



LGBT
2030

2016 edition

LGBT ALLIES

THE POWER OF Friends



LGBT Allies: The Power of Friends

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The title of this report is properly cited as

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Chief Executive Officer, Out Now

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How.lgbt
POWERED BY **Out Now**



ec·o·sys·tem

'ēkō, sistəm/
noun ECOLOGY

ecosystem

— a biological community of interacting organisms and their physical environment.

— (in general use) a complex network or interconnected system.

Recognised by

THE GLOBAL DIVERSITY LIST

TOP 10
DIVERSITY CONSULTANTS

SUPPORTED BY

The
Economist



LGBT spells people

Walk the talk

It's easy as CBA.



“Out Now’s LGBT Corporate Benchmark Audit has provided solid insight, which has reinforced our understanding of the positive work we do, as well as identify further areas which we need to improve upon. For our Trust, this has been a very beneficial exercise.”

Alan Duffell, Director of Human Resources and OD, Leicestershire Partnership NHS Trust

Day-to-day, what matters most to an LGBT workforce is not how much your company last scored on a workplace index. Far more important to productivity and staff retention is how it *feels* to be an out LGBT person — or LGBT Ally — in your workplace.

Out Now’s Corporate Benchmark Audit (CBA) is a uniquely powerful diagnostic tool which allows you to know precisely how your workplace compares to national LGBT2030 averages, across key diversity metrics.

Beyond indexing — this is next level diversity, to chart your optimal tactical paths to growth.

CBA: *Insight.* For corporate leaders.



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EXECUTIVE SUMMARY

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EXECUTIVE SUMMARY

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GLOBAL VOICES

Many readers may have heard mention of ‘Allies’ in the context of LGBT inclusion policies at work. This is taken to mean in this research those people who choose to support colleagues at work who identify as lesbian, gay, bisexual or transgender (LGBT). It is important to understand that the first three letters of this acronym, LGB, refer to sexual orientation (who someone falls in love with or is attracted to) whereas the last letter, T, refers to transgender (being people who identify as a gender other than their physical birth gender). A transgender person may be heterosexual, or homosexual, or bisexual (or indeed, asexual).

Allies in this research were drawn widely from many and varied sources and countries. There were a total of 2,584 respondents to the research and these people came from 60 countries.

GENDER IDENTITIES AND SEXUAL ORIENTATIONS: 57% identified as heterosexual, 31% as lesbian or gay, 6% as bisexual and 6% selected ‘other’ or did not specify their sexual orientation. 6% of respondents are transgender.

SEX: 56% of respondents specified their sex as ‘woman’ and 41% as ‘man’. One single respondent selected ‘intersex’ and just under 3% of all respondents selected “other / prefer not to answer” for this question.

Most respondents are heterosexual, yet comparisons between these respondents and their LGBT colleagues reveals that there is work to be done in helping heterosexual Allies of LGBT people better appreciate issues faced by LGBT people — and how to best react to assist their effective inclusion at work.

The reasons for enterprises to wish to achieve this are founded in two key areas.

Firstly, Out Now identifies the ‘heart’ reasons which centre around equal treatment of all employees and inclusion of diversity at work as being seen as ‘good to do’ issues. These are often expressed as ‘the right thing to do’.

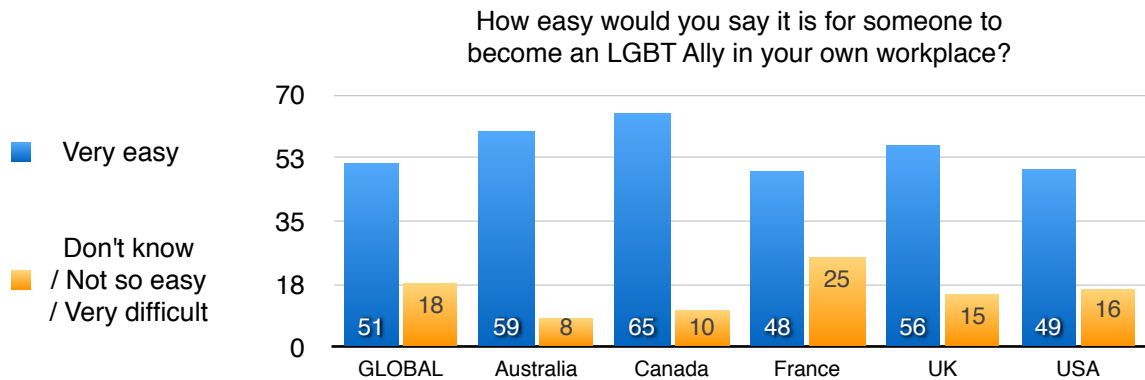
Secondly, Out Now contends that there exist compelling ‘head’ reasons, founded in hard business logic that should motivate most enterprises to seek to achieve more effective LGBT inclusion at work. Many of the data metrics that underpin this argument can be found in the 2015 Out Now report (click <http://OutNow.LGBT> to download) — *LGBT Diversity: Show Me The Business Case*.

This report considers the still relatively untapped potential to unlock more of the savings and productivity gains identified in that earlier report through better activation of the potential readily available in most workplaces via LGBT Allies.

Mention should be made about the term ‘Allies’. Some respondents preferred other terms as they stated they perceived ‘Allies’ to infer a militaristic frame of reference. The most commonly cited term was ‘Friends’. We have consciously incorporated both terms into the title of this report. The majority of respondents however did not express any concerns over the use of the term ‘LGBT Allies’ and we use this term (or the shorter form ‘Allies’) in this document to refer to people choosing to support work colleagues who are LGBT.

EXECUTIVE SUMMARY

The survey received responses from 60 countries and the graphs for location extract the five largest national samples for comparative analysis.



This report includes sub-sample analyses of the data collected in several sections. These include location, employer size and sexual orientation of respondents.

We see relevant variations between countries regarding how easy respondents think it is for a colleague to become an LGBT Ally at work. Globally, half (51%) of all respondents think it is “very easy” while just under one in five (18%) are either not sure or consider it not very easy to become an LGBT Ally in their own workplace.

A key finding is that people who feel their company actively supports their role as an LGBT Ally report being 13% more likely to be planning to stay with their current employer. Retaining quality personnel has proved to be one of the important challenges facing modern businesses — this research reveals a new way for businesses to better achieve this with LGBT Allies.

The most common action undertaken by LGBT Allies is to mention LGBT people or topics positively in the workplace which was done by 87% of all respondents.

The second most common action is speaking up against an anti-LGBT discussion others were having at work and this was undertaken by 43% of all respondents.

An important factor affecting whether people choose to support LGBT colleagues is whether there is stated and visible support by management for doing so (cited as ‘very important’ by 63% of respondents).

As well as becoming more likely to remain with their current employer, respondents working with employers that provide formal support structures encouraging LGBT Allies at work report being 14% more likely to ‘strongly agree’ with the statement: ‘this is a great place to work’, when compared to the responses given by LGBT Allies where such structural support is lacking.

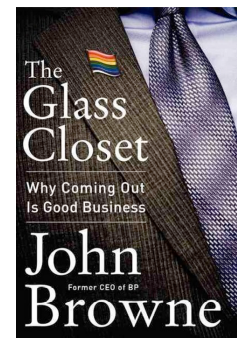
WHY THIS MATTERS



“The experience of an LGBT person in the liberal enclaves of London or New York is the exception rather than the rule.

By mapping the different experiences of LGBT minorities around the world, Out Now’s LGBT2030 research initiative makes an important contribution to the campaign for worldwide acceptance and inclusion.”

BARON BROWNE OF MADINGLEY
Chief Executive Officer, BP
(1995 - 2007)



Author of *The Glass Closet*

WHY THIS MATTERS



“I try to run a large organisation that connects with people living in 113 countries across the world.

Diversity and an inclusive culture are fundamental parts of building an improved world for all of us. We see LGBT Allies as a vital component in the success of turning good inclusion policies into effective change- to make lives better.

I am delighted to support this new Out Now work that is helping us all better understand the challenges LGBT Allies face — and ways we can work to make their role even more effective.”

SIR MARTIN SORRELL
Chief Executive Officer, WPP

WPP

WELCOME

About LGBT2030

Out Now's LGBT research program commenced in 1992 and is the world's longest established continuing research into the lives of lesbian, gay, bisexual and transgender (LGBT) people.

Since 2010 we have undertaken this research globally using a series of samples employing twelve native languages and partnering with leading media and other organizations in each market we research.

This report covers data sourced from a unique 2016 round of sampling — specifically focused on LGBT Allies.

The infographics in Global Voices reflect responses from the top five countries we received responses from.

In 2016, Out Now celebrates 25 years of LGBT leadership. Many people are now engaged by important issues around LGBT diversity at work. And for good reason.

Out Now's landmark 2015 research report '[LGBT Diversity: Show Me The Business Case](#)' revealed for the first time — in dollars and percentages — the impacts to business profitability and productivity which more effective LGBT inclusion at work delivers.

The reason Out Now took on such a challenge was because nobody else had. There existed various reports touting a 'business case' behind diversity but none which ascribed *real-world data* to achieve valuations of the bottom-line impacts to business from improving LGBT workplace diversity outcomes.

In this second report in our Diversity Leadership series, Out Now focuses on an area almost universally acknowledged as important, but about which there existed scant research data before: metrics about LGBT Allies at work.

What we have set out to achieve is to uncover key metrics around which businesses can work, to understand current scenarios faced by LGBT Allies and, importantly, tactics that have proved to be effective at enhancing the work done by Allies to support LGBT colleagues at work.

Our data sources for this report are the responses from as many Allies as possible who tell us about the kinds of situations they face, how often — and what they recommend as the most effective tactics to improve LGBT inclusion outcomes at work.

When we commenced preliminary data collection for the report at the end of 2015, we conservatively hoped for a minimum sample of 500 LGBT Ally respondents. In fact, a total of 2,584 LGBT Allies from 60 countries completed the survey Out Now hosted from January to August 2016.



I wish to thank strongly the sponsors and supporters who helped us make this innovative research possible, including the many

who generously shared the survey through their own personal and professional networks. My heartfelt thanks is extended to the more than 2,500 people who took the time to visit our survey and tell us their own stories.

We will soon commence our third major research initiative in Out Now's Diversity Leadership series. To keep updated — and to share copies of this report with your colleagues, please use and share this link: www.Work.LGBT where the report is freely available to download.

For additional data about this and additional Out Now global research initiatives visit www.How.LGBT where you can access even more resources.

I am pleased to welcome you to our new report and I hope it helps you to continue making things better in your own workplace.

Ian Johnson
Chief Executive Officer
Out Now



THE POWER OF FRIENDS

Leaders



redefining / standards



Willis Towers Watson



Innovators



Champions



Bank of Tokyo-Mitsubishi UFJ



THE POWER OF FRIENDS

Supporters





LEADERSHIP



**CHRISTIANE
BISANZIO**

Head of HR for Europe
AXA Group Chief D&I
Officer

“The global movement towards equality and respect for all people strongly influences our business at **AXA**. We know that LGBT people are becoming more visible, both as customers and as a valued part of our AXA workforce. We also recognise the critical importance of the role played by the many Allies supporting LGBT family, friends and work colleagues. For this reason AXA’s global employee resource group concerning LGBT issues is called ‘Allies at AXA PRIDE’.

The inclusion of a diverse workforce is a powerful force for good: for society, for business - and for people. Allies regularly play a vital, but often unacknowledged role in reinforcing bridges between LGBT colleagues and others in their workplace, to allow us all to continue making progress. We think there is still much more to do.

AXA is pleased to be able to sponsor this pioneering new research by Out Now, to measure and report on the issues faced by Allies. By better understanding the environment Allies face in their own workplaces, in organisations across the world, we are certain that much good will result to the benefit of all people at work.”



