

**PRIDE AT
WORK**
CANADA



**FIERTÉ AU
TRAVAIL**
CANADA

Membership with Pride at Work Canada

Developed April 2020

Who We Are

The leading national organization promoting workplace cultures that are inclusive of LGBTQ2+ people

Pride at Work Canada focuses on providing connection, education and benchmarking to its network of National and Regional Partners for them to better include jobseekers and employees on the grounds of gender expression, gender identity and sexual orientation.

Our priority is making a bigger impact on the policies and practices of Canada's largest and most influential employers across a range of industries, including employers in education, extraction, finance, legal, manufacturing, retail, tech, transportation and the public sector.

Why Now

72% of ally jobseekers are more likely to accept a position at an employer that was LGBTQ2+ inclusive

Diverse teams make better decisions:

87%

of the time, they also solve problems faster and have better results.

LGBTQ2+ inclusive Canadian companies perform 22% better in the marketplace.

“But We Already Have An Inclusive Culture”

Many employers believe they are inclusive of all, but lack metrics and KPIs to back it up



Do you know what percentage of your workforce identifies as LGBTQ2? Can you segment that number by identity? Do you know how many of them are out to their coworkers?



Are your health benefits inclusive of the very specific needs of LGBTQ2+ people, who face worse health outcomes than the general population? Is policy wording inclusive of all genders and families?



What percentage of your employees know how to report cases of harassment and discrimination on the grounds of gender expression, gender identity and sexual orientation? If they don't know how to report internally, might they seek outside help?

Member Programming

Centred on the needs of two primary stakeholder groups within our National and Regional Partners:

Group 1: People who have inclusion outcomes as a deliverable of their job

- HR professionals and D&I practitioners need to consistently deliver a return on their employer's investment in inclusion
- For these folks, diversity is not a "nice to have", it's a serious business priority that involves targets and specific KPIs around hiring, retention, advancement and employee experience
- People in D&I roles often come from a specific area of expertise (e.g. physical accessibility, women's leadership) and often can have blind spots when it comes to outcomes for queer and trans talent: we help them see the way



2019 Workplace Summit,
now rebranded as THRIVE

Member Programming

Centred on the needs of two primary stakeholder groups within our National and Regional Partners:

Group 2: General employee populations that need better understanding

- Formal D&I policies and programs have no “teeth” if workers don’t understand the terms being used and concepts being employed
- Employee resource groups (ERGs) and other staff-led initiatives don’t always have the background, capacity or knowledge to present content on the broad diversity of identities represented in the LGBTQ2+ community
- When LGBTQ2+ educational content is too general or abridged, nuanced challenges of the most marginalized community members (e.g. trans women of colour, queer people with physical disabilities) are not discussed: our ongoing programs are specific and touch on these granular issues within the community.



2019 roundtable session in Toronto, ON:
“Strategies for Addressing Prejudiced Clients”

Why We Do What We Do

Access to employment for LGBTQ2+ people is limited in Canada, compounded by these barriers:



It's estimated that between 5-12% of the Canadian population identifies as LGBTQ2+, but LGBTQ2+ comprise over 25% of Canada's homeless population.



Without the supportive network of their families, many LGBTQ2+ youth find it difficult to get their first job. LGBTQ2+ students often graduate with significantly higher student debt than their cisgender and straight peers.



The Trans Pulse Canada (2020) study showed that while 89% of trans people have at least some college or university education, about half make \$30,000 per year or less. 40% were considered low-income households compared to 8.7% of the Canadian public (Stats Can, 2018).



LGBTQ2+ youth are at 14-times the risk of suicide than their peers. Because of above-average experiences with violence LGBTQ2+ adults are at higher risk of anxiety, depression, PTSD and phobic disorders.

Why We Do What We Do

Employers are typically inconsistent or shortsighted in their inclusion strategies:



A survey of Canadian companies found that while 74% of large employers in Canada report having a policy that bars discrimination based on sexual orientation, less than half of those employers include language around gender expression and gender identity in the same policies.



