

GOAL

Unleashing Your Organization's
Fullest LGBT Allies Potential



Out & Equal
2016 Workplace Summit
Orlando, Florida



**LGBT
ALLIES**
**THE POWER OF
Friends**



Ian Johnson, Out Now



**LGBT
ALLIES**
**THE POWER OF
Friends**



Grant Van Ulbrich, Royal Caribbean



John Lake, Wells Fargo



Joseph Lewis, AXA



WATCH: <https://vimeo.com/170937124>



Do all people deserve respect?



Recognised by

THE GLOBAL DIVERSITY LIST

TOP 10
DIVERSITY CONSULTANTS

SUPPORTED BY

The
Economist

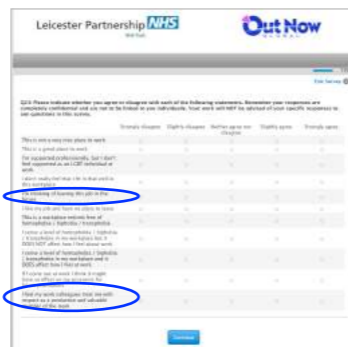
Walk the talk

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.





- **Communications**
- **Research**
- **Strategy**
- **Training**
- **Networking**

L G B T
2 0 3 0

WATCH: <https://youtu.be/eJkBXdHgvpo>

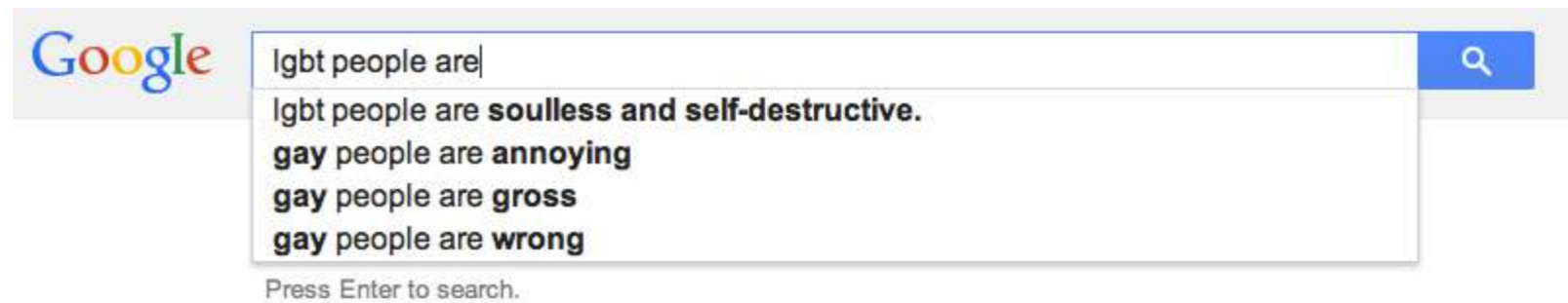


“LGBT spells **people.**”

– IAN JOHNSON, CEO, OUT NOW



Google.com search LGBT people...



