hour elearning course

to be completed before live training



3 hours live training with LGBTQ+ Inclusion specialist



Post-training evaluation

to measure impact of training



1 hour LGBTQ+ Consultancy

to take forward your Inclusion Action Plan



plus:

- ✓ 1 year's access for LGBTQ+ Resource Hub to support further learning

- ✓ CPD certificates for all participants & accreditation logo for website

Learning Lunch

£500

for up to 100 people

Choose between:

- LGBTQ+ Diversity and Inclusion Training (Covers all LGBTQ+ Inclusion)
- Gender Diversity and Inclusion Training (Trans + non-binary inclusion)

Key Topics Covered:

- LGBTQ+/Gender Diversity key terms and definitions
- Using pronouns and best practice inclusive language,
- Practical actions to be a visible LGBTQ+/Trans Ally

What's included:



Pre-training call
and copy/images for invite



1 hour live, interactive training with
LGBTQ+ Inclusion specialist



Live Q&A session
where questions can be
submitted anonymously



plus:

- ✓ 1 year's access for LGBTQ+ Resource Hub to support further learning
- ✓ PDF Downloads of 5 Top Tips on being an LGBTQ+ or Trans Ally



Elearning Course

£95 per person
discounts for 10+

This training is aimed at small businesses and individual business owners and practitioners. It covers everything you need to know to upskill and ensure your business is inclusive. Plus, you'll have access to a specialist LGBTQ+ Inclusion Consultant who will answer all your questions and share best practices with you.

Key Topics Covered:

- Learning LGBTQ+ key terms and definitions
- Understanding the history, current laws and guidance
- Using pronouns and best practice inclusive language
- Practical actions to be a visible LGBTQ+ Ally
- How to Create LGBTQ+ Inclusive spaces and services

What's included:



2 hour elearning course

bite-sized 10-minute modules so you can dip in and out



1 hour live Q&A session

with an LGBTQ+ inclusion specialist



Inclusive language guide

for your website and marketing



plus:

- ✓ 1 year's access for LGBTQ+ Resource Hub to support further learning
- ✓ CPD certificates for all participants & accreditation logo for website



Wellbeing Session for LGBTQ+ Network/ERG

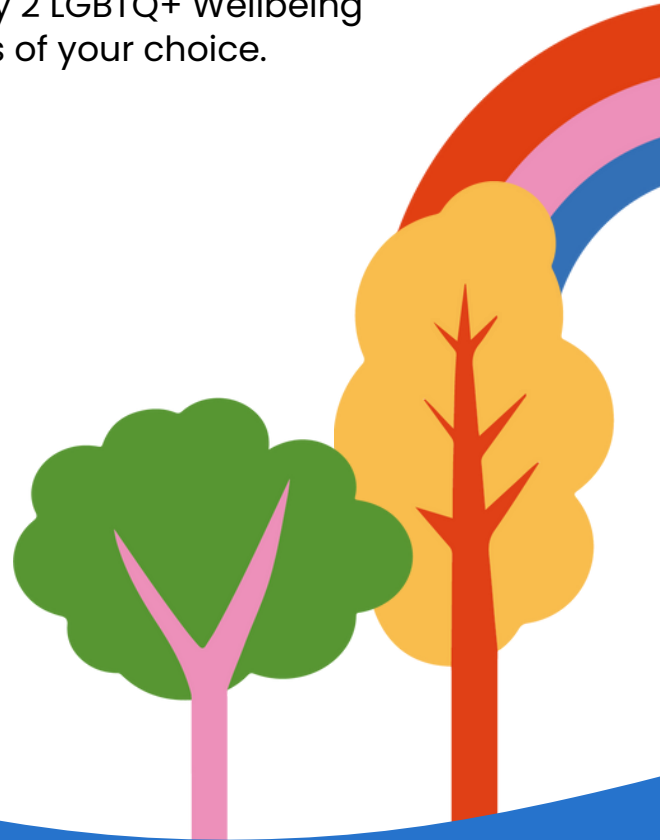
£1,250

for up to 40 people

The best way you can support your LGBTQ+ Network is to invest in the their wellbeing. We meet with your network to co-produce a magical wellbeing day in nature together! Our days are facilitated by 2 LGBTQ+ Wellbeing Practitioners and take place in a local woodlands of your choice.