**VINCENT
FRANCOIS**

Regional Head of Audit
at Societe Generale UK

“We are proud to be innovating a number of ongoing diversity initiatives that are designed to help and assist our staff feel more confident, and demonstrate that respect and inclusion are an essential part of our core values.

Building an environment where we are better able to engage with all of our employees is critical to the success of our business, and **Societe Generale** continues to foster a climate of professionalism where talent is encouraged, recognised, and developed to its fullest potential.

Our support of this new LGBT2030 workplace report on Allies demonstrates our commitment to creating organisational structures that are equitable for all.”





LEADERSHIP



TEDSTROM
ASSOCIATES

**JOHN
TEDSTROM**
Managing Director

“**Tedstrom Associates** is pleased to support Out Now’s new LGBT2030 report, measuring the importance of LGBT Allies at work. We see this data as being ‘must read’ information for many at work, especially those executives responsible for their businesses’ competitiveness and success.

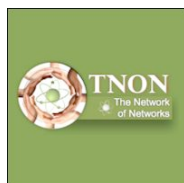
We know that working more effectively in the important area of diversity and inclusion leads to valuable business benefits. At Tedstrom Associates, our integrated solutions address core issues and are designed to work for the entire company, not just one department. For example, our solutions for a compliance problem are designed with the goals of the marketing, recruiting and government affairs teams, among others, in mind. The result is better performance, a stronger reputation in the community, more loyalty in the marketplace and better value for investors.”



outstanding

**ORI
CHANDLER**
Managing Director
at OUTstanding

“**OUTstanding** is a professional membership organisation for global businesses. We support our member firms in fostering LGBT+ inclusive workplaces and ally engagement is central to the work we do. We know that allies can amplify inclusion efforts at every level of a business, driving acceptance and long-term culture change. Passionate and visible allies can be incredibly powerful– something we celebrate at a senior level with our annual Top 50 Ally Executive list. Unlocking support and equipping allies with practical guidance on how best to drive LGBT+ inclusion is hugely powerful. Out Now’s new report brings fresh insights to help engage allies across the globe. It’s important that businesses understand the value of having proud allies within their organisations, and for the allies themselves to feel educated, informed and empowered.”



LGBT TNON was launched in 2014 and is co-chaired by Alicia Millar (Reed Smith) and Dan Ricard (PwC). It brings together the LGBT employee network leads from 100+ corporates and government agencies in and around London. The LGBT network leads come together quarterly for best practice sharing, topical discussions with key external diversity organisations and influencers, and networking opportunities. There is currently no cost for membership, we just ask that companies volunteer to host our quarterly meetings so those do rotate locations. LGBT TNON does not run events for the underlying organisation’s networks, only for the network leads. There are also Gender and BAME/Multicultural TNON chapters.



Serving with Pride is made up of law enforcement and criminal justice professionals representing many agencies across Ontario. (including but not limited to, RCMP, Toronto Police, Hamilton Police, Peel Regional Police, OPP, Corrections Canada). SWP is committed to removing barriers and challenging stereotypes faced within the law enforcement community. SWP aims to build bridges, to promote positive relationships between LGBTQ members and their respective organizations and to break down systemic barriers and stereotyping.



STEP UP: LGBT ACTIVATION

From a respondent in Germany:

“On a personal level, I have worked in an organization that’s has not been clear about LGBT issues, can’t say aggressive towards LGBT workers, just not supportive either. I’ll do anything in my hands to ease the way to any other member not to go through I went through.”

From a respondent in Thailand:

“I am an ardent supporter of human rights for all. We need serious ‘training programmes/ orientation’ for senior UN managers to ensure they speak positively in public about human rights for all.”

From a respondent in Turkey:

“I sincerely feel even though in a modern and (so called) ‘open minded’ and ‘inclusive’ workplace, LGBT people do not feel comfortable being themselves here — and they are constantly under pressure to hide or ignore this aspect of their personalities.”

More? See Appendix 1: ‘Global Voices’

Out Now has tracked LGBT metrics — covering more than two dozen countries — for a quarter century. During this time we have witnessed vast changes in the corporate sector related to LGBT inclusion initiatives. However, on-the-ground progress — as measured by key metrics — appears stalled in markets across the world. In some, such as the US, Out Now sees negative progress on certain measures.

It is not enough that enterprises now increasingly state their acceptance and inclusion of LGBT people. Initiatives such as self-identification as LGBT on in-house staff surveys are often touted by corporations eager to prove their leadership in LGBT inclusion.

But self-ID may actually be doing more harm than good. It can make enterprises feel they are progressing yet does little to nothing to assist the majority of LGBT people who feel unable to fully come out as an LGBT person at work — even for a staff survey. For example, in the US Out Now’s LGBT2030 survey, which has now sampled more than 100,000 people across the world, shows only 38% of LGBT people (2014) feel able to come out to all at work. The remaining 62% may or may not feel comfortable to come out as LGBT in an in-house survey even if assured their responses will not be publicly shared.

People living ‘in the closet’ usually do not come out in any form to their employers. They often just leave.

Since 1992 — when Out Now was established — workplace inclusion policies have improved exponentially. Yet for most of this century our research work shows key reported metrics have not improved similarly.

We are determined to uncover more information about this persistent ‘diversity gap’: between seemingly ever-increasing LGBT inclusion *policies* compared to reported metrics on *outcomes*, that stubbornly seem not to lift.

Policies are necessary but not sufficient. Activation is about results.

In September 2017 Out Now will be addressing this in the next report in our Diversity Leaders series, with the release of ‘LGBT Activation: Outcomes Matter’.

This report tracks data and advice from LGBT people (including people too afraid to come out at work), their LGBT Allies and key management.

If you would like more information — or would like to get involved, please feel free to [contact Out Now](#). We will be pleased to share more information with you.



THE POTENTIAL OF FRIENDS

From a respondent in the UK:

“I was formerly transgender (I completed my transition 3 years ago and so am a straight woman now) but support transgender people in their struggle for recognition and awareness.”

From a respondent in the Netherlands:

“I’m still more reactive than proactive, so far I’ve only taken an opportunity to highlight Pride and Inclusion if something has been said or triggers a response. People at work are keen for the discussion, but I think those who are not very connected to the LGBT community feel like they don’t know how to get involved. I draw examples from my own life even though I am not an LGBT person. I didn’t have to come out as being Asian.”

More? See Appendix 1: ‘Global Voices’

A stark outcome of Out Now’s latest LGBT2030 research on Allies is the extent to which LGBT Allies experiences differ depending on whether the Ally themselves is heterosexual or non-heterosexual. The findings make clear that the latent potential to better support heterosexual LGBT Allies is large.

Allies who are heterosexual are powerful advocates for LGBT people. Their support is usually immensely appreciated by LGBT people on an almost visceral level.

Yet the new data in this report shows that Allies who are not themselves LGBT may be missing significant amounts of activities that LGBT people themselves perceive as a problem.

The key to addressing this must be found in a variety of tactics including improved corporate communications, particularly by more effective engagement between LGBT employee resource groups (ERGs) and all employees.

By better informing Allies who are not themselves LGBT on what kinds of things occurring at work detrimentally affect LGBT colleagues, these heterosexual LGBT Allies (who in our sample make up a majority of workplace allies to LGBT people) shall become better able to interpret actions and respond appropriately.

The net result is an enhanced and more productive workplace for almost all staff.

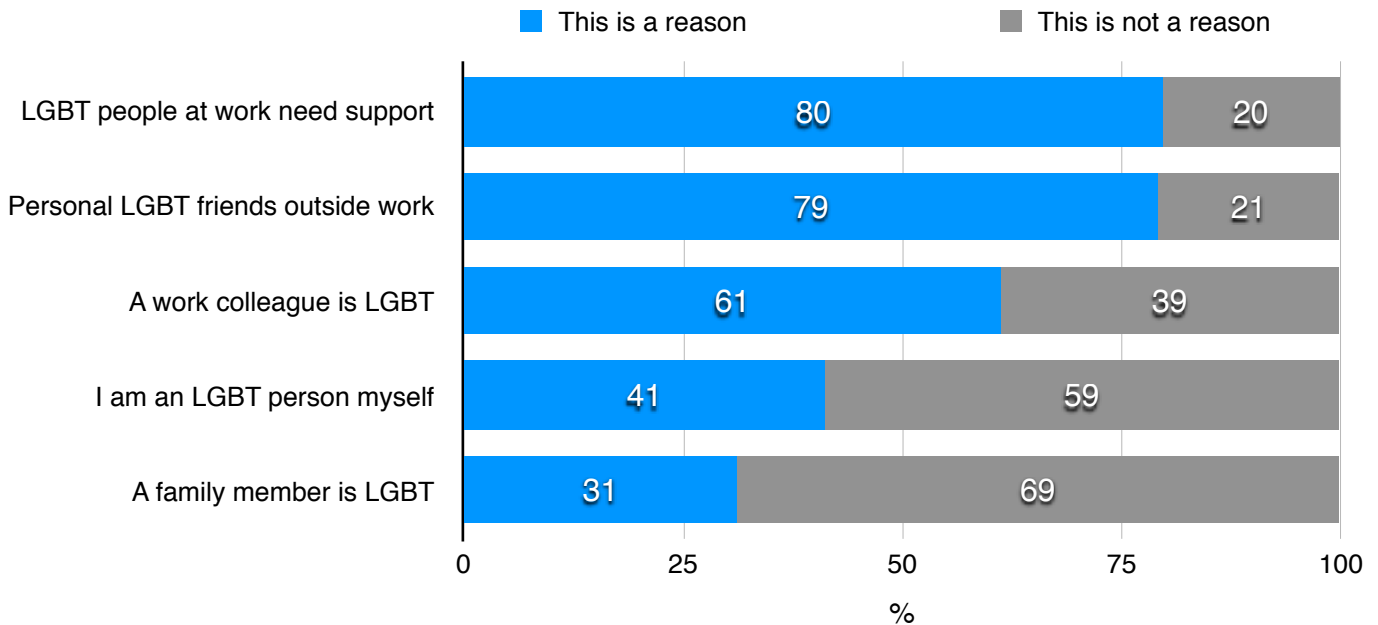
Most respondents (57%) indicated their sexual orientation as being ‘heterosexual/straight’.

41.1% selected another sexual orientation (bisexual, lesbian, gay, other) and 2.3% selected “Prefer not to say”.



REASONS

people become LGBT Allies



From a respondent in the USA:

“We need everyone at work to bring their ‘A’ game, their whole selves, and they can’t do that if they don’t feel included and accepted by their colleagues.”

From a respondent in Canada:

“I am a teacher and I want both my co-workers and students to know that I am a person they can feel safe to speak to.”

More? See Appendix 1: ‘Global Voices’

Did any of the following factors lead you to become an LGBT Ally at work?

There are two leading reasons why people choose to become LGBT Allies at work: one general and the other specific.

Both are stated by 4 out of 5 respondents as reasons they personally chose to become Allies.

In general, most respondents believed LGBT people at work “need support” and, more specifically, 79% of respondents have personal friends outside work who is an LGBT person.

Also selected by a majority of respondents was the motivation that a work colleague is LGBT.

Less motivating was having a family member who is LGBT, although this was indicated by 3 out of 10 respondents.

