



The world's LGBT marketing agency.

# LGBT2020

Next Level Thinking.

Ian Johnson

Darren Cooper

Susann Jerry

Lotte Jeffs



London, UK. 21 January 2011.

# Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT people's lives - wherever they may live.

# Welcome+introductions



Darren**Cooper**



Thomas**Lynch**



Kim**Watson**



Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**

# Welcome+introductions



Video link.



<http://www.youtube.com/watch?v=OsbilXu8sL4>

# Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- **Working voices**
- Media matters
- Grey and gay
- The L in LGBT
- Case study 1  
- TUI Freedom
- Case study 2  
- Lloyds TSB
- Panel discussion  
+ Questions
- Close

# Workingvoices

Building the Diversity Bridge.

Susann**Jerry**

Global Diversity

Communications

Specialist



# Policy leadership.

The world's leading employers continue to gain high scores in workplace equality index measures of Diversity and Inclusion policy

- Human Rights Campaign (US)
- Stonewall (UK)

# Policy disconnect.

Levels of worker harassment are either not improved or slightly worse than in 2004 and 2007

- Gay men (NL - 2004)
- LGBT (UK - 2007)

# Policy disconnect.

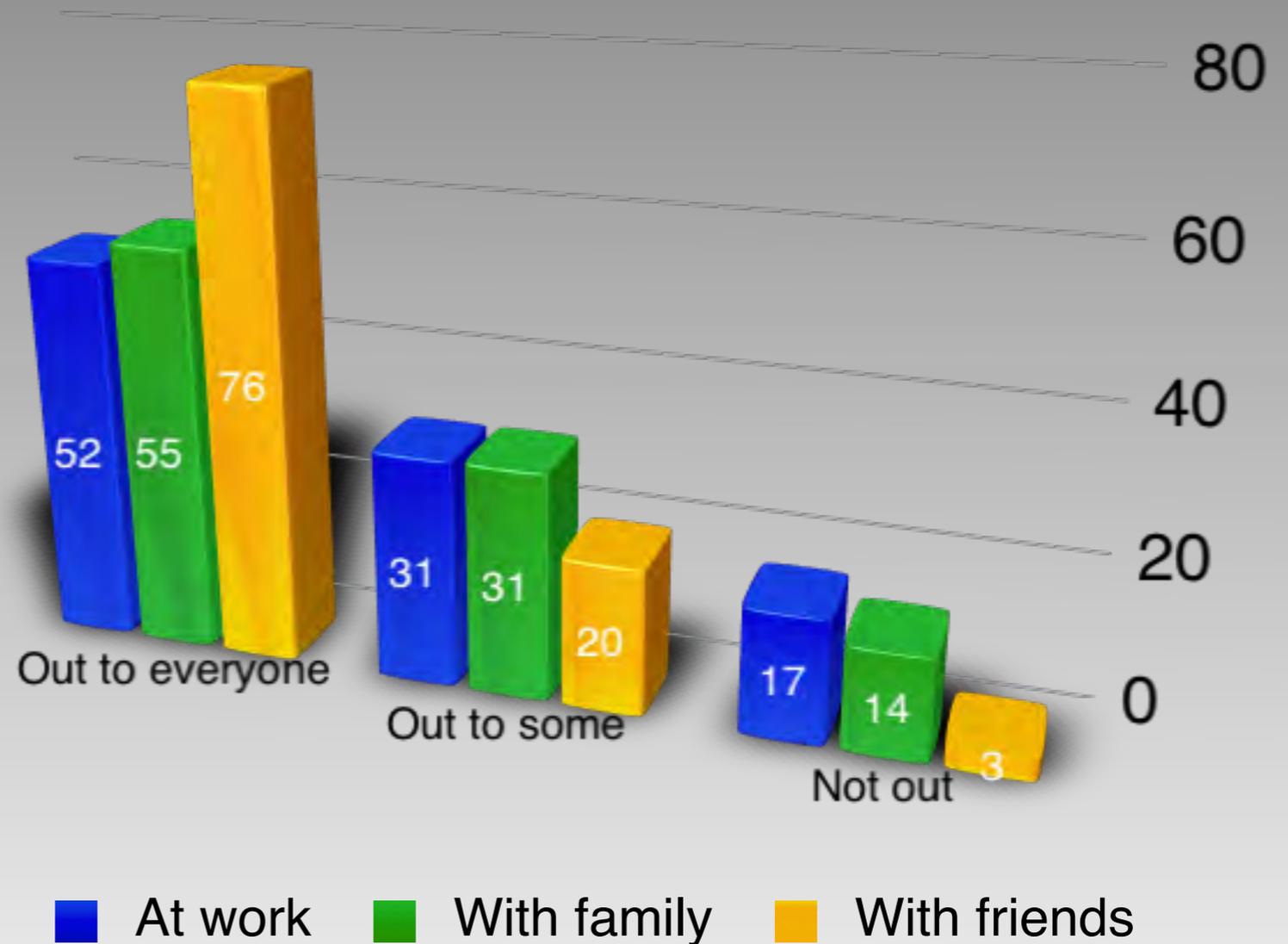
Extent to which workers are able to come out to **everyone** they work with has barely shifted in 5+ years — **despite policy improvements**