Most large employers provide health benefits to their full-time employees, but only about 10% include coverage for transition related care for trans and gender diverse workers.



Because trans and gender diverse people are underrepresented in Canada's workforce their needs often go unmet, even by ERGs. When members of a community are not present their input is not incorporated.

What We Do

When it comes to engagement with queer and trans communities, employers usually look around at what other companies are doing. They try to replicate those efforts without thinking of what specific outcomes they want to achieve.

Pride at Work Canada helps to guide action based on desired outcomes: what worked for another company's business model might not work for your business.



Edmonton ProPride 2019 Panel & Networking event:
“Engaging Family and Colleagues in LGBTQ2+ Inclusion”

What We Do

Relative to the employer's maturity level when it comes to diversity and inclusion, we help set priorities:

Starting Out

"We're just starting out and need to move from being reactive to proactively fostering an inclusive culture!"

- Obtaining leadership buy-in and support for diversity and inclusion through clear goal setting and specific KPIs
- Ensuring there is a baseline policy framework to support inclusion efforts: you need a guiding light that has been approved at the most senior level to guide decision making
- Understanding the diversity of employee needs: opportunities you can leverage, pain points you can alleviate easily

On Their Way

"We need to broaden our definition of inclusion and start sharing the results of our good work!"

- Developing a community presence through advertising, Pride season engagement and philanthropy
- Establishing and developing Employee Resource Groups (ERGs) and/or diversity councils
- Attracting and retaining diverse talent to stay competitive while improving overall employee experience

Industry Leader

"We need to further formalize and integrate inclusion into everything we do!"

- Developing inclusive leadership and nurturing LGBTQ2+ senior talent
- Learning to move through the market as a subject matter expert and thought leader by sharing successes
- Getting serious about setting extremely granular and targeted KPIs through and intersectional lens

Common Pitfalls

These are the three most common pitfalls Pride at Work Canada encourages employers to avoid:

Problem #1	What Happens	How Pride At Work Canada Helps
Starting with Pride engagement and working backwards	It can be tempting to throw one's brand into the increasingly crowded field of Pride season activations and parades, but if your company doesn't genuinely support affirming employment opportunities for queer and trans people or engages in practices that are actively discriminatory those efforts will fall completely flat and can even damage the company's brand	Pride at Work Canada offers guidance on ensuring your internal efforts are solid so you can go out to the market with confidence.

Common Pitfalls

These are the three most common pitfalls Pride at Work Canada encourages employers to avoid:

Problem #2	What Happens	How Pride At Work Canada Helps
Having ideas for tactics, but not having firm goals	<p>“We want to do some training” is not a goal.</p> <p>“I think we have an inclusive culture, so we just want to promote that” is not a goal.</p> <p>“We want to reduce the number of harassment complaints on the grounds of sexual orientation across all regions by 50% in two years” is a measurable, time-based goal. Too many organizations don’t take setting specific, measurable goals around D&I seriously. As a result they end up wasting time, money and other resources.</p>	<p>Pride at Work Canada helps employers set goals that are right for their business model and workforce. For example, we don’t recommend the same things to retailers who rely on a strong brand presence and tech companies that focus primarily on B2B sales.</p>

Common Pitfalls

These are the three most common pitfalls Pride at Work Canada encourages employers to avoid:

Problem #3	What Happens	How Pride At Work Canada Helps
Focusing only on the “LG” in “LGBTQ2+”	<p>Engagement with queer and trans communities is more than just speaking to cis gay and lesbian folks. Very specific strategies are required to allow full inclusion of bisexual or pansexual people.</p> <p>Sometimes a strategy around trans and gender diverse people needs to be divorced from issues related to sexual orientation.</p>	<p>Pride at Work Canada rounds out organizational knowledge and increases capacity to serve the whole community, not just a chosen few.</p>

The Pride At Work Canada Team

Pride at Work Canada's **staff team** is composed of queer and trans superstars who bring professional expertise and valuable lived experience to their roles. Our full-time staff team of five hail from three different countries of origin and collectively speak five languages.