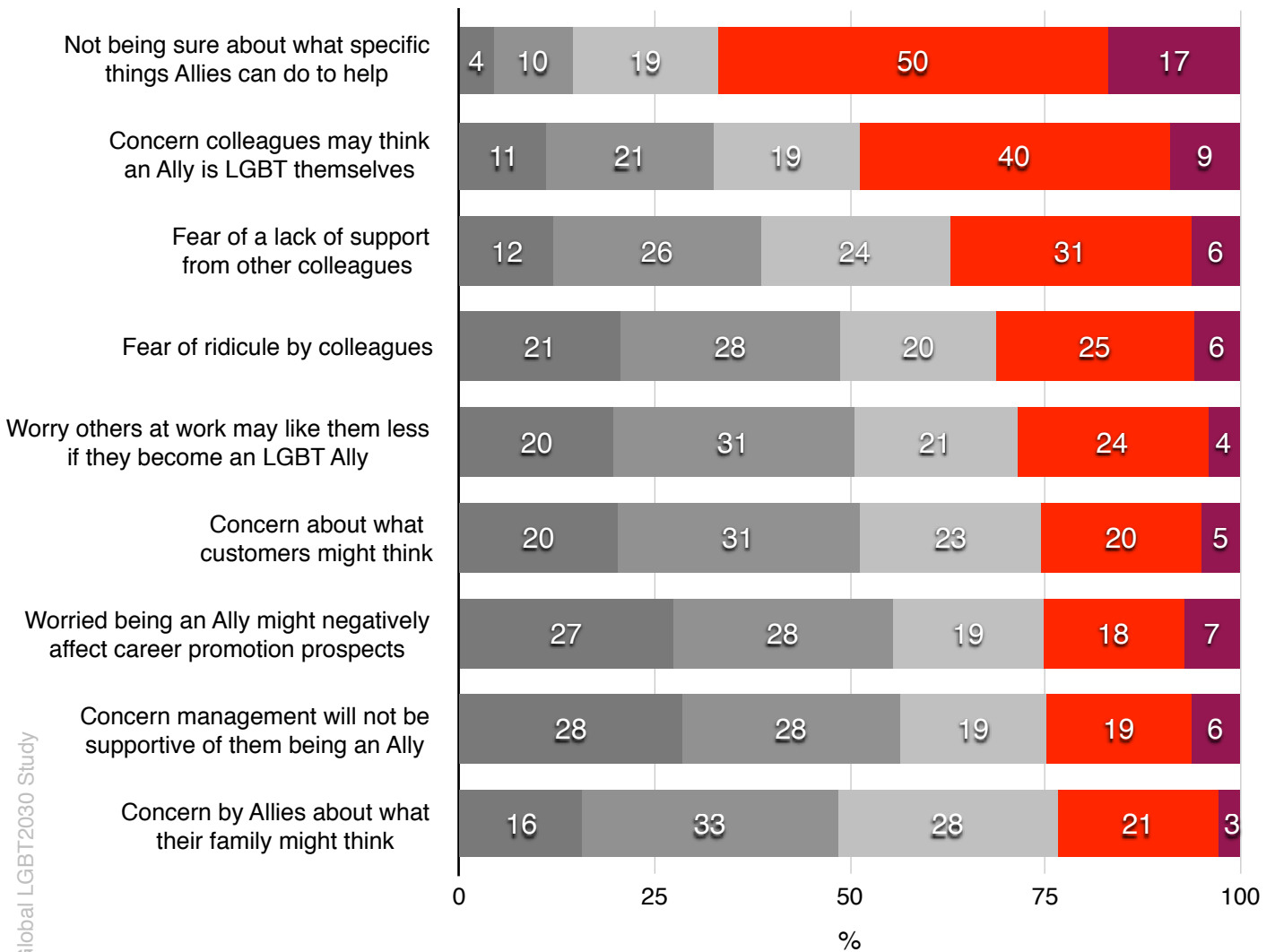


BARRIERS

to being a workplace Ally

How likely do these factors affect whether someone feels able to **BECOME** an LGBT Ally in your workplace?

■ Extremely unlikely ■ Unlikely ■ Neutral ■ Likely ■ Extremely likely



The most significant barrier to people becoming LGBT Allies was “not being sure about what specific things Allies can do to help”.

Concerns that colleagues may assume the Ally was LGBT themselves were shared by half of all respondents.

Around a third of respondents express concerns relating to a lack of support for them from colleagues as a result of choosing to become an Ally of LGBT people at work.

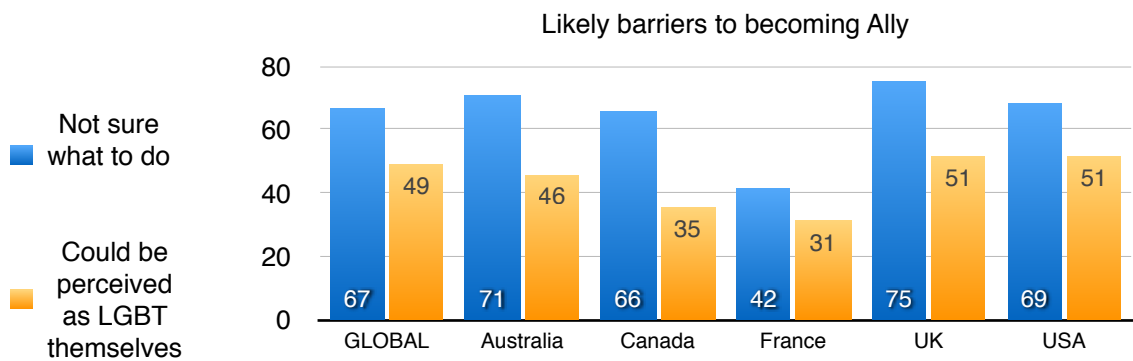
MANDATORY DATA CREDIT: Out Now Global LGBT2030 Study



BARRIERS

to being a workplace Ally

How likely do these factors affect whether someone feels able to BECOME an LGBT Ally in your workplace?



From a respondent in the USA:

“We all benefit when people can be their authentic selves, including at work. An inclusive workplace where everyone is valued and respected brings out the best in people. Everyone needs allies, and LGBT people often have a greater need for that support. I work for a conservative company, and many people who believe they are allies are silent in the workplace. People need to understand that being an ally comes with a responsibility. If you witness someone being disrespectful to the LGBT community, speak up. Silence is their permission to continue.”

More? See Appendix 1: ‘Global Voices’

Concerns about “not being sure about what specific things Allies can do to help” was reported most strongly in the UK and Australia.

Concerns that colleagues may assume the Ally was LGBT themselves were shared by half of all respondents — and was most keenly felt in the US, UK and Australia.

Around a third of respondents express concerns relating to a lack of support for them from colleagues as a result of choosing to become an Ally of LGBT people at work.

The main reason respondents perceive as a barrier preventing others becoming Allies for LGBT people at work is not being sure what they can do to help. This is a situation able to be addressed by providing effective workplace tactics that focus on policy activation and this report includes mention of some of these.

More recommendations can be found by visiting the How.lgbt online resource from Out Now.

The second cause for concern is that LGBT Allies may be perceived as LGBT themselves, simply for supporting LGBT colleagues at work. This should be addressed by management in regular supportive statements relating to LGBT topics and, if necessary, made clear specifically in such statements.

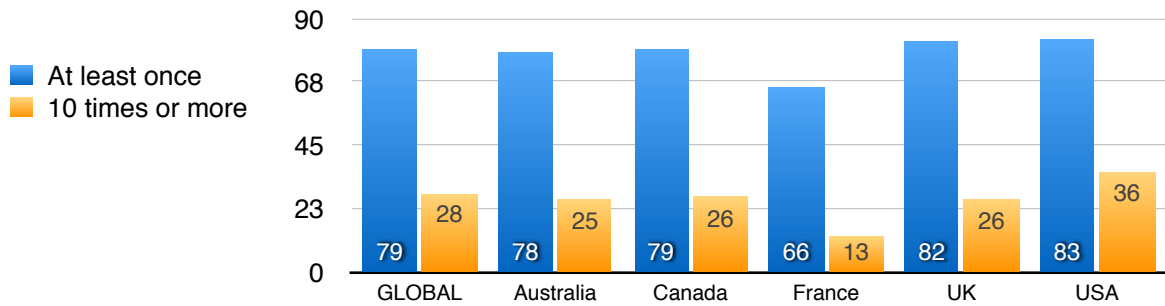
A viable workplace LGBT Allies program should seek to actively engage the friends, colleagues and family members of LGBT people — and will also likely provide additional benefits to the enterprise in terms of employee retention (see page 24).



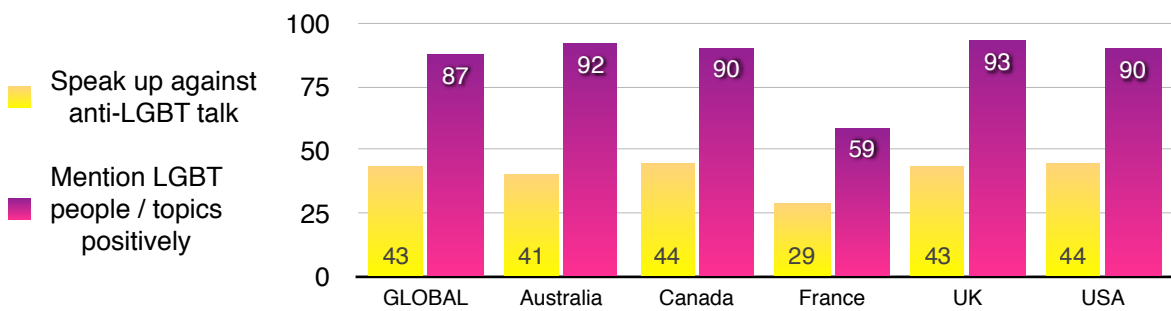
ACTIONS

most commonly occurring

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



From a respondent in Canada:

“My workplace is very young and modern, and there are multiple openly LGBT employees. We are treated exactly like everyone else, and everyone seems to be totally supportive. I’m very lucky that I have had it quite easy as an LGBT person, but I know many people who have not. I want to do what I can to make the world a bit better for them.”

More? See Appendix 1: ‘Global Voices’

Most Allies have acted at least once in the workplace during the past twelve months.

The most common action undertaken was a positive one — mentioning LGBT people or topics in positive contexts at work.

The second most common activity though was less encouraging — being speaking up against anti-LGBT talk in the workplace.

The tables on the next page show the extent to which other actions were reported by respondents.

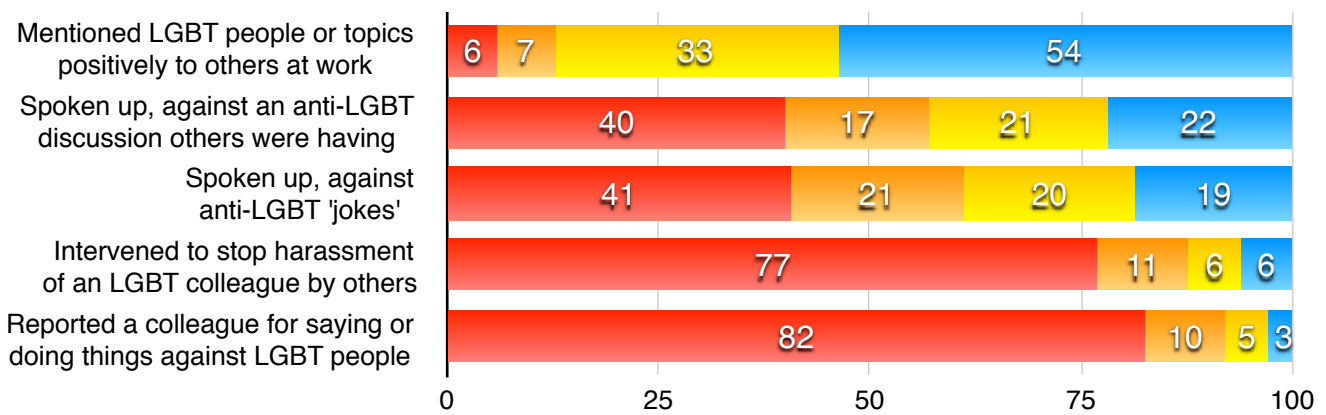


ACTIONS

most commonly occurring

How often have you ever done any of the following things at work?

