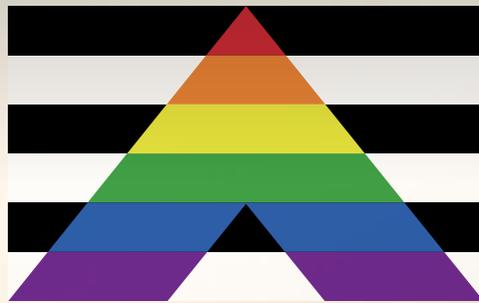


Ally to Advocate

Creating LGBT+ inclusion in the workplace



Introduction

Our purpose is to drive commerce and prosperity through our unique diversity.

Our ambition is to build a culture of inclusion that is a critical lever to our business success and will enable us to be the best place to work, the best place to bank and contribute to creating prosperous communities.

Organisations play a key role in supporting and reflecting communities by expressing tolerance, understanding and listening to differing views. It is important for organisations to enable people to bring the best of themselves to work and be appreciated for who they are to drive engagement, productivity, innovation and performance.

To support organisations in this journey, we have developed a toolkit on practical guidance on how to support allies to become proactive agents of change and advocates for equality.

This toolkit is a guidance incorporating the global leading practice, hence country specific legislation or requirements may vary and will need to be taken into consideration.



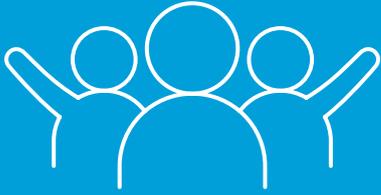
What does this toolkit cover?

The toolkit includes a range of resources to help you drive the conversation by addressing the following:

Commitment to LGBT+ inclusion



What is an ally?



What makes a good ally?



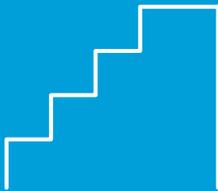
What can you do to be an active ally?



What is an advocate?



Levels of engagement



Ally to advocate pledge



Inclusion checklist for organisations



Appendix



Commitment to LGBT+ inclusion

Our goal is to create an open and collaborative culture where every employee can be themselves, perform to their full potential and be treated with dignity and respect. This extends to LGBT+ people.

Our approach to diversity and inclusion (D&I) is underpinned by our [D&I Standard](#).

Why is it important?



One-quarter of LGBT+ workers reported staying in a job specifically because it had an inclusive environment¹.



Workplace studies found that LGBT+ supportive policies and workplace climates were associated with greater job satisfaction and commitment, less discrimination and improved workplace relationships, and better health outcomes among LGBT+ employees².



Two in five gay people still do not feel able to be out to their managers, and three in four do not feel able to be out with clients and suppliers³.



Support for the LGBT+ community can provide benefits from brand loyalty and access to the untapped LGBT+ market worth and estimated GBP70 billion a year⁴.

¹ Deena Fids, The cost of the Closed and the Rewards of Inclusion, Human Rights Campaign, Washington, DC, 2014

² M.V. Lee Badgett, et al., The Business Impact of LGBT-Supportive Workplace Policies, UCLA Williams Institute

³ Workplace Equality Index, 2011

⁴ Stonewall, There is a clear business case to focus on sexual orientation and gender identity in the workplace, 2017

What is an ally?



An “ally” is an individual who speaks out and stands up for a person or group that is targeted and discriminated against. An ally works to end oppression by supporting and advocating for people who are stigmatised, discriminated against or treated unfairly.

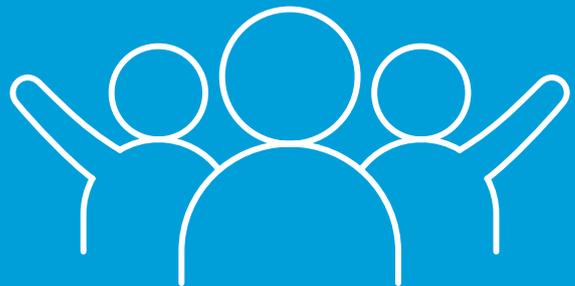
For the LGBT+ community, an ally is any person who supports and stands up for the rights of LGBT+ people. Allies encompass both heterosexual people as well as those within the LGBT+ community who support each other, e.g. a lesbian who is an ally to the bisexual and transgender community.

