LGBTQIA+ Inclusion:
Why It Matters, How It’s Good for Business and Ways to Create a More Welcoming Organization
THIS IS A SAFE SPACE
terminology
[nur-muh-nol-uh-jee]
noun, plural ‘terminologies’
1. the system of terms belonging or peculiar to a science, art, or specialized subject; nomenclature.
2. the science of terms, as in particular sciences or arts.

Word Origin and History for ‘terminology’
1, from German Terminologie (1786), a hybrid noun, from Medieval Latin terminologie, from Medieval Latin terminologia, from Latin termin-, terminum (termination, limit) (see term (noun 1)).
The Genderbread Person

- **Gender Identity**
  - Woman
  - Genderqueer
  - Man
  - Gender identity is how you, in your head, think about yourself.

- **Gender Expression**
  - Feminine
  - Androgynous
  - Masculine
  - Gender expression is how you demonstrate your gender (based on traditional gender roles) through the ways you act, dress, behave, and interact.

- **Biological Sex**
  - Female
  - Intersex
  - Male
  - Biological sex refers to the objectively measurable organs, hormones, and chromosomes.

- **Sexual Orientation**
  - Heterosexual
  - Bisexual
  - Homosexual
  - Sexual orientation is who you are physically, spiritually, and emotionally attracted to, based on their sex/gender in relation to your own.
Housing Discrimination
Employment Discrimination
Outdated Terms

- Crossdresser
- Sex Change Operation
- Alternative Lifestyle
- He/She
- But what about QUEER???
Why Does LGBTQ+ Inclusion Matter?
LGBT identification is lower as age increases, although there is a particularly large jump between millennials and those in the next oldest generation, defined as Generation X.
By the Numbers... Households
By the Numbers…
Spending Power

AMERICA’S LGBT ECONOMY
The Premiere Report on the Impact of LGBT-Owned Businesses

Contributing Over $1.7 Trillion to the U.S. Economy
Creating Good Jobs & Innovating Industries
Building Wealth & Expanding Diversity in the LGBT Community


Presented by the National Gay & Lesbian Chamber of Commerce
By the Numbers... The Multiplier Effect
By the Numbers... The Multiplier Effect
By the Numbers... The Multiplier Effect

115th Congress
Congressional LGBT Equality Caucus
“If gays are granted rights, next we’ll have to give rights to prostitutes and to people who sleep with St. Bernards and to nailbiters.”

-Anita Bryant 1977
Public Relations – Chick-fil-A
Public Relations – North Carolina & HB2

Now Nobody's sitting at my lunch counter...
Public Relations – North Carolina & HB2

More than 400 businesses/organizations oppose HB2
Public Relations – North Carolina & HB2

CHAMPIONSHIP EVENTS RELOCATED FROM NORTH CAROLINA

- 2016 DIVISION I WOMEN’S SOCCER CHAMPIONSHIP
- 2016 DIVISION III MEN’S AND WOMEN’S SOCCER CHAMPIONSHIPS
- 2017 DIVISION I MEN’S BASKETBALL CHAMPIONSHIP
- 2017 DIVISION I WOMEN’S GOLF CHAMPIONSHIPS
- 2017 DIVISION III MEN’S AND WOMEN’S TENNIS CHAMPIONSHIPS
- 2017 DIVISION I WOMEN’S LACROSSE CHAMPIONSHIP
- 2017 DIVISION II BASEBALL CHAMPIONSHIP
LGBTQ+ History
The Lavender Scare

Behind the Scandal of Those Two Traitors: HOW THE REDS BLACKMAIL HOMOSEXUALS INTO SPYING FOR THEM!

The FBI knew those two code experts were fruitless fellows, but off to Moscow. How many more pusses do we have, in strategic, caught on cameras by cunning Commie agents, to be used as

nothing was done about it until the boys had already mined positions, whose perverted pursuits in hotel rooms have been blackmail bait to make the homos turn against their homeland?

BY JAMES SHAWCROSS

The Red's are using a new trick, and the proposal is to move these experts to the USSR after stripping away their U.S. passports. This is a well-known method of propagation of the Reds, and they are not about to let this opportunity slip through their fingers.

The release of two NSW code experts, Bennett B. Mitchell and William A. Butts, shows the way the Reds are working. They are using blackmail as a tool to force these experts into their service. The FBI has already begun to work with these two, trying to find out what they know and how they can be used.

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The Lavender Scare
The Stonewall Riots
Stonewall Riots
Stonewall Riots
Bathroom Bills

ANTI-TRANS BATHROOM BILLS
AS OF 2/9/17

BILL INTRODUCED
LAW
BILL FAILED
BIAS ANXIETY

Our body and brain’s response to cross-racial/gender/religious/etc. interactions.
### How LGBTQ+ Bias Manifests Itself in the Workplace

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<td>Forms</td>
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<tr>
<td>Silence</td>
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<td>Inaction</td>
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Proactive Measures

- Create Inclusive Policies & Procedures
- Enforce Your Zero-Tolerance Policy
- Train Staff of Diversity & Inclusion
- Consider an Employee Resource Group (ERG) or Affinity Group
- Show Your Support
Words/Phrases Not to Use

- Alternative Lifestyle
- Sexual Preference
- Gender Reassignment
- “Choose to be Gay”
- Tolerance
- Special Rights
- “Friend”
- “Gay agenda”
- Transsexual
- What about “Queer”? 
<table>
<thead>
<tr>
<th>Words/Phrases To Use Instead</th>
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<td>(There is no replacement for “Alternative Lifestyle”)</td>
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<tr>
<td>Sexual Orientation</td>
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<td>Gender Affirming Surgery</td>
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<tr>
<td>Born LGBTQ+</td>
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<tr>
<td>Inclusion</td>
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<td>Equal Rights</td>
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WHAT IS INTERSECTIONALITY?
Intersectionality Wheel
Tying it all TOGETHER
QUESTIONS

ANSWERS