■ n/a - Never ■ Rarely ■ Occasionally ■ Regularly / Frequently



From a respondent in Japan:

“I think if LGBT members can disclose themselves freely at work, the work environment will be better, and the members feel inclusive as work family, to perform better and achieve better results.”

From a respondent in New Zealand:

“I think it’s important to make sure that people are able to do their job as well as possible, while not being afraid to be themselves and express themselves however they want to.”

More? See Appendix 1: ‘Global Voices’

The key action undertaken by more LGBT Allies than any other is a positive one: mentioning LGBT people or topics positively to others at work.

More worryingly, more than four in ten respondents had to speak up against anti-LGBT discussions in their workplaces occasionally (21%) or more regularly/frequently (22%).

One in five respondents ‘occasionally’ speak up against anti-LGBT ‘jokes’ in the workplace and a similar number had to do so more frequently.

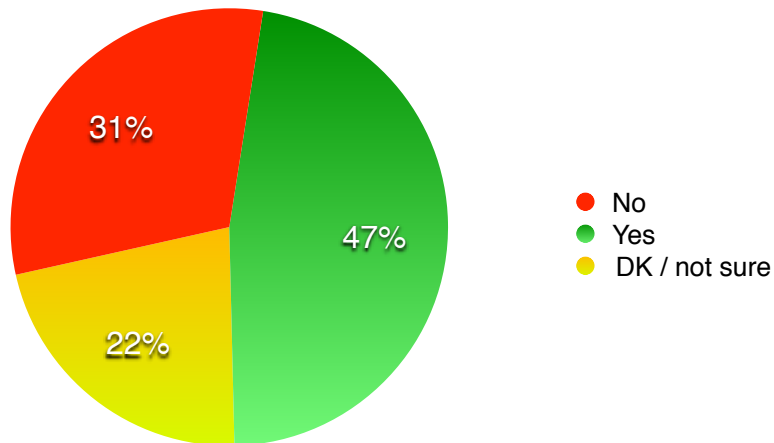
Very disturbing is the unexpectedly high number of respondents indicating that they ‘regularly/frequently’ need to intervene to protect an LGBT colleague from harassment by others (6%) with the same number (6%) needing to do so ‘occasionally’.

This shows almost one in eight Allies feels compelled to step in against personal harassment of an LGBT colleague at work, at least occasionally or more frequently.

TACTICS

— what works, and why

Is there a formal support structure to encourage new LGBT Allies in your workplace?



From a respondent in Ireland:

“I think it is important for people to bring their whole selves to work- meaning that their professional qualifications are not the sole reason for their success in a role, rather it is the person in their entirety. If a person feels that they able to be their whole self, including their LGBT identity, it will ultimately benefit them and their work.”

From a respondent in Brazil:

“Because I really believe in an inclusive world. At work, diversity is a powerful component of creativity and prosperity.”

More? See Appendix 1: ‘Global Voices’

Fewer than half of all respondents (47%) report working in a workplace where there is a formal structure to provide support to LGBT Allies at work.

Almost one in three respondents (31%) were certain no such support exists in their own workplaces and more than one in five (22%) are not sure.

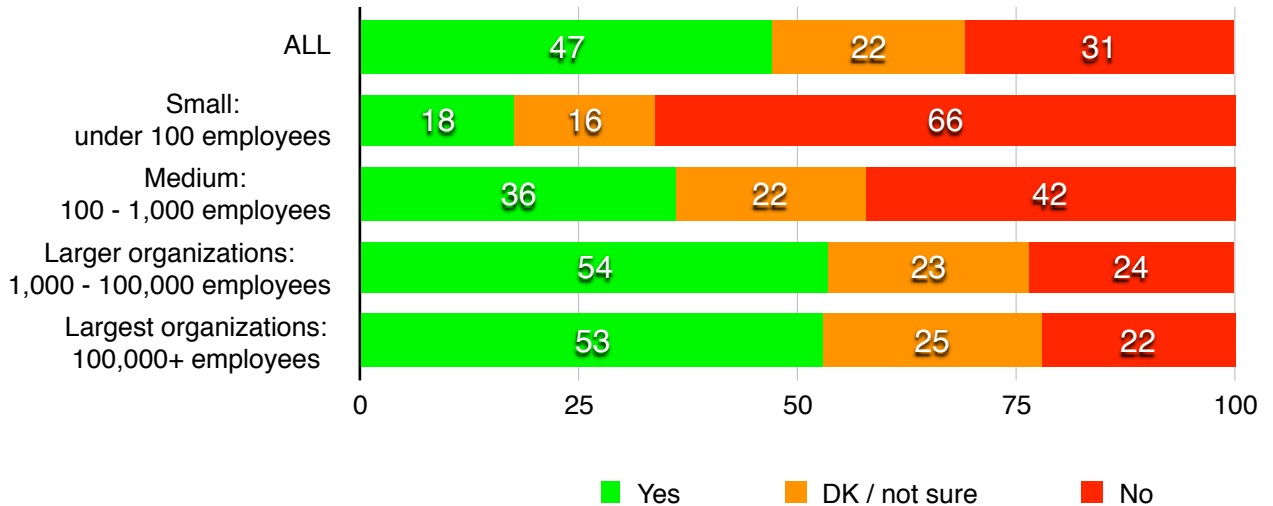
As is clear in the graph on the following page, respondents working in small or medium-sized enterprises (employing under 1,000 staff) are notably less likely to enjoy the benefits of a corporate supported LGBT Allies program.



TACTICS

— what works, and why

Is there a formal support structure to encourage new LGBT Allies in your workplace?



From a respondent in the UK:

“Why wouldn’t I be an LGBT Ally? I can’t think of any reason not to. I will always support any initiative to improve inclusion and diversity in the workplace, to allow people to be open and honest about who they are without any negative consequences.”

From a respondent in Brazil:

“Gender or sexual orientation should not be an issue at work. We are all the same, and listening to stupid prejudiced jokes is not what I want at my workplace.”

More? See Appendix 1: ‘Global Voices’

A key issue in the improvement of LGBT outcomes at work is the relative dearth of support for Allies wanting to supporting LGBT people at smaller enterprises.

Out Now’s LGBT2030 research shows that a majority of LGBT people globally (eg 61% in UK) are working at employers with fewer than 1,000 staff — yet these places are also not large enough to support LGBT Allies in a formal sense.

This is a key issue faced by LGBT people, most of whom work at such smaller enterprises.

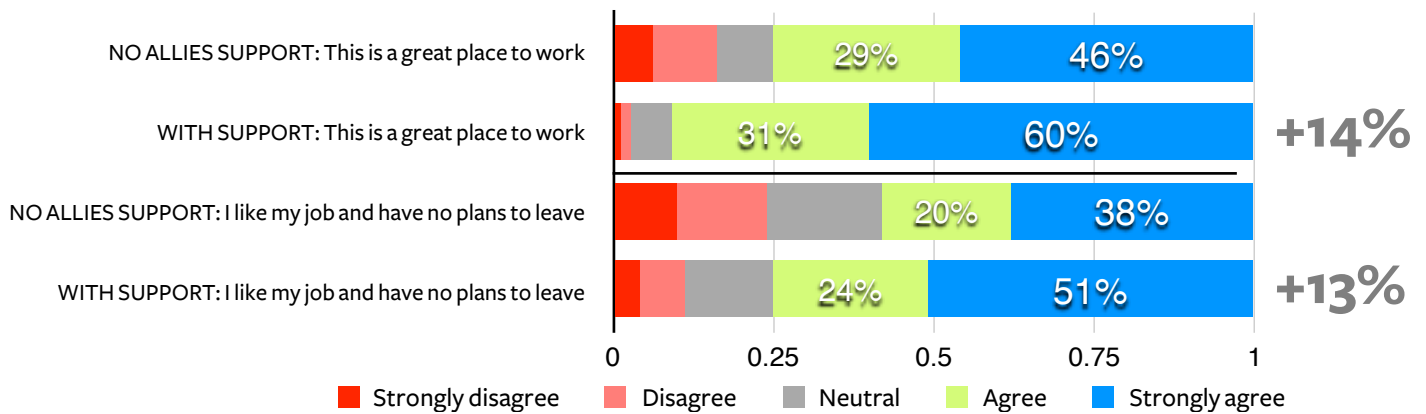


TACTICS

— what works, and why

Is there a formal support structure to encourage new LGBT Allies in your workplace?

COMPARING: NO ALLIES SUPPORT or WITH SUPPORT



Providing formal support to encourage LGBT Allies is one of the most effective ways management can proceed in this area.

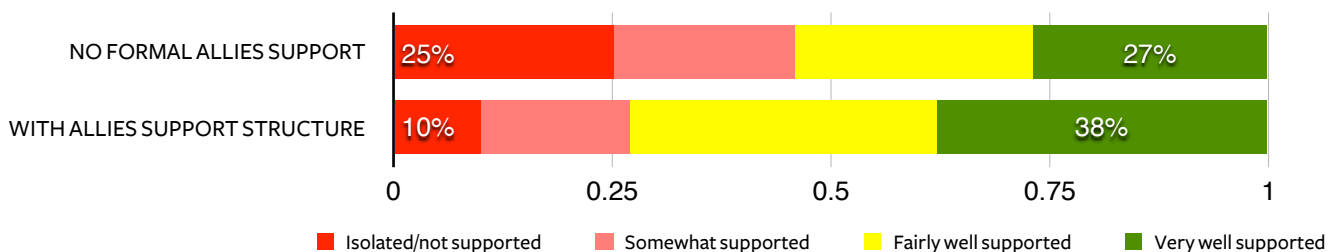
Of course this is a proposition dependent on a number of variables which are not identical across enterprises.

However this research shows that for those enterprises that seek to formalise their engagement of, and support for, LGBT Allies in the workplace, the benefits can be significant.

The graph above suggests that adding structure to support LGBT Allies can be beneficial to overall perceptions of a workplace by these people.

The graph below shows that people trying to work as LGBT Allies in the absence of such formal structural support report greater feelings of being isolated and not supported.

How well supported by other people do you feel as an LGBT Ally at work?



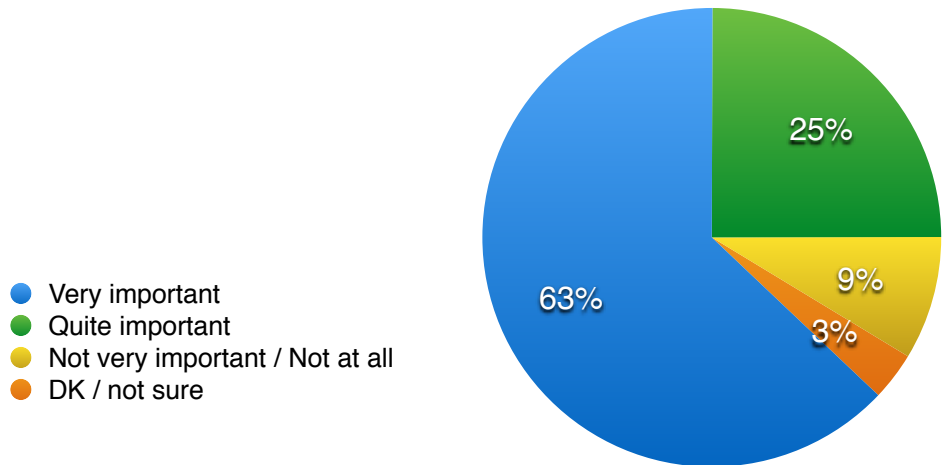
MANDATORY DATA CREDIT: Out Now Global LGBT2030 Study



TACTICS

— what works, and why

How important do you think stated or visible support from management is in making it easier for a person to become an Ally at work?



