

TRANS-INCLUSIVITY TIPS

#HIRETRANSNOW

A short list:

- Join Trans-Inclusive Chicago's #HireTransNOW and Get Trained
- Post your non-discrimination policy and statement of inclusion
- Survey staff and clients annually on inclusivity
- Budget and schedule training and reflection on inclusion
- Recruit from LGBTQ friendly organizations and job fairs
- Ensure your HR director (or the equivalent) screens for cultural competency
- Develop an affinity group at your workplace or in community
- Stay educated on the laws which affect LGBT people
- Host diversity events and partner with trans organizations
- Offer competitive pay and benefits to trans staff
- Don't expect clients or staff to educate you broadly; focus on their needs

Benefits of hiring from transgender communities

- Attract and retain the individuals most qualified for particular jobs.
- Become productive, innovative and creative by drawing on the breadth of talents fostered by inclusiveness in the workplace.
- Act ethically and responsibly to ensure all workers are treated equitably and are judged on their abilities, not on their gender identity.
- Send strong signal of solidarity to LGBT Americans.

The Bottom Line:

917 Billion = the collective buying power of LGBTQ Americans

LGBTQ American consumers will:

- 78% - Switch brand loyalty to an LGBT friendly company
- 71% - Remain loyal to an LGBT friendly brand in spite of cost or convenience
- 47% - Consider purchasing products tailored to an LGBT audience



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