- Gay men (NL - 2004)
- LGBT (UK - 2007)
- LGBT (Ireland - 2007)

# How out are you?

## Being 'out' in the UK

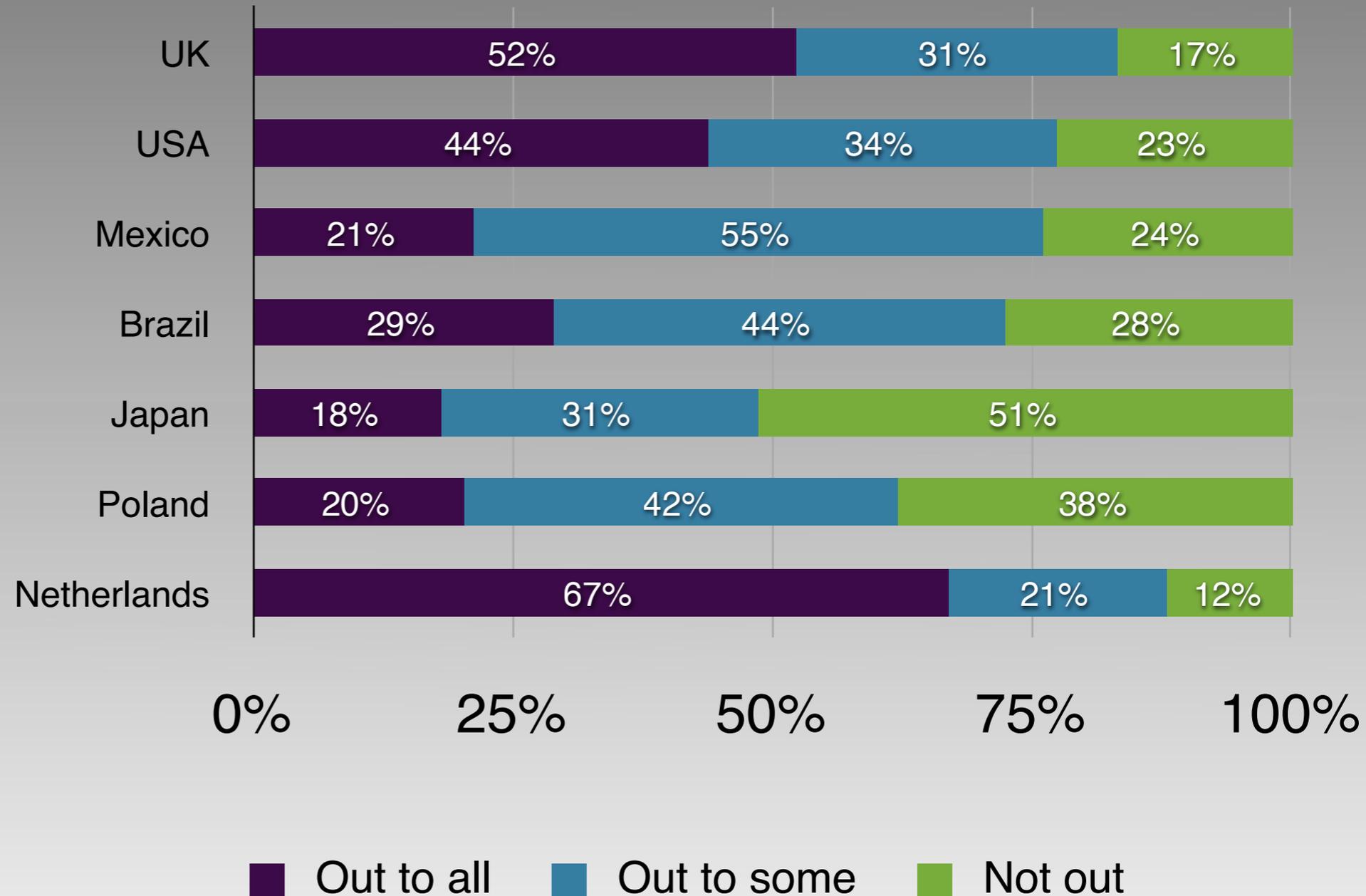
- Almost half (45%) of UK respondents are not out to all of their family
- Three in four respondents (76%) are out to all their friends