From a respondent in Laos:

“Everyone deserves to feel respected for who they are.”

From a respondent in Australia:

“I support LGBTI people in the workplace and everywhere else, because I support the right for people to work and live in an environment that is safe and caring.”

From a respondent in Brazil:

“I am an LGBT Ally because I’m a woman and I already suffer with discrimination. I feel I’m not part of the brotherhood, I feel apart of the business world, I feel I’m left aside most of the time. I can only imagine what it is to be an LGBT person, confronting all sources of discrimination, and most sadly, not feeling comfortable being yourself.”

There is a strongly held view among most respondents that stated or visible support from management is key to making it easier for people to become Allies at work.

Out Now’s experience has been that the higher the management support given to support LGBT people, the more effective the inclusion outcomes achieved.

Workplace culture is an odd concept insofar as it actually happens on a day-to-day basis ‘when nobody is looking’ yet the workplace tone that informs prevailing culture, particularly in relation to LGBT inclusion, is very much set from the top.

Failure to provide leadership to teams is one of the most frequently cited issues Allies reported making their endeavours less successful.

Conversely, in enterprises where management is clear that LGBT inclusion is a corporate asset, respondents generally report higher levels of support and results from their efforts.

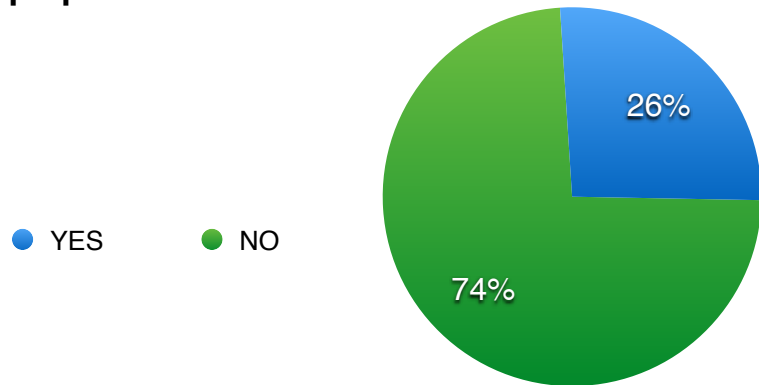
More? See Appendix 1: ‘Global Voices’



TACTICS

— what works, and why

Have you ever wanted to say something in support of LGBT people at work but felt unable to?



From a respondent in India:

“I am a lesbian who is still in closet at home, trying to come out but I thought my parents would become sick from hearing this word ‘lesbian’ from me. They don’t even know the meaning of the word lesbian. I think change has to come in the hearts of people all around in India so that my parents can understand it. (I work in a) workplace where people of different communities and different generations come together and that’s a place where change in the mind can happen with ease.”

From a respondent in South Africa:

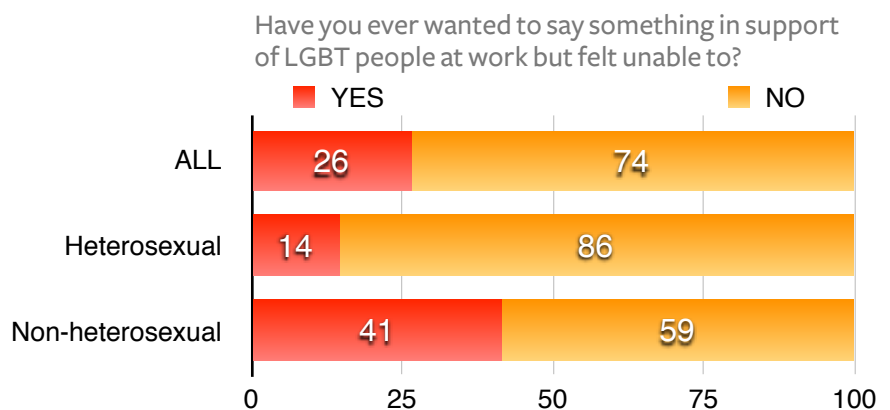
“LGBT people, as a minority, require allies to support them. I have only had to remind people to be more inclusive in their terminology.”

More? See Appendix 1: ‘Global Voices’

One in four respondents indicate they have experienced situations at work where they wanted to state their support for LGBT people at work but felt unable to.

The following pages provides a selection of reasons why.

Interestingly, the chart below shows that LGBT respondents are far more likely to have experienced this than heterosexual respondents. This though is cause for some concern as LGBT respondents generally report spotting more anti-LGBT incidents at work than heterosexual respondents and speaking up more in general — suggesting perhaps that Allies who are not themselves LGBT could be failing to pick up on incidents at work that LGBT people themselves are noticing. An alternate hypothesis is that LGBT people are suffering more direct abuse. Neither proposition being especially encouraging.



The next page includes observations about not feeling able to speak up expressed by LGBT respondents and page 29 presents write-in responses on this issue given by heterosexual respondents.



UNABLE to speak up

LGBT respondents

About this section

On this page you read typical responses given for situations when respondents felt unable to speak up in their workplace.

These responses are from Allies who are themselves LGBT.

On the next page you can find similar reasons shared by heterosexual/straight respondents.

Have you ever wanted to say something in support of LGBT people at work but felt unable to?

You never know what people think and we all face a certain level of hidden scrutiny by peers and superiors about 'fitting in'. For me, for many years, the biggest issue with open support of LGBT was the fear of outing myself. That has gone away but it is still a consideration when I meet new colleagues - how will they think about me?

At work either in Spain or France, where my experience comes from, no one in their right mind will dare to say anything to your face simply because it is illegal. However, when it comes to trust, responsibility, opportunities etc.. the higher you go up the ladder, the more difficult it is to find support, to the point of not being able to speak on comments, particularly between Board members. Years ago, I was fired because of confronting (Board) members about homophobic comments about colleagues.

Some times and places may not be conducive to opening this discussion and it is best to wait for the right time and place.

At a former employer I was harassed for standing up for gay marriage.

I work in a very old fashioned company with ageing staff and I don't normally feel comfortable talking about LGBT. I've done it on some occasions but I made people (eg my boss) uncomfortable. He swiftly changed the conversation and moved to a different subject.

My military clients exist in a very male environment where LGBT topics are not always easy to raise.

When I don't have the confidence or feel it unsafe.

On site anti - LGBT jokes made by people I did not know, and I did not feel comfortable intervening.

At a former employer it was extremely dangerous to do so because there would be repercussions including being fired ore reprimanded.

Felt like I would be singled out as being a trouble maker.

Just the fear of confronting a bully.

As an LGBT person, I can't be out anywhere. It can be dangerous sometimes and might kill my opportunity to achieve high places at the company.

In male dominated senior executive meetings it can be difficult to stand your ground.



UNABLE to speak up

Heterosexual respondents

About this section

On this page you read typical responses given for situations when respondents felt unable to speak up in their workplace.

These responses are from Allies who are *not* themselves LGBT. Most respondents to this research are heterosexual.

On the [previous page](#) you can find equivalent reasons, shared by respondents who are themselves LGBT.

Have you ever wanted to say something in support of LGBT people at work but felt unable to?

Not wanting to be seen as a kill joy when it is a joke or 'banter'.

It is very difficult to speak out when others would perceive me as being a troublemaker etc

My partner often makes comments about transgender people that seem close minded to me. I don't always point that out.

Even though there is a lot of support where I work, there are individuals that will speak out against it not knowing that I have LGBT children. I have said something to those people but in a nice way and they usually back down or take a step back.

When I worked in the construction industry, LGBT bias was prevalent. Sometimes there would be conversations between senior-level executives where it was not appropriate to speak up in defense of LGBT, like when the executives were giving public presentations at a conference and joking about 'those people'

Being a very strong advocate, I often self monitor as to fight the battles that I feel I can win, instead of fighting every battle that comes my way.

I don't always feel strong enough to speak my mind.

If it's a paying customer who is saying idiotic hostile things, I won't try to educate the fool, but I'll say that I don't agree with their view and change the subject.

Very conservative workforce.

I just was afraid to stand up for (other) transpeople because I wasn't out (as Trans) yet.

Jokes from senior management.

I work in the UAE where this is illegal and even discussing LGBT related matters in public is not allowed. We here (at my company) are very conscious that there are employees who are affected by this and we are sensitive to it. We ensure that our employees know that we are accepting of all people, without being able to publicly advertise it.

Senior leadership is homophobic and often makes casual, self-deprecating jokes - difficult to address directly.

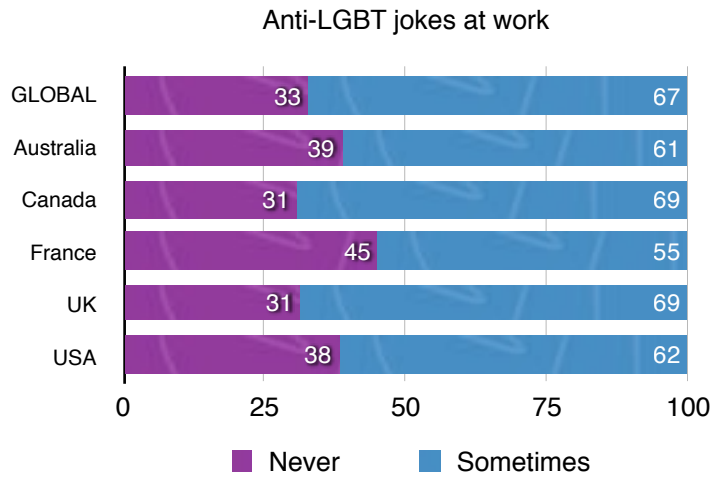
There are employees with strongly held religious convictions, and when they are in power positions it can be difficult to speak up at times.



JOKES

Are they always funny?

How often do anti-LGBT jokes happen in your workplace?



From a respondent in the UK:

“The main reason for me to be an active and visible LGBT ally is that to my surprise being LGBT can still be an issue or a hurdle in these times, at least in the financial sector.”

From a respondent in Australia:

“My best friend is gay and for a long time felt she couldn’t be herself neither in nor out of work. I just want to do what ever I can to help create an environment where other people don’t have to feel that way.”

More? See Appendix 1: ‘Global Voices’

One of the more common problems faced by LGBT Allies is in dealing with banter or ‘jokes’ which are in their construction perceived as anti-LGBT.

This is an experience familiar to other groups within society (such as groups related to age, ethnicity, religion, nationality, gender) who have experienced jokes where they or people they care about are the punchline.

The fact that the sentiment being expressed is cloaked in jocularity does not make it less hurtful to those who are included within its ambit.

Allies who are themselves LGBT seem more acutely aware of LGBT jokes and we see higher frequency levels reported by these respondents than by heterosexual Allies.

We recommend management make clear to all employees that at no times are jokes which could risk being perceived negatively by LGBT people to be repeated in the workplace.

The importance of a dubious punchline is of far less value to a place of work than is optimising the cohesive, efficient functioning of workplace teams.



TOOLKIT

for management

No business is perfect, and there is always room for improvement in every workplace.

The following are guidelines for management on ways to foster better workplaces for LGBT Allies to advance workplace inclusion, based on the findings of this research.

From a respondent in the USA:

“I have encountered bias from people who wanted to exclude me from educational and career opportunities because I was a woman. It has gotten better through the decades, of course. I would like to see the same improvements for all people, not just LGBT, so that we truly recognize people’s strengths, not their sexual orientation, gender identification, skin color, ethnicity, or handicap.”