Activities can include:

- Mindful walk and nature connection
- Fire lighting and marshmallows
- Cooking on the fire
- Eco arts and crafts
- Basket weaving
- Herbal Remedies
- Wellbeing Lotions and potions
- Plant and bird nature trail



What's included:



Meet the team
to co-produce
wellbeing day



**3 hour Wellbeing in
Woodlands Event**

plus resources:

- ✓ Personal LGBTQ+ Wellbeing plan to complete (PDF)
- ✓ Recordings of nature connection practices and meditations
- ✓ Lifetime access to LGBTQ+ wellbeing resources and support

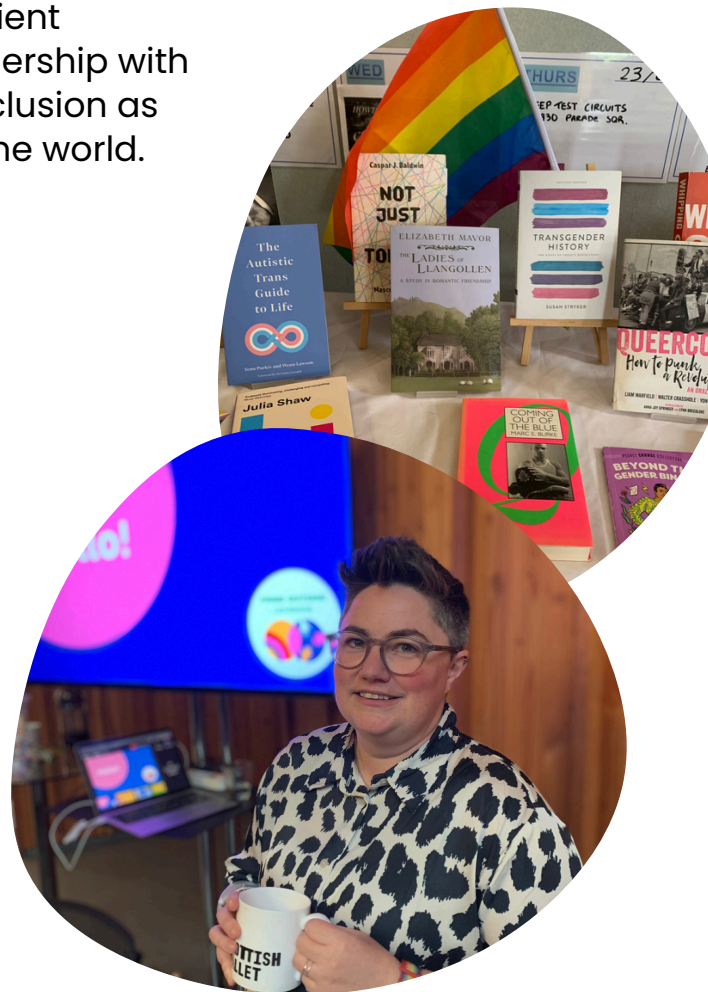
Bespoke Packages

contact us at hello@prideoutside.co.uk

Our team are LGBTQ+ Inclusion specialists and have worked with clients around the world to embed LGBTQ+ inclusion within their leadership, staff teams, client services and projects. We love working in partnership with organisations who are as passionate about inclusion as we are and want to make a real difference in the world.

Activities can include:

- Keynote speakers on LGBTQ+ inclusion or Trans Inclusion
- Specialist LGBTQ+ Inclusion consultancy to ensure all your policies, procedures and practices are inclusive and best practice
- Special events for LGBTQ+ History month (Feb), Pride (June), Transgender Awareness month (Nov)
- E-learning and live training for leadership team and staff
- LGTQ+ Leadership event
- Your own curated event with specialist speakers.



Consultancy

£100 per hour / from £500-700 per day

- Your opportunity to have all your questions answered along with curated resources and signposting to specialised resources
- Examples include LGBTQ+ Inclusion statement, reviewing LGBTQ+ policies/procedures, coaching on LGBTQ+ conflict in workplace.

What people say



"A thoroughly enjoyable, informative and beautifully delivered workshop for our organisation staff group, this has given our team the information and confidence to ensure the LGBTQ+ community feel welcome and included in all our activities."

*Karen Anderson MBE
CEO of Indepen-dance*



"Lou and Ellis are such wonderful trainers; they really take the time to get to know the group; make sure everyone is comfortable; and make space for both discussion and reflection."

Their sessions are informative, interactive, and enjoyable, and they make sure all participants can continue their learning with a plethora of resources. I would highly recommend them!"

*Jess Steele
Engagement Manager
South East Integration Network*



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