

Inclusive Hiring Practices

Hiring from trans and gender non-conforming communities can have a major impact on your business. Some benefits include:

- 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

The Bottom Line

- \$917 Billion = the collective buying power of LGBT Americans
- 78% = LGBT customers who would switch brand loyalty to an LGBT friendly company
- 71% = LGBT customers who would remain loyal to an LGBT friendly brand in spite of less expensive or more convenient options
- 47% = LGBT customers who would consider purchasing a company's products tailored to an LGBT audience



Create An Inclusive Business

- #HireTransNOW
- Regular training and reflection on inclusion
- Ensure HR director is screening for cultural competency
- Recruit from LGBTQ friendly organizations and job fairs
- Share the non-discrimination policy and update policies and procedures
- Offer the same benefits to trans clients including pay
- Survey staff and clients annually on inclusivity
- 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
- Think outside the box! Don't expect clients or staff to educate you broadly, focus on their needs