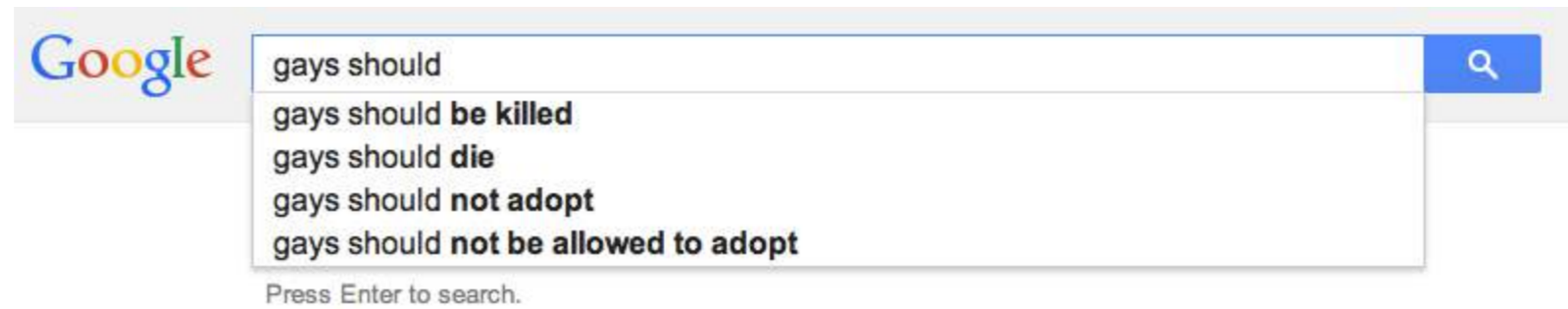
Google.com search

Gay people need



Google.com search

Gay people should



**LGBT
ALLIES**
**THE POWER OF
Friends**



Released

Monday

October 3, 2016



2016 edition

Out Now
GLOBAL
LGBT
2030

**LGBT
ALLIES**
**THE POWER OF
Friends**





LGBT
ALLIES
THE POWER OF
Friends



2016 edition

LGBTActivation

- The next unmeasured KPI
- Reporting metrics on key issues faced by Allies
- What is happening?
- How often?
- Main obstacles faced by Allies
- Most effective tactics for success
- How to build more supportive workplaces for LGBT Allies

WHY THIS MATTERS



“I try to run a large organization 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



Out Now’s new LGBT Allies report advances both the global knowledge-base and corporate competencies to activate policy.

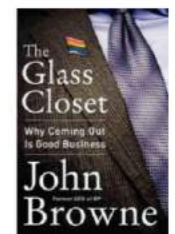
Global business leaders have added their voices to underscore the importance of Out Now’s LGBT2030 research initiatives to further more effective LGBT inclusion.



“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
CEO of BP, 1995 - 2007



Author of *The Glass Closet*
GlassCloset.org



LGBT
2030

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● Why do LGBT Allies matter?
‘Heart’ rationale (equality matters)
‘Head’ rationale (‘out’ Allies remain)

● Motivators
Reasons + barriers

● What faced?
Key issues

● What to do?
Tactics for facing key issues

● Environmental
How to nurture more success

● Practical
More ‘out’ Allies & more ‘out’
LGBT employees are good for
business

● Activation Toolkit

MORE? GO TO
How.lgbt

Canada



How many Allies?



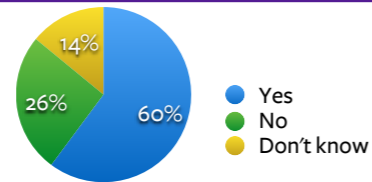
MEDIAN NUMBER, PER LGBT PERSON AT WORK

IN WORKPLACES
NATIONALLY

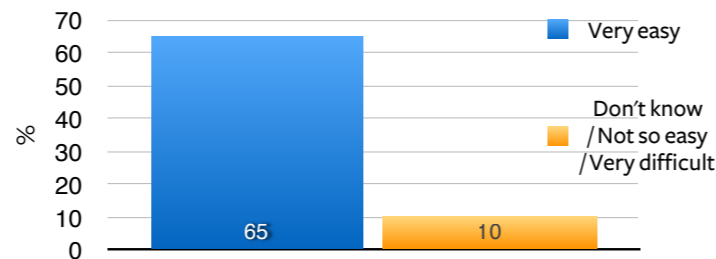
13.4 million

How many total workplace Allies?

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

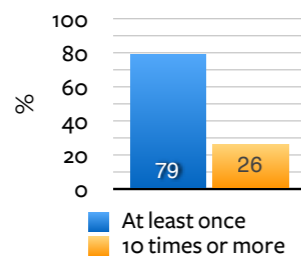


How easy would you say it is for someone to become an LGBT Ally in your own workplace?

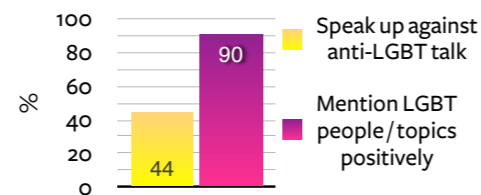


Globally comparable metrics show key issues faced by LGBT Allies

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



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.