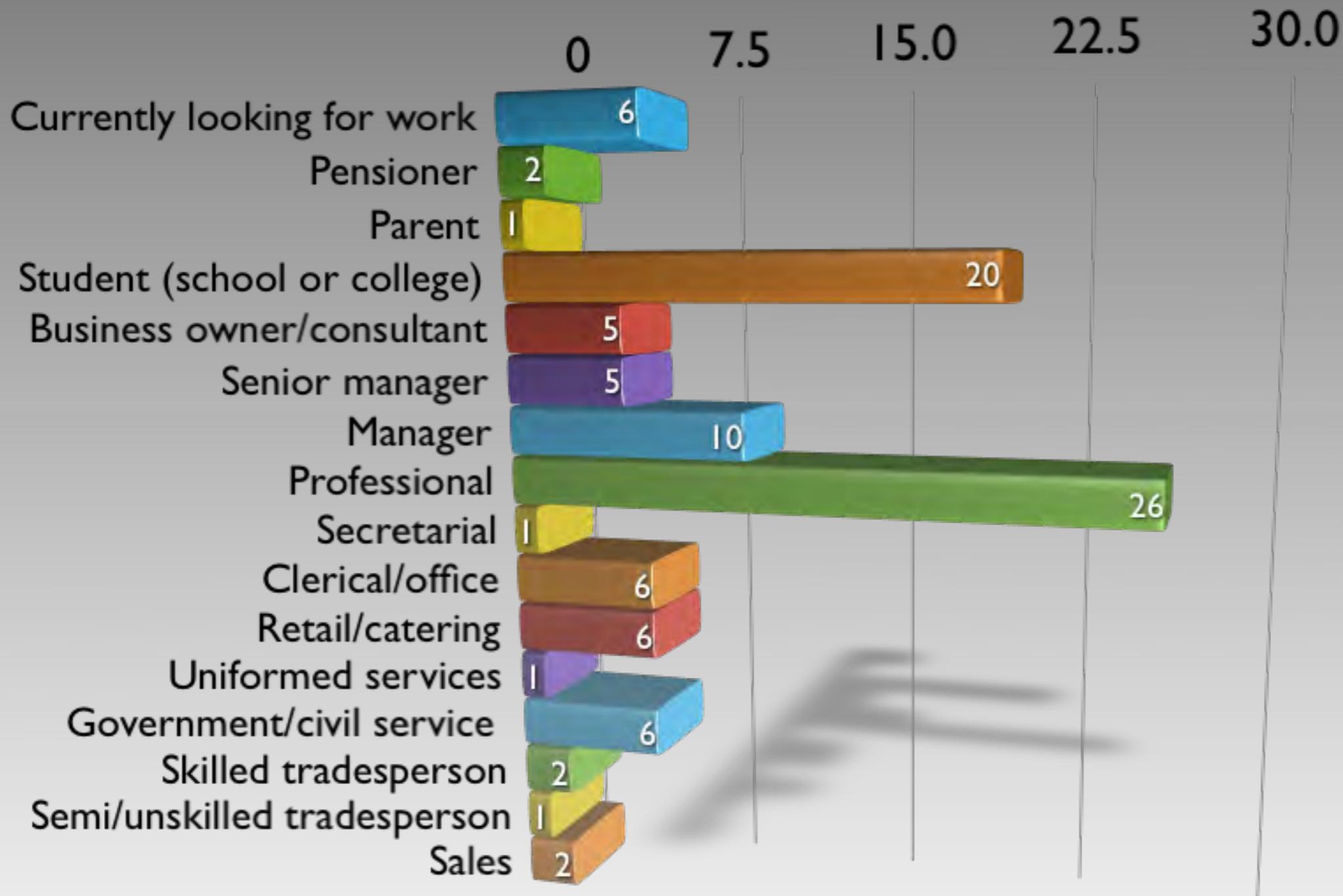
# How out are you?

At work...

- Three in ten UK respondents (31%) are in the potentially 'worst' position of being "Out to some" - a situation that can waste a lot of energy and team-building potential in the UK workplace
- Just under half of all UK respondents (48%) do not feel able to be open to all at work about their sexuality