From a respondent in Malaysia:

“I want LGBT people to be able to bring their significant others to company events without lying about their relationship. I want LGBT people to feel free to speak up about discrimination or discriminatory jokes at work without fear of repercussion.”

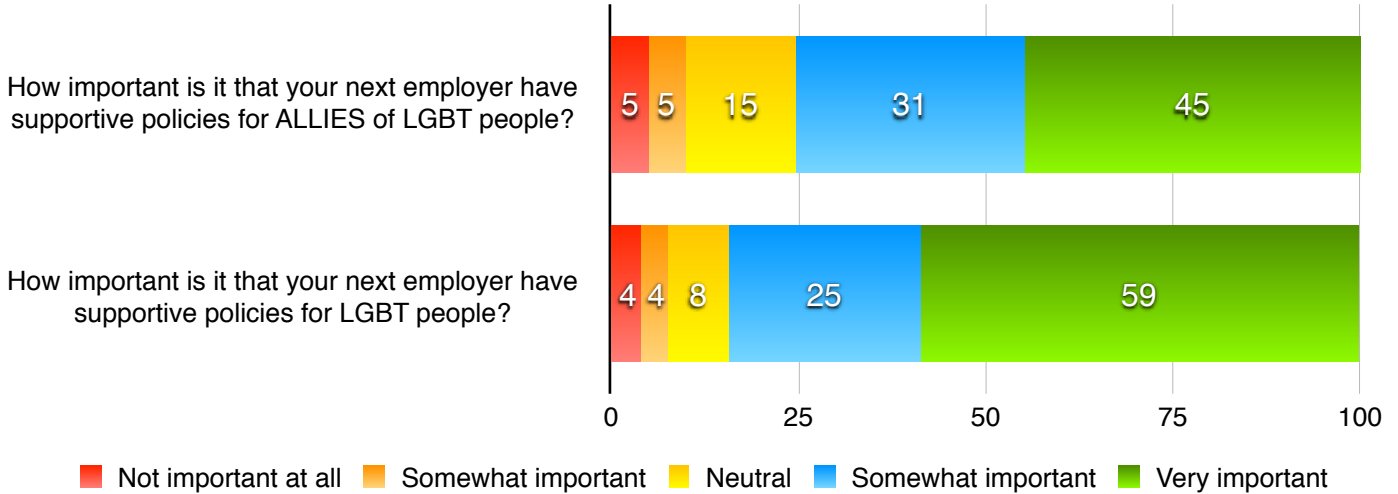
More? See Appendix 1: ‘Global Voices’

- 1.** State your support for LGBT people and their Allies and remind the team that most LGBT Allies are heterosexual people who care about the success of all their colleagues.
- 2.** State that comments or ‘jokes’ which LGBT people or their Allies could see as anti-LGBT are not acceptable in your workplace.
- 3.** Explain that there are reasons of the ‘heart’ (right thing to do) and ‘head’ ([business case](#)) for your position.
- 4.** Make sure that your workplace — to the fullest extent you can — provides formal structures designed to support both your LGBT employees and the colleagues who wish to support them.
- 5.** Engage in regular dialogue with your team to receive feedback on progress and identify areas for improvement.



RECRUITMENT

Allies policies attract talent



From a respondent in Germany:

“One can feel isolated being the only LGBT person at work. This group facilitates the identification of other LGBT people, and allies, in my work place.”

From a respondent in the USA:

“We are all equal. LGBT people need support and they need to be able to work in an environment where they can bring their true selves, opinions, thoughts, viewpoints to the workplace. They need to feel comfortable talking about their personal life without hesitation or fear of judgments and being open so they can find like-minded/like-interested work friends. It’s good for employee retention as well.”

More? See Appendix 1: ‘Global Voices’

The survey shows that the treatment of LGBT people matters to Allies to a substantial degree when they consider who their next employer should be.

Six in ten respondents (59%) say supportive policies towards LGBT employees are ‘very important’ when considering their next employer. A further one in four (25%) state this is ‘somewhat important’.

Interestingly, this report shows — for the first time — that policies specifically supportive of *LGBT Allies* can also provide a competitive advantage to companies in the marketplace.

More than three quarters of all respondents considered such policies to support Allies as either ‘very important’ (45%) or ‘somewhat important’ (31%).

The implications for enterprises to enhance their competitive

advantage as an employer-of-choice by implementing such policies seems clear.

This is particularly so when we consider the numbers of LGBT Allies that exist in total.

Out Now’s LGBT2030 research reveals total numbers of LGBT Allies in the workplace as follows (see Appendix 1):

- Australia: 8.5 million allies
- Canada: 13.4 million
- France: 11.7 million
- UK: 21 million
- USA: 89 million.

The importance of LGBT Allies is further underscored when we recall that LGBT people also have non-work allies, among family members and friends. In most countries sampled, the LGBT2030 study shows total numbers of allies supporting LGBT people in society generally is now greater than 50% of the national adult population.



LGBT
2030

APPENDIX 1: GLOBAL VOICES

About this section

The LGBT2030 study has received more than 100,000 responses to our research since 2010. This Allies study spoke to 2,584 people in 2016.

On many occasions we invite respondents to share their own experiences by writing in their own words examples that illustrate the impacts of important issues.

In the next pages we present voices from Allies from each of the five countries with the highest numbers of respondents in this study. For every voice you read, you can be certain there are many thousands more experiencing similar things every day at work.

Italicised text in this Appendix is as written by respondents so may include some spelling errors.

One thing Out Now is always clear on is this: ‘LGBT’ spells people.

Work is a place most people have to spend considerable amounts of time. Very often being in close proximity with people they might not otherwise come into regular social contact with.

Data is invaluable of course.

The data contained in this report shows the impacts LGBT diversity policies can have to increase productivity, and to save retraining and rehire costs - through retaining more LGBT staff over time.

People’s own words can often add meaning and depth to interpreting data so we get to understand the feelings of people experiencing workplace homophobia, transphobia and biphobia at work.

Dreading going into work is not good. Neither is choosing to stay in

the closet as we see in the metrics in this report.

Ideally, what should happen is employers understand that the business imperative that ‘underwrites’ the implementation of effective LGBT diversity policies is reason enough to provide safe workplaces for LGBT people to bring their whole selves to work.

In addition, we invite employers to consider how they would feel if the comments below were being told to them by their friend, their daughter, their son, their parent, their brother or their own sister.

Workplace issues for LGBT people are not just data points. They are a daily lived experience which impacts greatly on their whole life. It is up to business to do even better as we strive to create better workplaces for all in the 21st century. Better places for people to be.

MORE? GO TO
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Australia



MEDIAN NUMBER, PER LGBT PERSON AT WORK

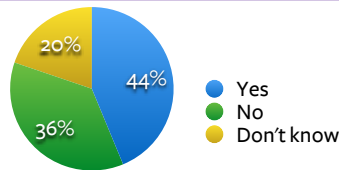


How many Allies?

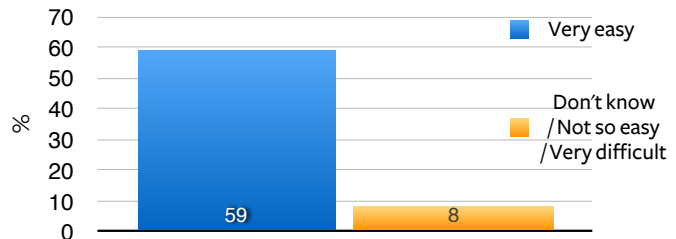
IN WORKPLACES
NATIONALLY

8.5 million

IS THERE A FORMAL
SUPPORT STRUCTURE
TO ENCOURAGE NEW
LGBT ALLIES IN YOUR
WORKPLACE?



How easy would you say it is for someone to become an LGBT Ally in your own workplace?



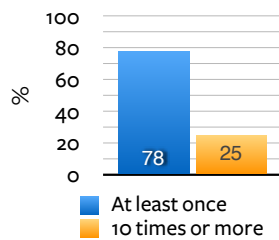
Total population

23 million

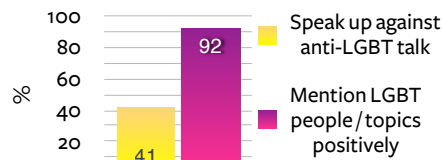
LGBT population

1.1 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



LGBT
2 0 3 0

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APPENDIX 1: AUSTRALIA

ALLIES' VOICES



Don't tolerate inappropriate conversations and jokes like I unfortunately have at times.

Have an open door.

Make your ally-ness visible (keep a flag or wear a pin).

Make LGBTIQ things a normal part of your floor conversations.

Role model inclusive behaviour - (use) inclusive language. Call out behaviour that is non-inclusive. Make it unacceptable to be anything other than respectful and inclusive.

My advice would be to learn as much as you can. Get to know people in the LGBTI communities. Don't be a bystander. Contribute to a welcoming and safe work environment.

Learn more about the issues facing LGBT people.

Be supportive, be there and embrace the fact that they are LGBT - don't ignore it. Ask how their partner is etc like you would with any other person.

Let others know that you support LGBT people, wear a rainbow pin, celebrate mardi gras, spread the love.

Speak up when you hear subtle, unthinking homophobia e.g. 'That's so gay'

Discuss the impacts of government homophobia e.g. anti same sex marriage rhetoric and why this is so damaging.

If LGBT yourself, be open and out in the way non LGBT people are just naturally out in conversations e.g. using the pronoun 'he' or 'she' when speaking about your partner.

Don't be afraid to speak up if people are being discriminatory or insensitive. Sometimes they aren't aware they are causing harm, so you can help them. Explain why it's not OK.

Some people who support LGBT people, don't show it or speak up because they don't think the issue belongs to them, particularly if they don't have close ties to LGBT people. But issues of equality belong to all of us. If you support LGBT people, showing it through (your) words and action leads the way for others to do the same.

About this section

'Global Voices' contains write-in text and approximate translations to English (where applicable). Some spelling errors may apply.

It includes some language that some may find coarse but which is reflecting the experiences respondents are reporting on.

MORE? GO TO
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Canada



How many Allies?

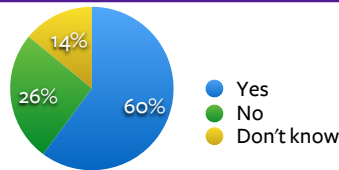


MEDIAN NUMBER, PER LGBT PERSON AT WORK

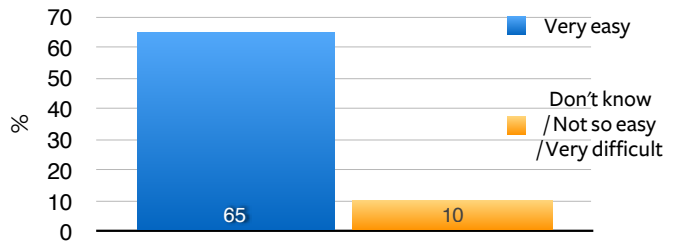
IN WORKPLACES
NATIONALLY

13.4 million

IS THERE A FORMAL
SUPPORT STRUCTURE
TO ENCOURAGE NEW
LGBT ALLIES IN YOUR
WORKPLACE?



How easy would you say it is for someone to become an LGBT Ally in your own workplace?



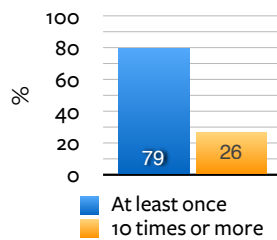
Total population

35 million

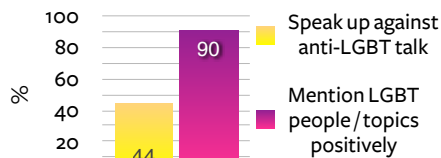
LGBT population

1.8 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



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APPENDIX 1: CANADA

ALLIES' VOICES



Be open, approachable and non-judgemental.