Anyone has the capability to be an ally. Championing workplace equality for LGBT+ people doesn’t require special skills or attributes. It is important for allies to demonstrate that LGBT+ people are not alone as they work to improve workplace equality and inclusion.

Ally

noun: ally; plural noun: allies

“A person or organisation that cooperates with or helps another in a particular activity”



What makes a good ally?

We all have a critical role to play in creating LGBT+ inclusive workplaces. People at any level in an organisation can have a significant positive impact on other people's behaviour and help to make their workplace more inclusive. The motivations for allies often stem from personal values and experiences, but what makes a good ally?



Educate yourself

Joining an existing employee network can be a good starting point. If your company does not have such a network, consider setting up one up to connect other colleagues interested in learning more about the topic.



Go beyond LGBT+

It's important to remember that people have lots of different elements to their identities across all strands of diversity. Research has shown that LGBT+ people can be at a higher risk of experiencing mental health problems such as anxiety and depression⁵.



Address barriers

Allies breakdown barriers. You may have to grapple with some roadblocks to be actively supportive of LGBT+ people but you are willing to take on the challenge.



Listen

As allies to each other, we have to listen to understand. Be aware that other people's lives and experiences will be completely different to your own, especially in terms of discrimination and prejudice.



Influence others

Whether it's a conversation with friends, family or colleagues, people can demonstrate being positive role models. LGBT+ allies in the workplace can support inclusion by challenging and calling out anti-LGBT behaviour, language and 'banter'.



Support in many forms

Support can come in many forms – it can be public (e.g. wearing a rainbow lanyard, attending Pride celebration) or personal (e.g. through the language we use, conversations we have).

⁵ <https://www.mind.org.uk/information-support/guides-to-support-and-services/lgbtq-mental-health/#.XMXqjNpKjIU>

What can you do to be an active ally?



Put your assumptions in check

Having a conversation rather than hoping someone else will

Put your assumptions in check about who is or is not supportive of LGBT+ equality, or even about their willingness to engage in a conversation about LGBT+ inclusion.



Stand up

When you stand up as an ally, your courage speaks to them

State clearly: “I think that comment was inappropriate and may be offensive to some people, so you may want to be careful next time.”

Give a personal example: “Not sure if you knew, but my friend (son, aunt, etc.) is gay and that was a hurtful statement.”

Drawing a parallel: “How would you feel if someone made that comment about you, your family, or your community?”



Expand your language skills

Starting point for many allies

Practice using inclusive terms like “partner” or “spouse” (in place of boyfriend/husband or girlfriend/wife). Once you know someone’s preferred terms, use and respect them. But until that time, demonstrate that you’re not assuming anything based on your perception of their gender.



Come out as an active ally

Actively demonstrate support and express allyship

Show visible signs of support (ally badge/pin/sticker/pledge).

Join LGBT+ employee resource groups or other LGBT+ communities that offer opportunities to get the conversation started.

What is an advocate?

The evolution from ally to advocate represents the need for individuals to take proactive accountability for their actions and use their influence to impact greater inclusion.

Put simply, advocacy is about taking action.