# Diverse workforce.

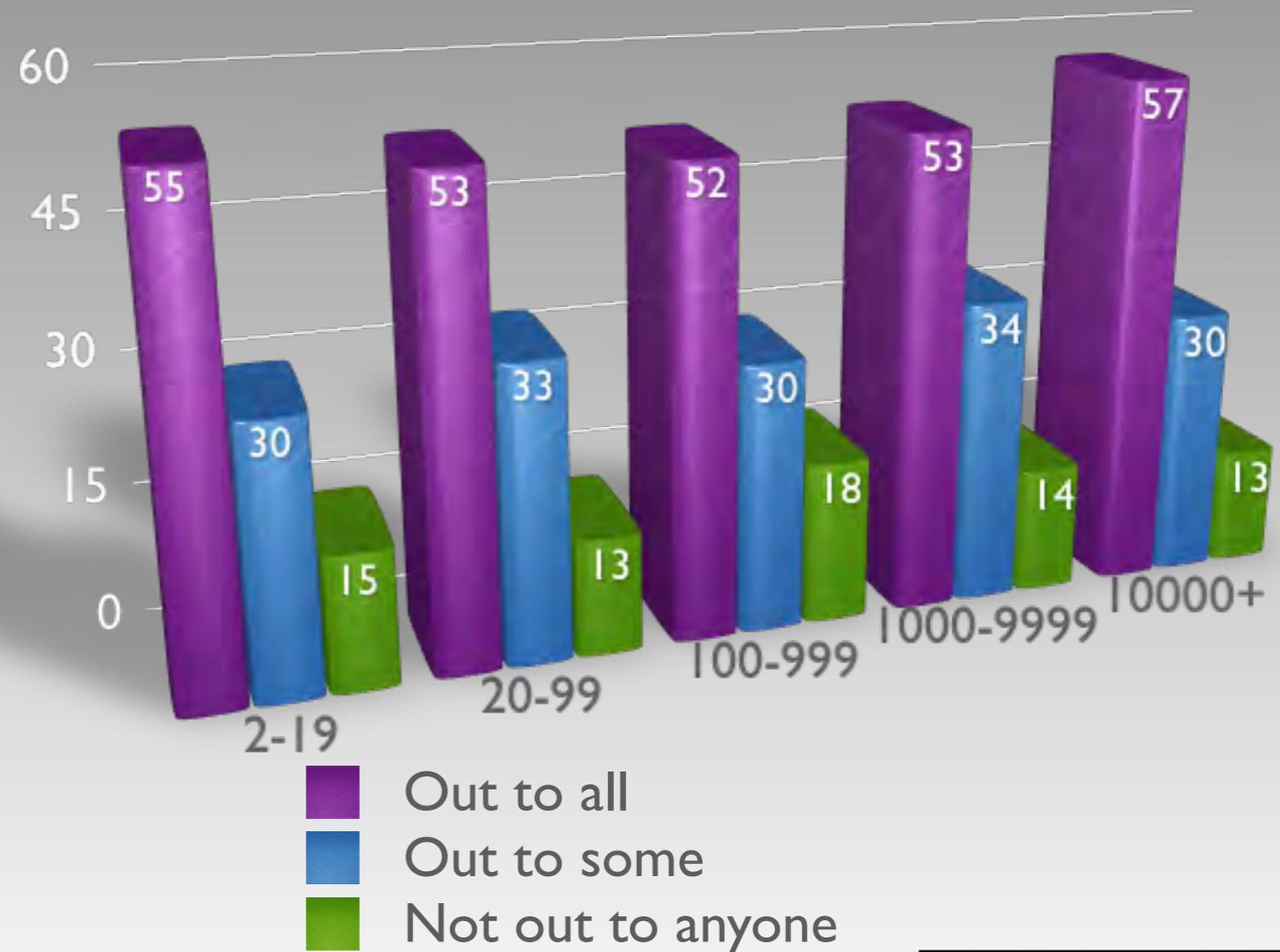


# Size matters?

Are you out at work? - Size of employer

**Not really.**

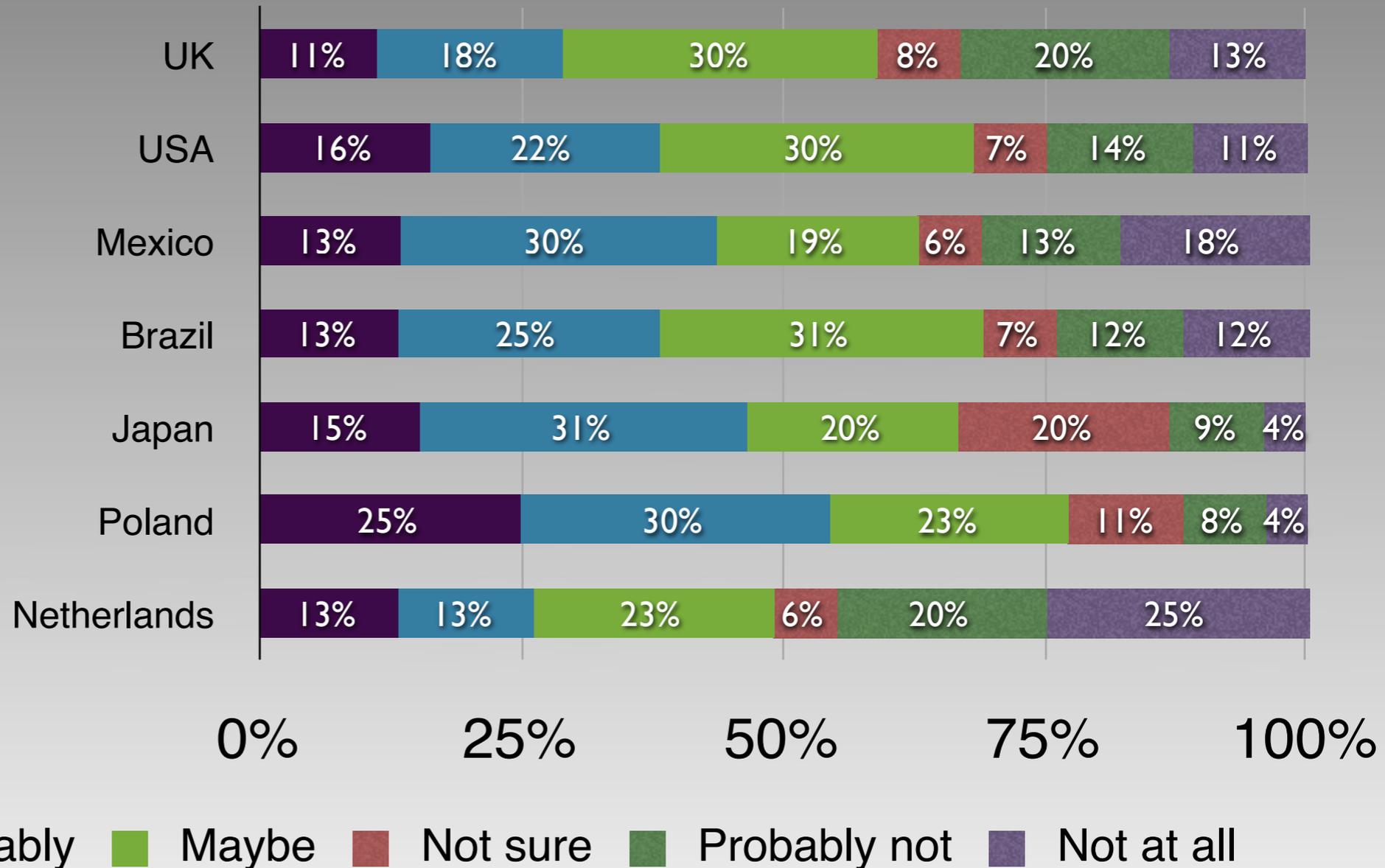
The extent to which people feel able to be out at work is not strongly correlated to the scale of their employer.