Show through actions that everyone is valued and can contribute to a positive, effective work team.

- LGBT employees who are struggling are 'invisible' and the simple fact of being 'visible' as an ally can give them hope, support.

Do something visible, like put a rainbow sticker on your office door.

Use gender neutral language (e.g., 'my partner').

Become educated.

Be seen and heard from as an ally.

Listen to your LGBT colleagues about what is helpful in terms of support.

- 1. Learn; there is always more to learn about the community!*
- 2. Inform others.*
- 3. Speak up for LGBTIQAA2S colleagues as needed; make space for LGBTIQAA2S as needed.*

1) Providing support to someone, regardless of the purpose, can make a positive difference - it's something we all owe to one another as colleagues to be there for one another.

2) Imagine being in a LGBT person's shoes. How much courage that would take to make public. Imagine if that was you. You'd want support as well.

If your employer doesn't have an employment equity program, offer to start one.

Not saying anything when you hear/witness/observe anti-LGBT comments or acts makes you tacitly compliant. Say something.

People who are challenged about their bad behaviour generally back down so challenge them. This often results in others appreciating/acknowledging your actions because many are like minded but too afraid to say anything.

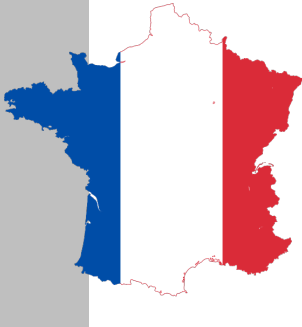
About this section

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France



How many Allies?

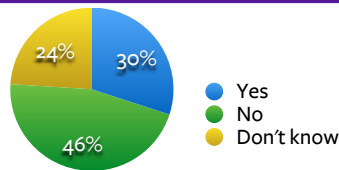


MEDIAN NUMBER, PER LGBT PERSON AT WORK

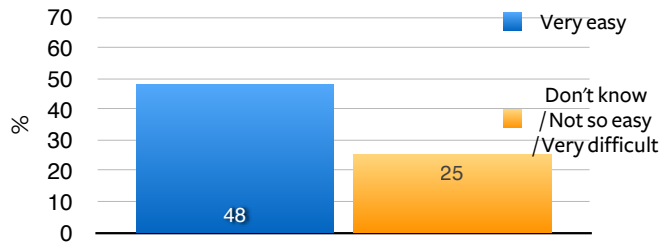
IN WORKPLACES
NATIONALLY

11.7 million

IS THERE A FORMAL
SUPPORT STRUCTURE
TO ENCOURAGE NEW
LGBT ALLIES IN YOUR
WORKPLACE?



How easy would you say it is for someone to become an LGBT Ally in your own workplace?



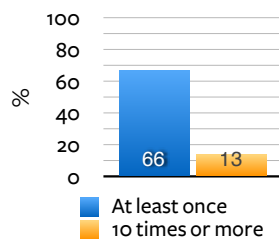
Total population

67 million

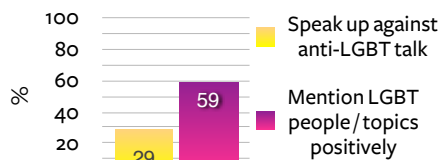
LGBT population

3.3 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



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APPENDIX 1: FRANCE

ALLIES' VOICES



Read some fiction with a gay theme

Visit a gay bar.

Talk about your LGBT friends and family in a clear way.

Be careful to use inclusive language.

Make everyone feel valued.

Traiter chaque personne pour ce qu'elle est quelque soit son orientation sexuelle (qui ne doit aucunement entre éclate dans le traitement de la personne). Treat each person for who she is, whatever their sexual orientation (which shall in no breaks between the treatment of the person).

In my view, the problem is that supporting LGBT inclusion is not something you can decree. You don't feel comfortable as an LGBT person because your CEO says once a year the company is supportive. It's before anything else a question of direct management. You feel comfortable if you work around people who support you (your team, your managers) and with whom you can talk naturally about your Partner, for example, when you're having a random chat about how was your weekend.

React immediately and strongly to any anti LGBT discussion or even just remarks.

Do not accept the 'that's just an image, a joke' excuse.

Do not let any anti LGBT discussion go. Explain why such a discussion is harmful.

Help LGBT colleagues if they are struggling.

About this section

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UK

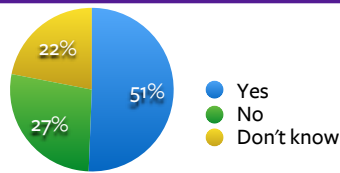
How many Allies?



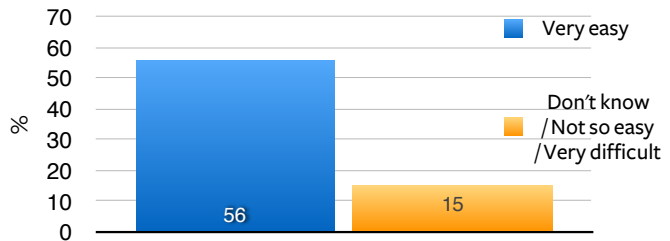
IN WORKPLACES
NATIONALLY

21 million

IS THERE A FORMAL SUPPORT STRUCTURE TO ENCOURAGE NEW LGBT ALLIES IN YOUR WORKPLACE?



How easy would you say it is for someone to become an LGBT Ally in your own workplace?



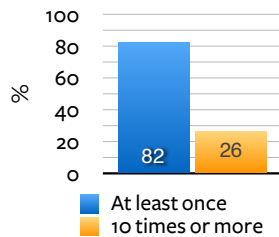
Total population

64 million

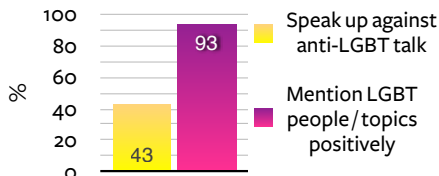
LGBT population

3.2 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



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APPENDIX 1: **UK****ALLIES' VOICES**

(If heterosexual,) just try to imagine having to (be at work) for a week and avoid ANYTHING in conversation that could make people think you may be straight.

Learn what LGBT means and be able to distinguish between gender identity and sexual orientation. Stop others using LGBT and gay interchangeably as this confuses people into thinking that T is a variation of LGB. Represent LGB and T people respectfully and accurately.

Think of a world where people with your hair style, colour, would be discriminated against. Would you be changing hairstyle and colour to be accepted or you would stand for your right? Now think of your best friend or your son/daughter being discriminated for the same reasons. Would you recommend them to change hairstyle and dye their hair?

Be open to the situation of the person, you can learn a lot but share as well.

Ask how you can help — treat it as a two way relationship.

Think about how you would respond if faced with prejudice amongst all straight colleagues.

Bring up (your) support in public ways (at work) so that people feel comfortable being open with you and also so that others that may be inclined towards bias will know that such remarks or behaviors are not welcome in your presence.

- 1. Don't be afraid to speak up.*
- 2. Work with other allies so you don't feel you are in this alone.*

Openly discuss LGBT stories in the context of normal conversation so that the awareness of LGBT employees become 'commonplace'.

Speak up when you hear any anti-LGBT sentiment, be it 'jokes', passing comments etc.

People often don't realise they are causing real offence and are open to education. If they are not open to the education then do let them know that their behaviour is not acceptable.

About this section

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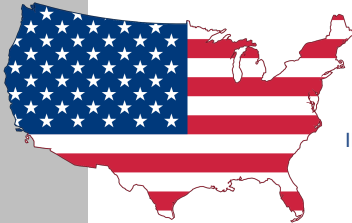
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USA



MEDIAN NUMBER, PER LGBT PERSON AT WORK

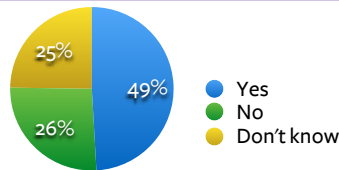
How many Allies?



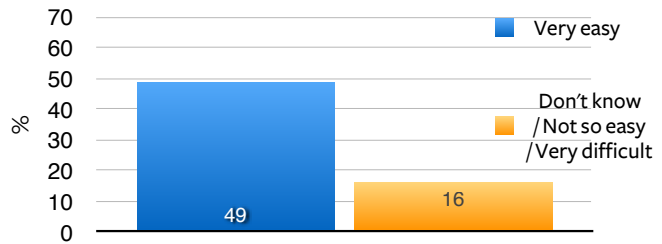
IN WORKPLACES
NATIONALLY

89 million

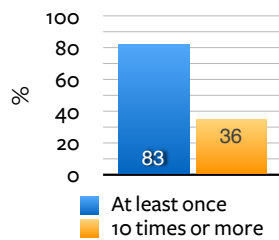
IS THERE A FORMAL
SUPPORT STRUCTURE
TO ENCOURAGE NEW
LGBT ALLIES IN YOUR
WORKPLACE?



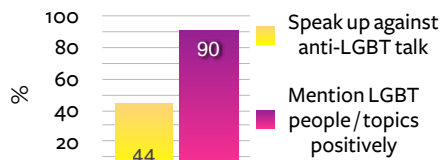
How easy would you say it is for someone to become an LGBT Ally in your own workplace?



Acted as LGBT Ally at least once in past twelve months



Activities undertaken



324 million
Total population

15.8 million
LGBT population



DATA SOURCE: "LGBT Allies: The Power of Friends"™ report, Out Now, 2016. Original research from LGBT2030 Study. All rights reserved © 2016 for the world by Out Now.



LGBT
2030

APPENDIX 1: USA

ALLIES' VOICES



- Be visible as an ally in your office space (pride logo or LGBT related item)

- Share why you are an ally to coworkers

- Speak up for LGBT people

Be willing to speak up when you hear anti-LGBT jokes or conversations instead of just ignoring the issue and walking away. The more people are willing to speak up against discriminatory or offensive behavior the more light is shown to the issue and the more courage it gives others to speak up.

If you witness someone being disrespectful to the LGBT community, speak up. Your silence is their permission to continue.

Ensure conversations are inclusive of LGBT 'profiles' and not so binary. For example, conversations around family, traveling, time off, benefits.. all can include references to 'partners' or gay friends, so LGBT people don't feel they need to cover or hide their personal status if it doesn't conform to the status of others talking.

Attend a LGBT event and get educated about people's experiences.

- 1. LISTEN to your LGBT counterparts*
- 2. EDUCATE yourself on LGBT current events and the identities that make up the commonly used acronym.*
- 3. ADVOCATE for their needs wherever possible.*

Remind people that you can't always tell who might be LGBT and the person they could be joking about could be LGBT.

Be supportive.

Speak out against anti LGBT discussion or jokes.

Be inclusive.

About this section

'Global Voices' contains write-in text and approximate translations to English (where applicable). Some spelling errors may apply.

It includes some language that some may find coarse but which is reflecting the experiences respondents are reporting on.

APPENDIX 2:

METHODOLOGY

The LGBT2030 study evolved in 2010 as an online extension of an LGBT research program commenced by Out Now in 1992 (as our founding company, Significant Others).

Since 2010 we have sampled more than 100,000 respondents online - living in 24 countries, using twelve languages.

Three main sample periods have been undertaken, the most recent of which was in 2014.

Respondents answer identical question sets during a given sampling period. We utilize a broad range of means to obtain samples, including: partnering with leading media in the countries we work into, PR into mainstream and LGBT media about LGBT2030 research, social media channels, sharing survey links via past respondents and networking with LGBT sporting, cultural and social groups.