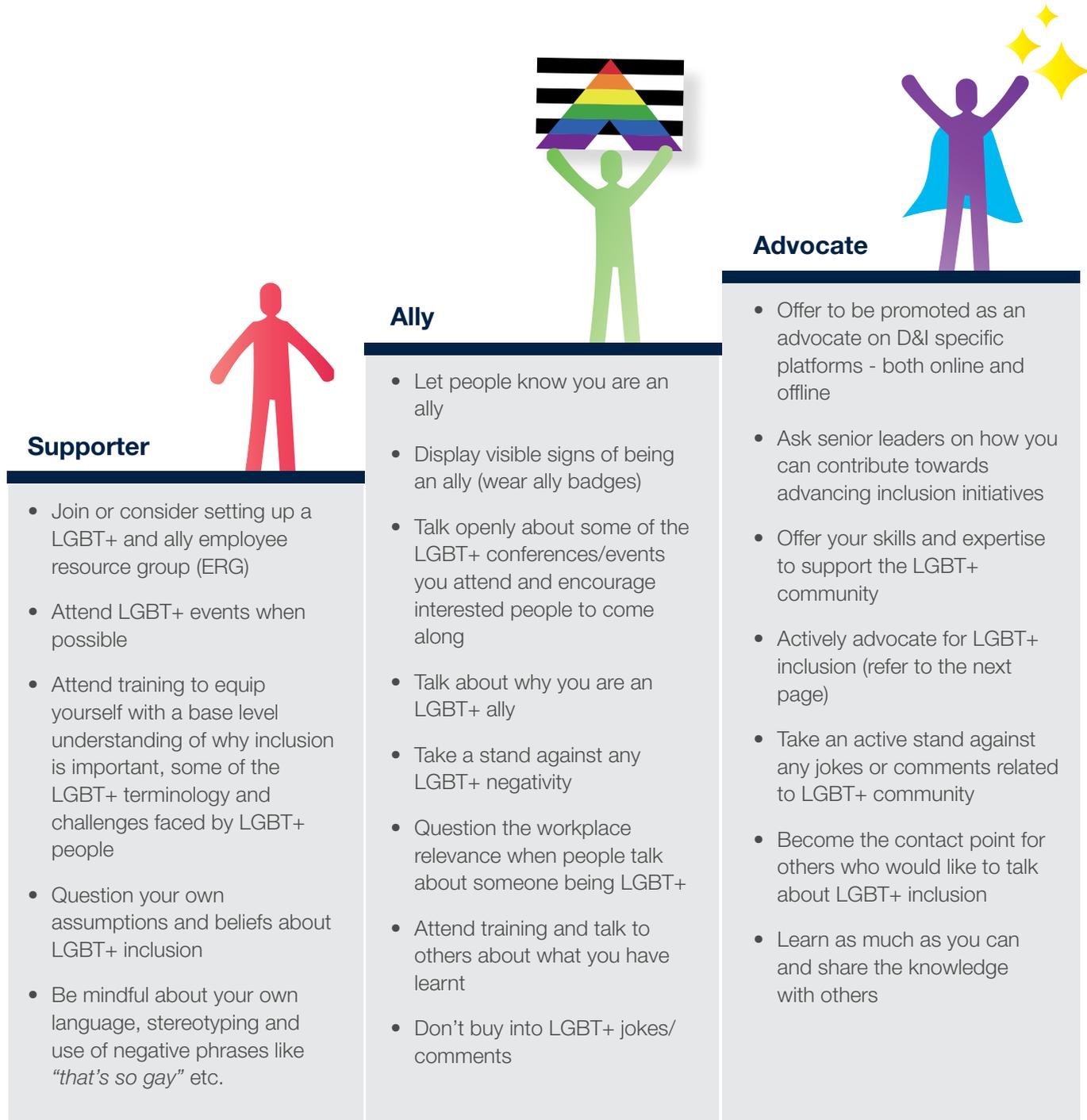
Advocate

noun

“A person who publicly supports or recommends a particular cause or policy”



Levels of engagement



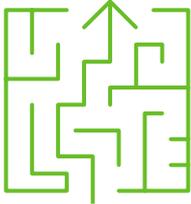
Ally to advocate pledge

Becoming an LGBT+ ally is the first step to creating an inclusive workplace. Below are some actions individuals can take to become advocates:

-
- › I will be more mindful of the language I use to make sure it is gender-neutral and fully inclusive
 - › I will not assume someone's partner/spouse is of a different gender
 - › I won't leave it only to my LGBT+ colleagues and community to stand up for their rights, I will be a voice too
 - › I won't turn a blind eye to the disadvantages individuals who identify as LGBT+ might experience; I will be mindful about how they might feel and stand up on their behalf because if it affects one person, it affects us all
 - › Equality for everybody matters, if just one person in our workforce is not treated respectfully, that is one person too many. As a senior leader I take responsibility to build an inclusive culture for my team
 - › I will educate myself and others on the difference between sexual orientation and gender identity
 - › As a leader in our organisation, I will use my voice whenever I encounter inequality as I am helping to build an inclusive culture for everybody
 - › I won't say nothing just because I'm afraid of saying the wrong thing. I will turn to my LGBT+ colleagues and friends to ask for advice
 - › I want my words and actions to positively impact how my colleagues feel
 - › If someone in my team wants to come out, I promise to support their bravery by doing everything I can to make them feel comfortable
 - › I will challenge stereotypes; my own and other people's
 - › If I have questions about gender identity or same sex attraction, I will educate myself or I will ask questions respectfully and appropriately
 - › I will actively consider how our products, communications, policies and procedures are inclusive for LGBT+ staff and customers
 - › I will ensure that any systems produced that require information about spouses will allow for same-sex marriages and partnerships
 - › I'll check that any communications and marketing of products do not exclusively feature heterosexual couples
-

No matter where you are in your ally journey –
the time is now to start coming out as an advocate

Inclusion checklist for organisations



Although the process of going from Ally to Advocate is a journey, there are key steps that organisations can take to support LGBT+ colleagues and enable all employees to be their true selves.

Key considerations:

Do you have visible senior sponsors advocating for LGBT+ inclusion?

How are you helping allies and advocates increase their visibility?

What ongoing education are you providing to colleagues who want to become advocates?

What support are you providing to allies and advocates on how to navigate potentially difficult or uncomfortable situations?

How are you encouraging safe spaces to discuss the role of allies in the workplace and the support available?

Do your allies and advocates know where to go if they need help or clarification?

Do your allies and advocates understand how to report on harassment, bullying and discrimination at your organisation?

Do you have a system in place to listen to feedback from the allies and advocates on key issues?

How are you measuring the organisational success of your approach to engaging allies and advocates?

Appendix

A-Z of LGBT+

Sexuality labels can help people to feel part of a community, however labels do not define a person. Here are some of the terms individuals may identify with.

- › **Asexual:** A person who feels little to no sexual attraction to anyone
- › **Bicurious:** A person who is exploring whether they are attracted to people of the same gender as well as people of another gender
- › **Bisexuality:** A person who has a sexual attraction to both male and female
- › **Cisgender:** Someone whose gender identity is the same as the sex they were assigned at birth
- › **Gay:** A person who identifies as homosexual, most commonly used to describe homosexual men
- › **Heterosexual:** A person sexually attracted to people of the opposite sex
- › **Homosexual:** A person attracted to people of the same sex
- › **Intersex:** Individuals born with any of several variations in sex characteristics including chromosomes, sex hormones, or genitals
- › **Lesbian:** A homosexual woman whose emotional, romantic and sexual feelings are towards women
- › **LGBT+:** Acronym for lesbian, gay, bisexual and transgender. The plus represents the additional sexual identities, most commonly, QIA (Queer, Intersex and Asexual)
- › **Pansexual:** Individuals who are attracted to all genders, they describe themselves as “genderblind”
- › **Queer:** A term the LGBT+ community are reclaiming. An identity label which is non-specific about a persons sexual orientation
- › **Questioning:** To be unsure of or re-examining ones previous assumptions of sexual orientation
- › **Straight:** A heterosexual
- › **Transgender:** An umbrella term to describe people whose gender is not the same as, or does not sit comfortably with, the sex they were assigned at birth

Ally to Advocate

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