# Moving on up.

## Coming out can harm your career?

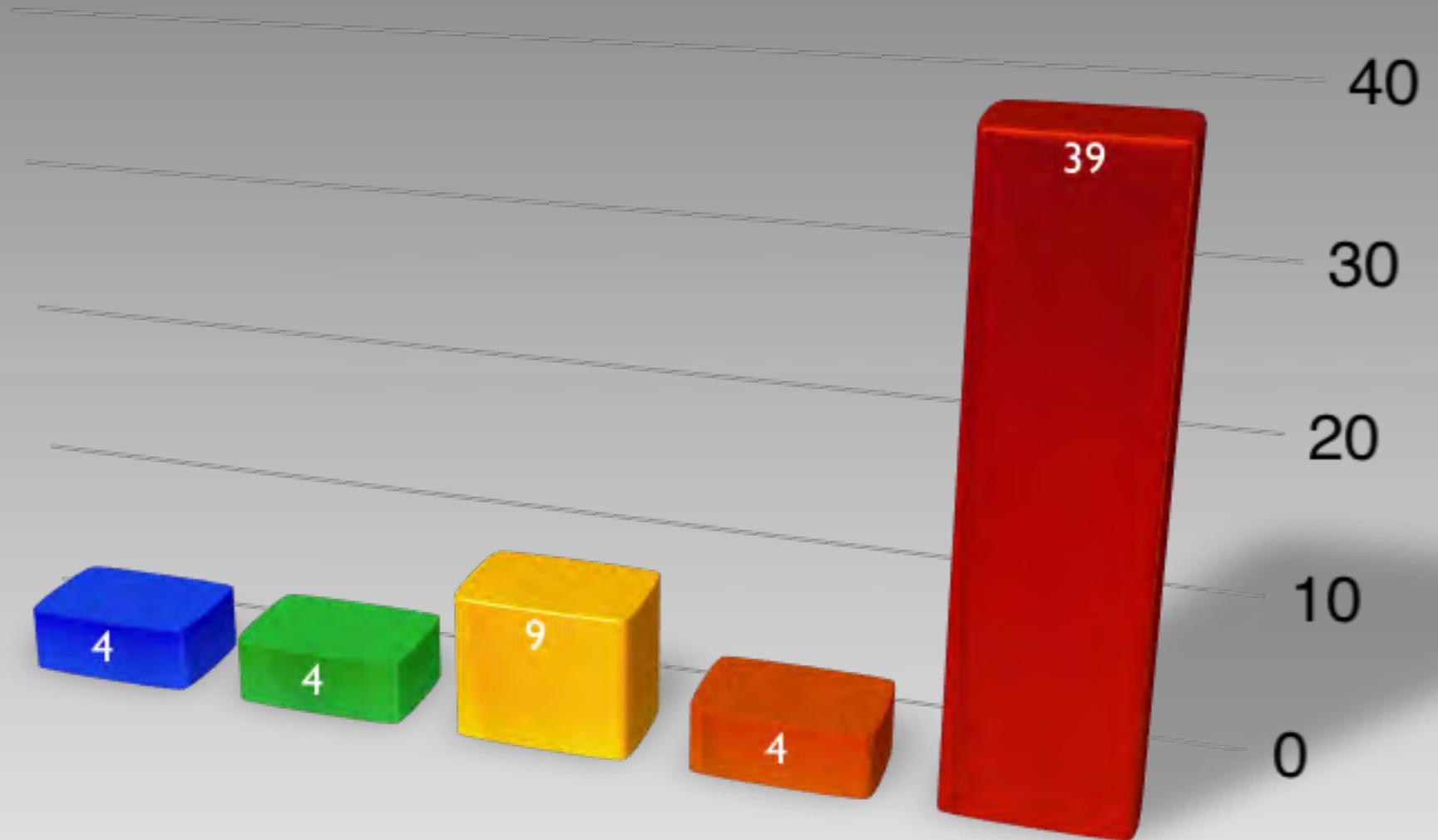
- Three in ten UK respondents (29%) believe coming out to all at work will definitely/probably limit their career progression
- A further three in ten (30%) think it might have career repercussions
- Only one in eight UK respondents (13%) are confident that coming out to everyone at work will not hurt their career



# Harassment at work

Suffered from in past twelve months (%)

- Almost one in ten (9%) of employed UK respondents were harassed at work last year because they were thought to be lesbian, gay, bisexual or transgender
- Four in ten (39%) of all respondents were verbally harassed last year due to being perceived as LGBT