Samples are self-selecting. Where necessary, samples have been weighted to reflect national average age and gender distributions in each country.

2016 LGBT Allies research

The report you are reading speaks primarily to non-LGBT people. These respondents have been sourced widely through a range of mechanisms including: Out Now's existing global LGBT diversity database, media coverage, collaboration with NGOs and community organisations, support of some corporate ERGs, trade unions, employee networks and other partners.

Future-facing

This new LGBT2030 report - 'LGBT Allies: The Power of Friends' is very different, as it is the first ever large-scale global research sourced from data collected from more than 2,000 LGBT Allies in more than 60 countries.

Immense quantities of information have been collected, collated and analysed.

As the report's findings show, there is much work needing to be done to better understand and support the needs of LGBT Allies at work.

Getting this right will lead to more productive and successful workplaces for all employees as a result.

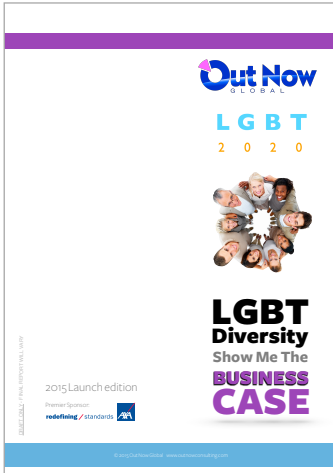
We believe the future for better LGBT diversity policy that drives effective results - for both business and for workers - is in large-scale measuring of LGBT workers' — and LGBT Allies — key concerns.

That is what Out Now is doing globally with our LGBT2030 research initiatives and this constitutes the essence of the new report: 'LGBT Allies: The Power of Friends'.



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APPENDIX 2: DATA NOTES



Learn more — [click to download 'LGBT Diversity: Show Me The Business Case'](#).

We know that what ultimately motivates corporations is profit - so we use LGBT Ally employee's situations and response data to show that when companies create workplaces where people feel fully able to come out as LGBT and be themselves at work, companies can expect to benefit substantially.

In major economies they can expect average increases of 15%-30% in productivity potential (respondents reporting they 'feel valued as a member of my workplace team') from those workers who become 'out to all' - and they can also expect to see, on average, a 5%-22% increased retention of previously closeted workers, who had been planning to leave.

For the average company, the savings that arise from these two factors are substantial from retaining experience and talent in their workforces and from resulting productivity improvements.

Out Now undertakes our work to measure and value the business case underpinning LGBT inclusion at work for two main reasons:

i) Nobody else seems to be focusing on better understanding the day-to-day impacts (and failings) of LGBT workplace diversity policies for those people we think should matter most: namely, LGBT employees themselves.

LGBT diversity policies keep getting better (on paper) but data results are standing still, or sometimes going backwards, such as in the US where there has been a 6% fall from 2012 to 2014 in respondents reporting they are 'out to all' at work.

ii) At so many conferences - and in media reporting - there are vague claims made about the importance of the 'Business Case' that underpins diversity, without any hard numbers being attached. By analysing the decrease in likelihood of some previously closeted workers leaving analyzed in terms of average staff replacement costs, we are able to provide a viable financial savings measure to business resulting from best-practice diversity policy implementation.



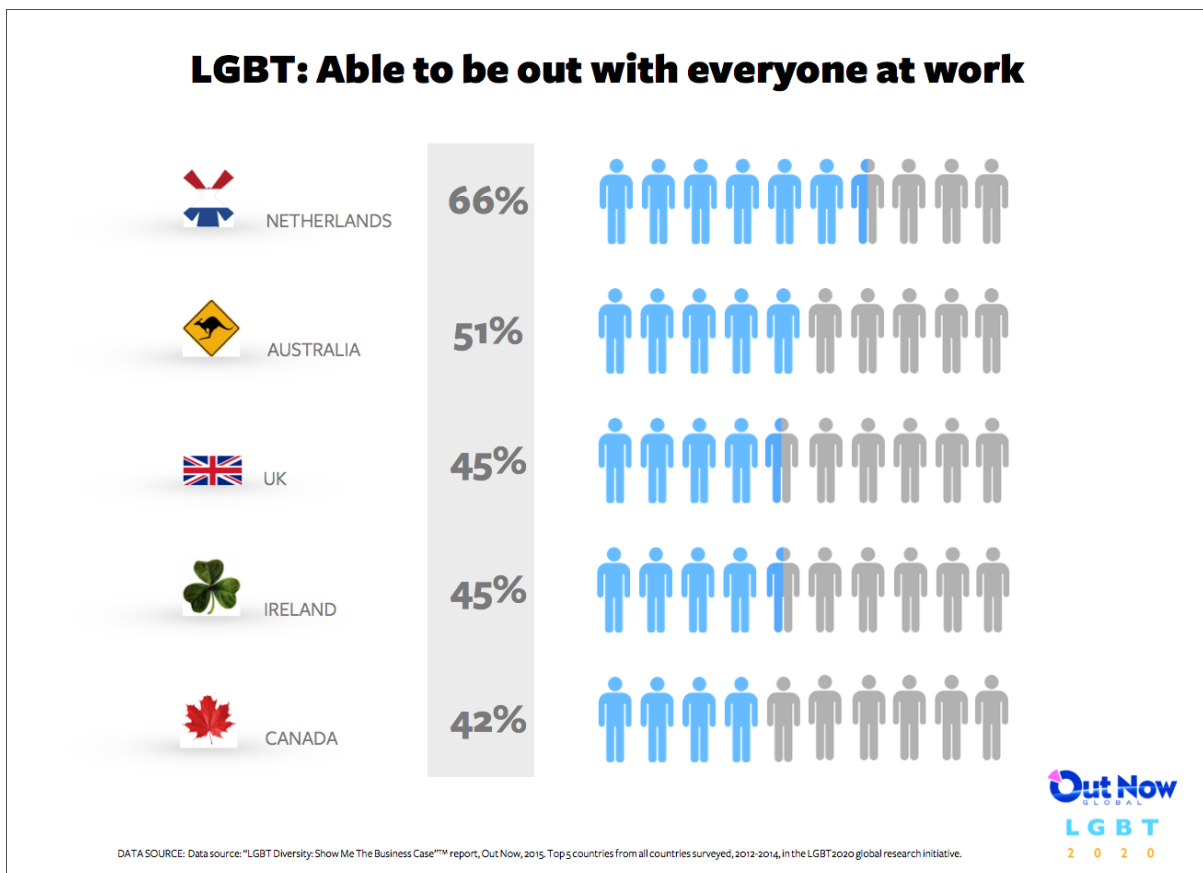
APPENDIX 2: DATA NOTES

Out Now’s LGBT2030 research has to date sampled respondents living in 24 countries utilizing twelve languages.

This infographic shows the Top 5 countries where workers feel able to be out with all colleagues at work.

It is tempting to, perhaps, suggest the Netherlands might in this graphic be considered the ‘poster child’ for best practices, however we note that anecdotally several Scandinavian countries such as Sweden and Denmark are said to have even greater levels of support for LGBT staff. The LGBT2030 study is set to expand into these countries in 2016 to measure this to see what more can be learnt.

In the meantime, consider this: while two out of three Dutch workers will be able to be out to all their colleagues today at work, one in three cannot.



MANDATORY DATA CREDIT: Out Now Global LGBT2030 Study



APPENDIX 2: SURVEY QUESTIONS

Q1. Which country do you live in?

Q2. An LGBT workplace ally (“Ally”) is a person who considers themselves a supporter of LGBT people at work. Do you consider yourself to be an Ally to LGBT people at work?

Yes

No

Don't know

Q3. Did any of the following factors lead you to become an LGBT Ally at work?
(Please tick once for each)

Yes, this is a reason No, this is not a reason

A family member is LGBT *

A work colleague is LGBT *

I have personal friends outside work who are LGBT *

LGBT people at work need support *

I am an LGBT person myself *

OPTIONAL: In your own words, what are your main reasons for wanting to be an Ally for LGBT people at work?

Q4. IN THE PAST 12 MONTHS on how many separate occasions would you say you have personally engaged with others at work specifically as an Ally to support LGBT people? *

Zero times

1 - 2 times

3 - 4 times

5 - 9 times

10 - 19 times

20 - 49 times

50 - 99 times

100 times or more

OPTIONAL: What kinds of things did you do? (please write-in as much detail as you would like)



APPENDIX 2:

SURVEY QUESTIONS

Q5A. How often do the following things ever happen in your workplace?
 Never Rarely Occasionally Regularly Frequently
 An anti-LGBT discussion*
 Anti-LGBT 'jokes'*
 Harassment of LGBT employees by others*

Q5B. How often have you ever done any of the following things at work?
 Never/n.a. Rarely Occasionally Regularly Frequently
 Mentioned LGBT people or topics positively to others at work*
 Spoken up, against an anti-LGBT discussion others were having*
 Spoken up, against anti-LGBT 'jokes'*
 Intervened to stop harassment of an LGBT colleague by others*
 Reported a colleague for saying or doing things against LGBT people*

Q6. What would you give as your top three pieces of advice to others on how to BECOME an Ally to support LGBT people at work? (If you cannot think of three, just listing one or two things is also helpful.)

*Q7. How well supported by other people do you feel as an Ally at work?**
 Isolated and not supported
 Supported to a small extent
 Somewhat supported
 Fairly well supported
 Very well supported

Q8. Do you have any suggestions from your own experience on ways LGBT Allies can 'get past' any problems or obstacles they might face?



APPENDIX 2: SURVEY QUESTIONS

Q9. *Have you ever wanted to say something in support of LGBT people at work but felt unable to? **

- Yes
- No

OPTIONAL: Please write some details if you would like to.

Q10. *How many people at work have you heard mention an LGBT person close to them, such as a friend or family member, in a positive way? **

- None
- Few
- Some
- A lot

Q11. *How often do people at your work do the following?*

- | | | | | |
|---|--------|--------------|-----------|------------|
| Never | Rarely | Occasionally | Regularly | Frequently |
| Express negative views about a news event that relates to LGBT issues | | | | |
| Express positive views about a news event that relates to LGBT issues * | | | | |

Q12. *How easy would you say it is for someone to become an LGBT Ally in your own workplace? **

- Very difficult
- Not so easy
- Fairly easy
- Very easy
- Don't know

What are the main reasons you think that? (please write-in)

Q13: *Do you have any suggestions for practical things you think might make it easier for more people to become LGBT Allies in their own workplaces?*



APPENDIX 2: SURVEY QUESTIONS

Q14: In your opinion, how likely do these factors affect whether someone feels able to BECOME an LGBT Ally in your workplace?

Extremely unlikely Unlikely Neutral Likely Extremely likely

*Concern colleagues at work may think an Ally is LGBT themselves **

*Concern by Allies about what their family might think **

*Worry others at work may like them less if they become an LGBT Ally **

*Not being sure about what specific things Allies can do to help **

*Fear of a lack of support from other colleagues **

*Concern about what customers might think **

*Fear of ridicule by colleagues **

*Worried being an Ally might negatively affect career promotion prospects **

*Concern management will not be supportive of them being an Ally **

OPTIONAL: Are there other things you think can make it difficult for an Ally to support LGBT colleagues at work?

*Q15. Is there a formal support structure to encourage new LGBT Allies in your workplace? **

No

Yes

Don't know / Not sure

*Q16. How important do you think stated or visible support from management is in making it easier for a person to become an Ally at work? **

Very important

Quite important

Not very important

Not important at all

Don't know / Not sure



LGBT Allies: The Power of Friends

LINK TO SHARE THIS REPORT:

www.Work.LGBT

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The title of this report is correctly cited as:

‘LGBT Allies: The Power of Friends’

DATA SOURCE: Out Now Global LGBT2030 Study

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