Pride at Work Canada's **Board of Directors** is composed of senior professionals who either identify as LGBTQ2+ or allies to the community who have strong connections to diversity and inclusion, either through their jobs or lived experience.

Colin Druhan

Executive Director



Jade Pichette

Manager of Programs



Pru Girme

*Administrative
Coordinator*



Luis Augusto Nobre

*Marketing & Communications
Coordinator*



Florence Gagnon

*Programming Assistant,
Quebec*

Webinars

From September to May each year Pride at Work Canada provides webinars on topics related to LGBTQ2+ inclusion in the workplace. Moving beyond the 101 these webinars delve deeper into inclusion with experts in the field from across the country. Some examples include:

- Intersectional Allyship in the Workplace
- Gender Diversity in the Era of Big Data
- Employee Assistance Plans from an LGBTQ2+ Inclusive Provider's Perspective
- Indigenous Gender Diversity
- From Criminality to Celebration: The History of LGBTQ2+ people and employment in Canada

Partners have unlimited access for their staff to register through our website.

Hot Tips



Engage your employees in a discussion about the webinar either online or as a group in person. Showcase how it applies at your company and make the content actionable.



Webinars are a great way to get employees who work remotely or in small offices involved in LGBTQ2+ inclusion.

Roundtables

Our engaging roundtable discussions bring together representatives exclusively from our partner network to discuss best-practices on policies, procedures, employee engagement, community outreach and more. Some topics have included:

- Building Organizational Buy-In for LGBTQ2+ Inclusion
- Thawing the Frozen Middle
- LGBTQ2+ Employee Resource Groups
- Supporting LGBTQ2+ Employees and their Mental Health
- Strategies for Addressing Prejudiced Clients

Partners are able to send 1-2 representatives per roundtable. Our roundtables have been held in Toronto, Montreal, Calgary, Vancouver, Fredericton, Halifax and, St. John's with plans to host in other cities across the country.

Hot Tips



Send a more senior employee with a more junior employee to promote mentorship between levels of seniority.



Consider engaging employees from different parts of the organization, not only D&I and an LGBTQ2+ ERG. For example: for a roundtable on mental health perhaps consider an employee who works in benefits.

Benchmarking

Pride at Work Canada's LGBTQ2+ Workplace Inclusion Index is a uniquely Canadian tool designed to help organizations track their diversity and inclusion efforts in a comprehensive fashion with respect to gender expression, gender identity, and sexual orientation. Areas addressed include:

- Policies and procedures
- Employee resource groups & executive sponsorship
- Training and development
- Data collection
- Community outreach, and more..

At the completion of the benchmarking you will receive a confidential written report and presentation about areas of success and areas of improvement.

Hot Tips

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Have a dedicated project lead for the benchmarking, but have a couple of support people responsible for different areas of data collection. For example: one person from HR can lead the policy section, but someone from marketing to lead the section on community engagement.

“

After receiving the results, make a timeline of what you wish to make actionable. Which areas are you going to prioritize? How are you going to accomplish them, and when are they due?

Ongoing Advice

Our team of LGBTQ2+ professionals are happy to support you in your company's journey. If you need some support or have a question around LGBTQ2+ inclusion we'd be happy to answer it for you. Here are some of the issues our team has been consulted on:

- Gender & sexual orientation in employee data collection
- Workplace harassment, and trans inclusion policies.
- Strategic planning for employee resource groups.
- Connecting to charitable giving in LGBTQ2+ communities.
- Pride strategies and community activations.
- Improving the inclusivity of recruiting practices.
- Guest speakers from community organizations and consultants.

Hot Tips



The partnership is like a gym membership, you need go to see results. Think of us as your personal trainer: reach out for advice when you need it!



Keep in mind scope. We are very happy to exchange emails, look over a policy, or to have a phone call. However, issues of larger scope may need to be referred out to community organizations or consultants.