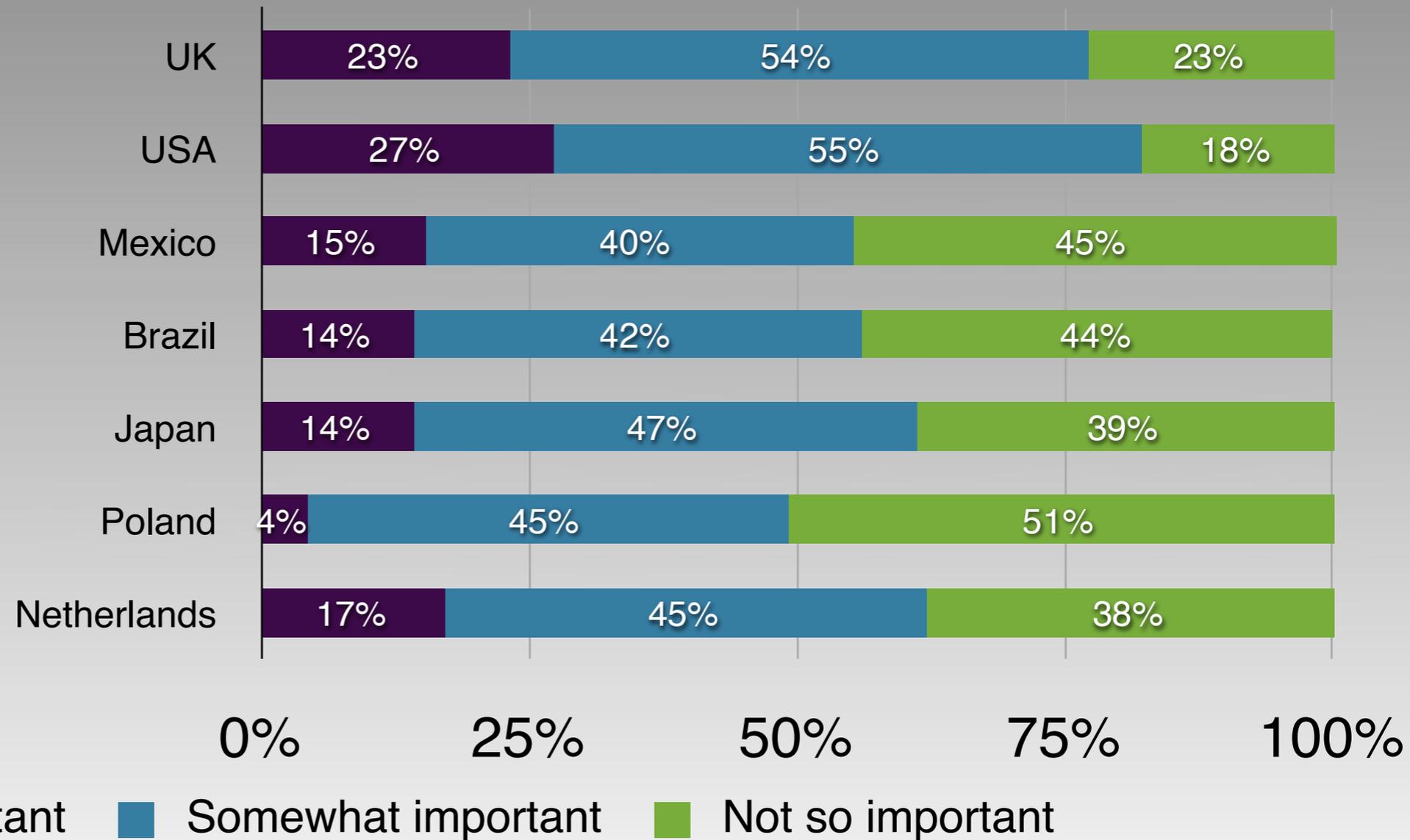
- Physical violence
- Harassment at work
- Verbal harassment