Total population

35 million

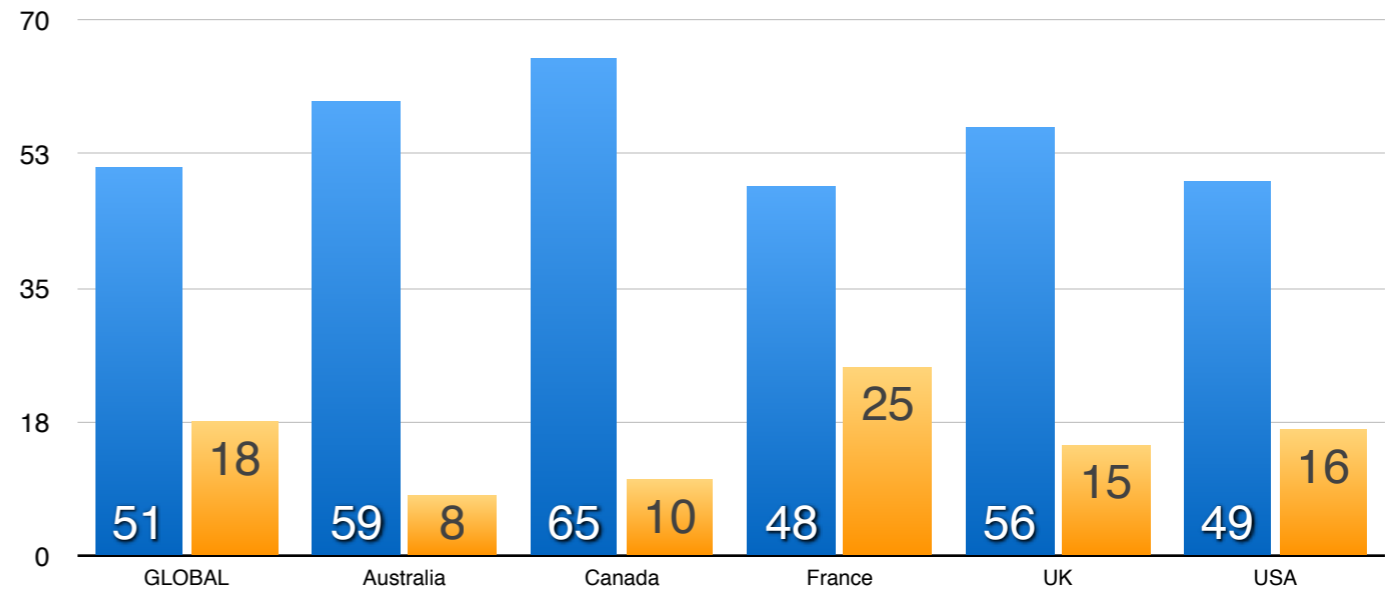
LGBT population

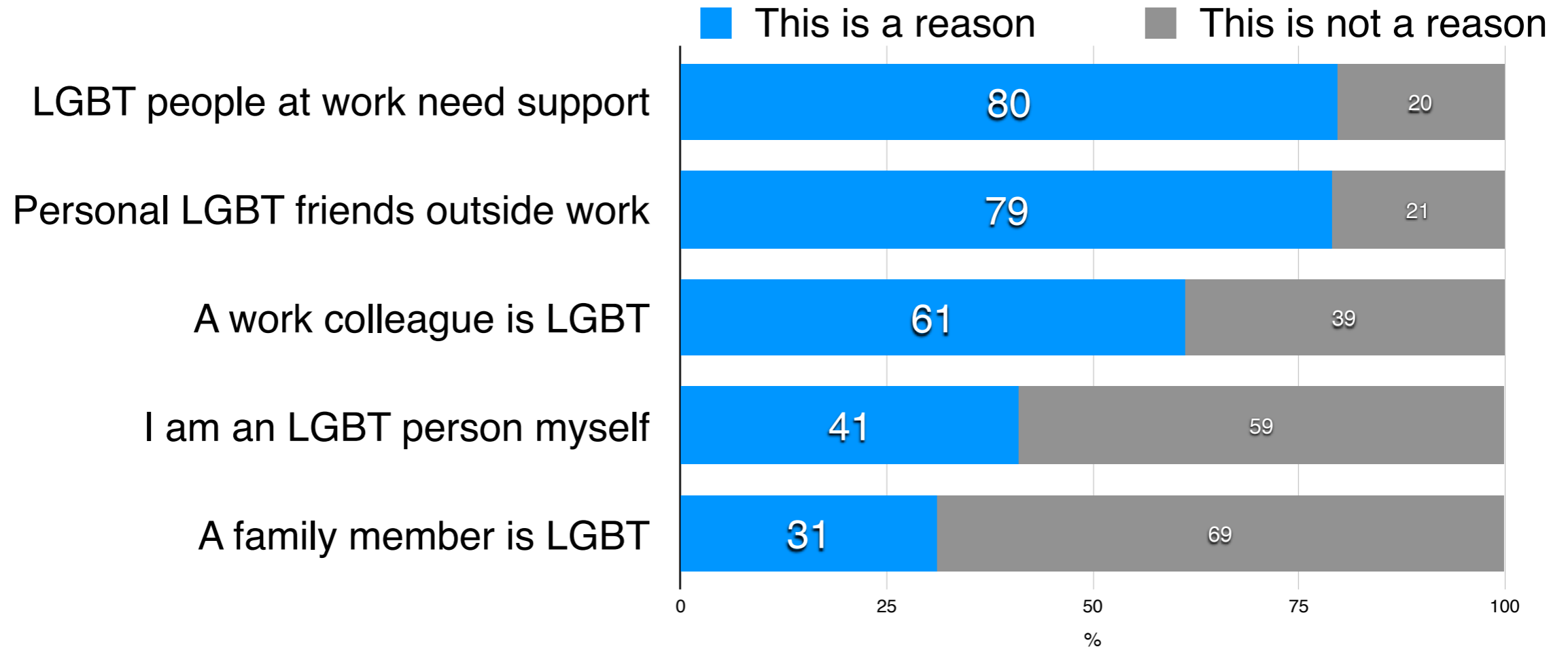
1.8 million

■ Very easy

■ Don't know / Not so easy / Very difficult

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





**LGBT
ALLIES**
THE POWER OF
Friends



How many Allies?



6

MEDIAN NUMBER, PER LGBT PERSON AT WORK

IN WORKPLACES
NATIONALLY

89 million

**LGBT
ALLIES**
**THE POWER OF
Friends**



Grant Van Ulbrich, Royal Caribbean

Out and Equal Diversity with LGBTQ & Allies

Grant Van Ulbrich,
Director, Diversity & Inclusion
Royal Caribbean Cruises Ltd.



ROYAL CARIBBEAN CRUISES LTD.







The Lawn Club

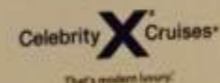
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As the winner of 5 Cruizie Awards from MeetMeOnboard.com, Celebrity Cruises takes pride in being voted Most Gay-Friendly cruise line. With luxurious accommodations, globally-inspired dining, and sailings to over 260 global destinations, the experience is sure to impress.



Visit celebritycruises.com/sf, call 1-888-456-7887 or contact your travel agent.

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Enjoy an extraordinary escape this summer with Celebrity Cruises. A modern luxury holiday that offers deliciously unique cuisine, the finest wines at sea, intuitive service, and a real grass lawn on top deck. Set sail with us for Europe's liveliest cities, the kaleidoscopic Caribbean or the mysteries of exotic Asia. With longer overnight stays in a diversity of gorgeous destinations, we'll show you the world like no one else can. But don't just take our word for it; the public agrees - we're already 2015's most awarded cruise line.