Sponsorship

Our networking and celebration events are great opportunities to improve your image and brand strategy among LGBTQ2+ professionals and communities:

- THRIVE - annual conference with programming focused on LGBTQ2+ managers and employee resource group (ERG) leaders to support the personal development of queer, trans and 2S professionals in Canadian business
- ProPride - happening during Pride season (May-Aug). In 2019, we organized 8 different events in 8 cities
- LGBTQ2+ Women's Networking Breakfasts - opportunities for LGBTQ2+ women ♥ to connect in cities across Canada
- Toronto Trans, Non-Binary and Agender Networking Breakfast - dedicated to trans, non-binary and agender professionals and jobseekers

Hot Tips



Only members can sponsor these events, and they are opportunities to engage your organization with LGBTQ2+ audiences across the country and to share your inclusion strategies



There are several ways to sponsor our events, and they can be held in different cities as we are willing to make them accessible to more people.

Brand Amplification

Becoming a member, our partners have two great brand amplification opportunities on our bilingual website:

Partner Page - a profile page with the company or organization logo, a brief description, a statement on Commitment to Diversity, and a statement on Vision for the Future. We can also include a photo and quote from a senior leader, preferably about LGBTQ2+ inclusion or diversity more broadly.

Job Board - this service mirrors our partner's career pages, and LGBTQ2+ jobseekers can find job postings from our members. LGBTQ2+ people could feel comfortable to apply for those jobs through our job board because they can easily identify inclusive employment opportunities

Hot Tips



Having bilingual partner pages could increase your brand visibility among our audience even if you are a Regional Partner.



Providing the correct RSS feed (XML, JSON or any structured feed) to our job board saves time. If you are not sure, try to connect with your technical department or ask to connect your team with ours.

Ambassador Program

Established in Montreal in 2014, Pride at Work Canada's Ambassador Program was created to drive local execution of our national strategy and more effectively engage our Regional and National partners in the province of Quebec. Following several years of success, the program is currently offered in the following cities:

- Calgary, AB
- Halifax, NS
- Montreal, QC
- Ottawa, ON
- St. John's, NL
- Vancouver, BC
- Victoria, BC

Ambassadors have the unique opportunity to be part of a network of established and emerging leaders in their region who are working to advance LGBTQ2+ inclusion in their respective workplaces.

Each of Pride at Work Canada's National and Regional Partners may nominate up to two individuals per city. If your employer is not currently a partner, we encourage you to reach out to your nearest Regional Lead about opportunities for involvement. Visit our Ambassador Program page: <https://prideatwork.ca/programs/ambassador-program/>

Potential Add-on: On-Demand Elearning Products

Pride at Work Canada, in partnership with Learnkit, developed its own LGBTQ2+ workplace inclusion trainings. The LGBTQ2+ 101 and the Workplace Inclusion Certificate are great interactive e-learning tools to build an inclusive foundation and to drive inclusive change.

LGBT 101: History, Terms & Phrases

LGBT 102: Gender Identity & Gender Expression

LGBT 103: Employee Resource Groups & Executive Sponsors

LGBT 104: Identifying & Engaging Allies

LGBT 105: Identifying & Combatting Biphobia, Homophobia and Transphobia

Visit www.education.prideatwork.ca to purchase access. We offer Enterprise Pricing, and our members could have nice deals when they purchase large groups.

Presently only LGBTQ2+ 101 is available in French, the education.prideatwork.ca landing page is only available in English, and Learnkit has no French-speaking customer service reps. If you need support in French, please contact us, and we'll work with them to facilitate the purchase.

Membership Benefits: Executive Summary

Webinars

English webinars every month and French webinars every two months

Roundtables

Great opportunities for networking and benchmarking about best practices

Benchmarking

Great understanding about where your organization are in LGBTQ2+ inclusion and what you can do to continue improving

Ongoing advice

We'll be sharing all updated best practices to support your growth

Sponsorship

Community engagement and opportunities to host or sponsor topics and events related to your business

Brand Amplification

Brand visibility among our general audience, partners and LGBTQ2+ professionals

Ambassador Program

Building regional leadership to advance LGBTQ2+ inclusion and engagement

E-Learning

LGBTQ2+ workplace inclusion trainings to create inclusive environment for your stakeholders

Contact info@prideatwork.ca for info on pricing.



Contact

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