- Harassment by neighbours
- Refusal of goods and services



# How important is LGBT policy when job hunting?

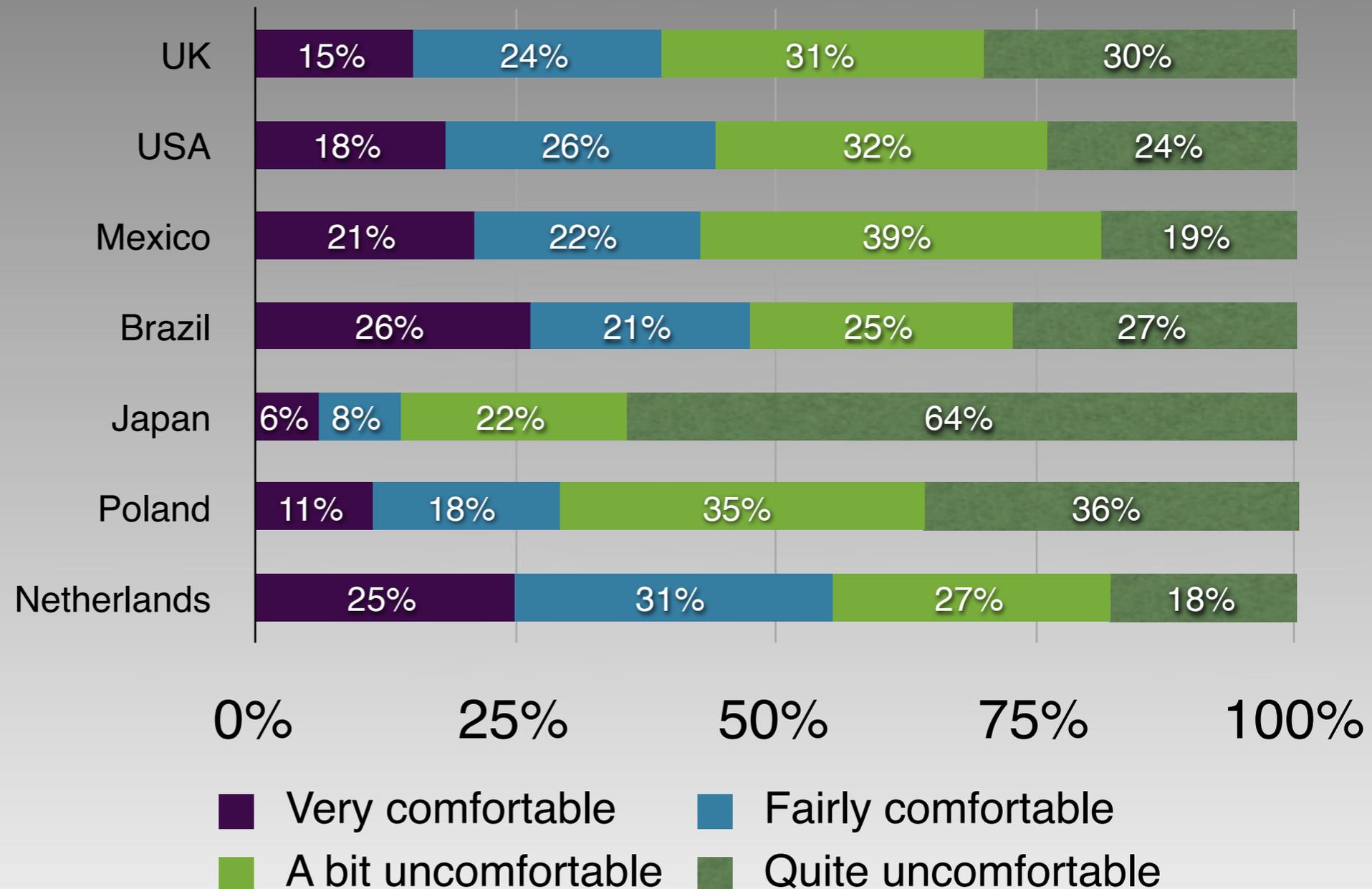
*When you apply for a job, how important is it for your potential employer to have an LGBT Equality and Diversity policy already in place?*



# Are we there yet? No.

*How comfortable would you be during a job interview asking a potential employer whether they treat LGBT workers with equal benefits and the same respect as all employees?*

- Only 15% of respondents would be “Very comfortable” asking such a question
- Six in ten respondents (61%) are “uncomfortable” asking this critical question - one that could prove key to their job satisfaction as a valuable LGBT employee



# Go for gold.

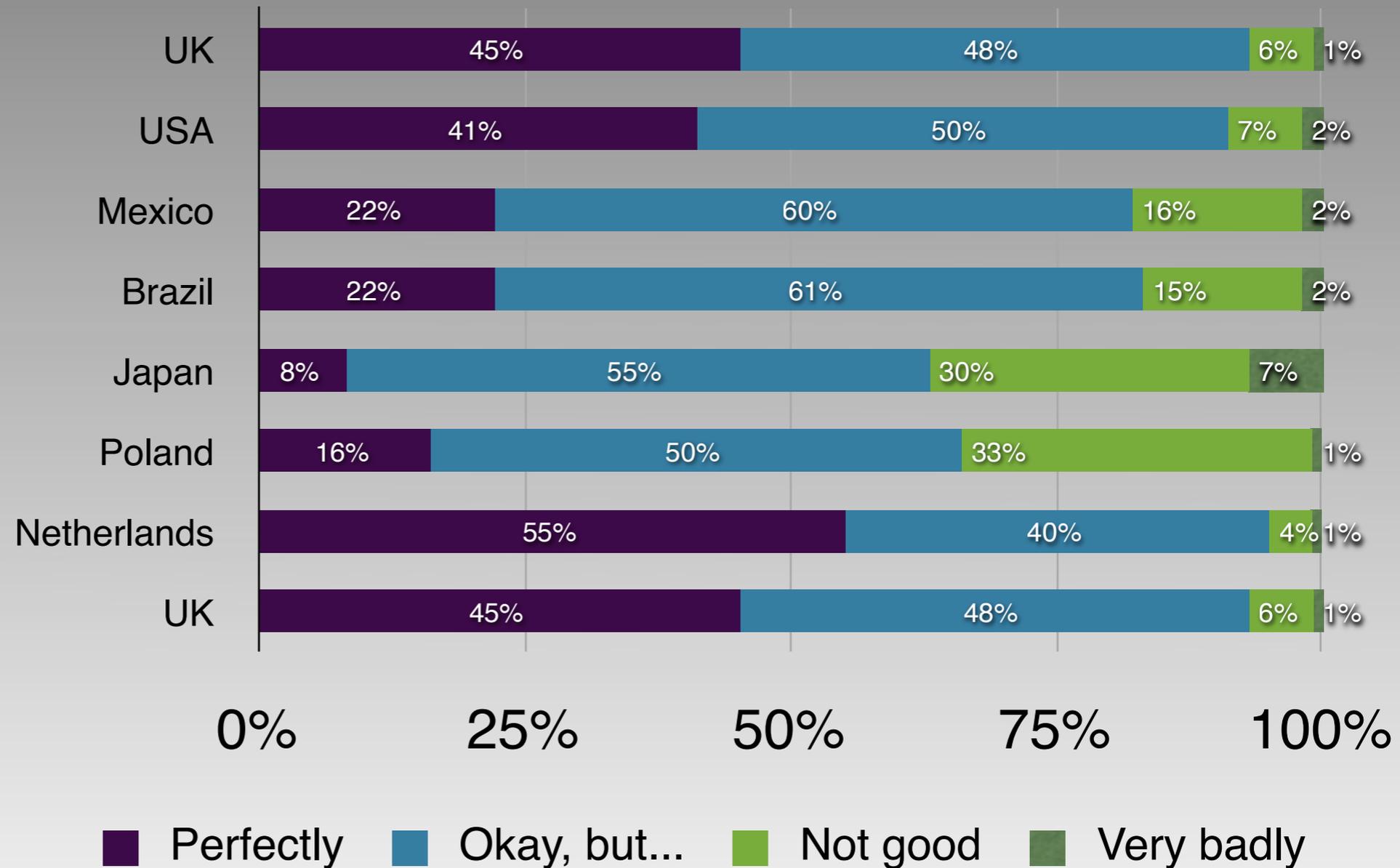
Out Now defines a D&I gold standard for organisations to be that all LGBT people should feel comfortable to ask about prospective employer's LGBT Diversity and Inclusion policy during a job interview.

# Policy disconnect.

Most workers witness LGBT problems in their own workplaces in the UK.

# How well are LGBT staff treated?

- More than half of all respondents (55%) in the UK think that there are “issues” in their own workplace related to worker sexuality
- 7% of these are described by respondents as being “Not good, there are problems in this workplace” and “Very badly”



# Japan

- It is not made public, such as bullying kick hit,
- From behind, "gross" or the like murmurings,
- "I like any man," or because they are mistaken, just spoke, "I like (laughs)" or misunderstood, to be a joke or a laugh. Honest, hard.

# Japan

- sometimes they just keep asking if i have a girl friend or if i were gay in front of everyone, but they don't realize that they makes me uncomfortable.

# Japan

- Since permanent harassment from supervisors concerning the disclosure of their sexuality, even from board.

# Japan

- Questions about my personal life / sexuality  
lovemaking from a stranger

# Japan

- In a situation where I did not have in place Sekushuarumainoriti (policies), disgust about homosexuality and gender transition, or demonstrate an attitude of ridicule to the rumor. From such treatment in the workplace, the problem of consciousness of each individual employee, often have an awful time.

# Japan

- After coming out to senior workers had faith in me before, but not after
- The quarrel became things work
- Everyone has threatened to bump off my sexuality at work.

# Poland

- my partner works and talks about many situations in the company. People have little or no knowledge of the LGBT community and not the end of deliberately duplicate the homophobic stereotypes

# Poland

- If you do not change the attitudes of "rulers" to those with different orientations will not change the attitude of the employee. In my work, a gay person is treated as an insult to the dignity of the office worker

# Poland

- low level of education and social confusion of concepts such as homophobia, homosexual and pedophile

# Poland

- I work for IBM - which is the most friendly company for LGBTQ

# USA

- I work in a corporate office. I am not invited to participate in social activities after work very often, or when humorous personal e-mails are sent around to the other young people in the office, I am generally not included, unless I ask what everyone is laughing at, in which case someone will send it to me.

# USA

- There have been those who have had zero tolerance and outright fear in the workplace for me. It has been difficult in the past. A large number of people have made degrading comments and I have been passed over for promotions.

# USA

- Had lunch with an attorney who did not realize I am a lesbian. When I asked her what types of packages she had in regard to estate planning for my gay and lesbian clients, she told me that she had made a conscious choice not to work with "those people". Her referrals just went out the door...

# The Diversity Bridge.

Out Now launches next month a **D&I gold standard** - for those organisations that choose to lead.

Our **Diversity Bridge** builds a dialogue and creates actions to bridge the gap between great policy and less great daily worker experiences. We lift the reality up to meet the theory of D&I policies in place. Importantly - **diversity sells.**

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- **Thanks!**

# LGBT2020.

- [OutNowGlobal.com](http://OutNowGlobal.com)
- [NextLevelThinking.com](http://NextLevelThinking.com)
- [LGBT2020.com](http://LGBT2020.com)
- [info@OutNowConsulting.com](mailto:info@OutNowConsulting.com)



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