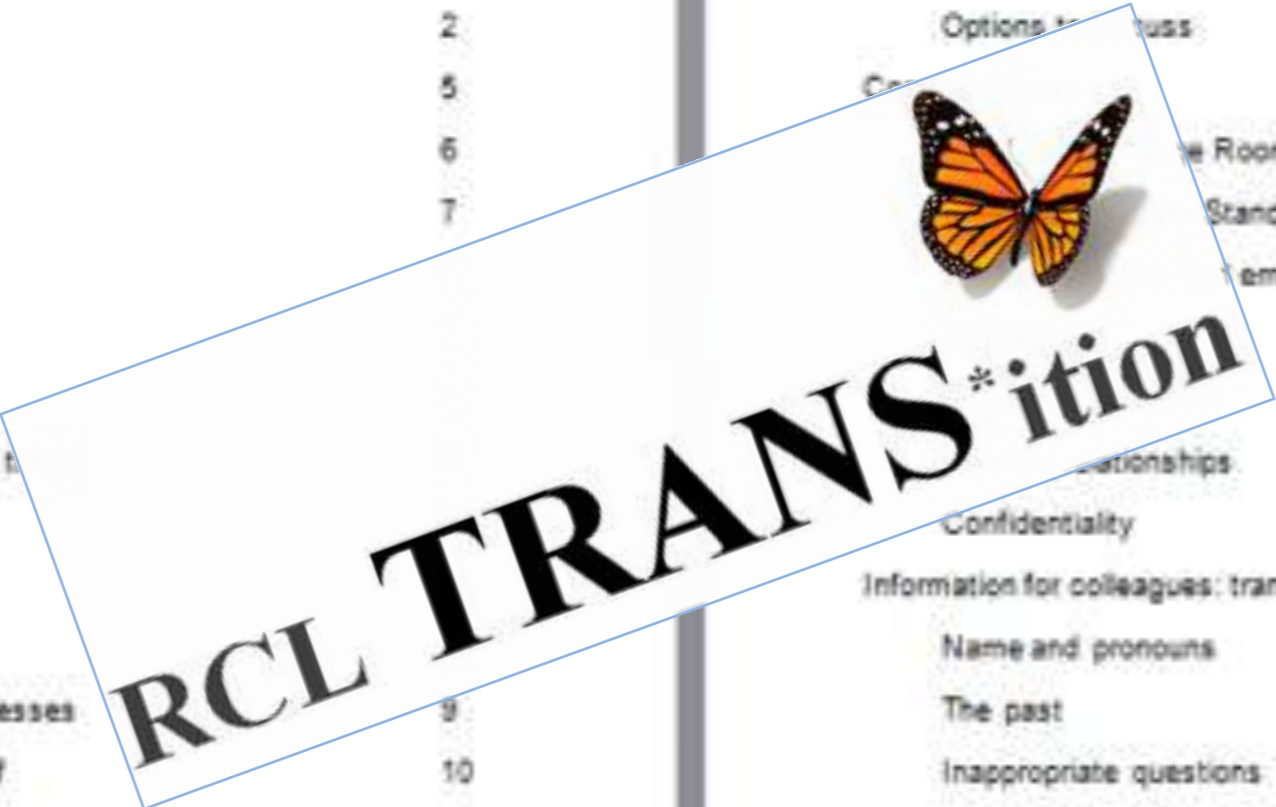


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HUMAN RIGHTS CAMPAIGN FOUNDATION

BEST

PLACES TO WORK

2016

for LGBT Equality

100% CORPORATE EQUALITY INDEXTM



ROYAL CARIBBEAN CRUISES LTD.



HUMAN RIGHTS CAMPAIGN FOUNDATION

BEST

PLACES TO WORK

2017

for LGBT Equality

100% CORPORATE EQUALITY INDEXTM

2017 Preliminary 100%



Enterprise Wide

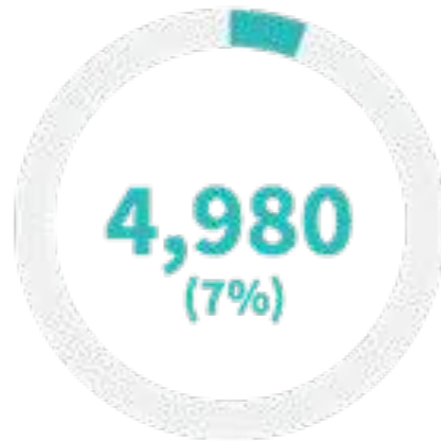
• BY GENERATION •



TRADITIONALISTS



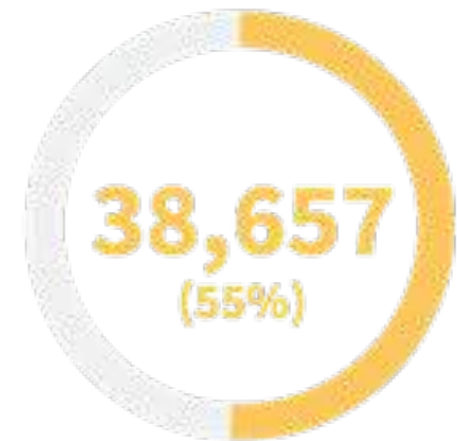
BABY BOOMERS



GEN X



MILLENNIALS



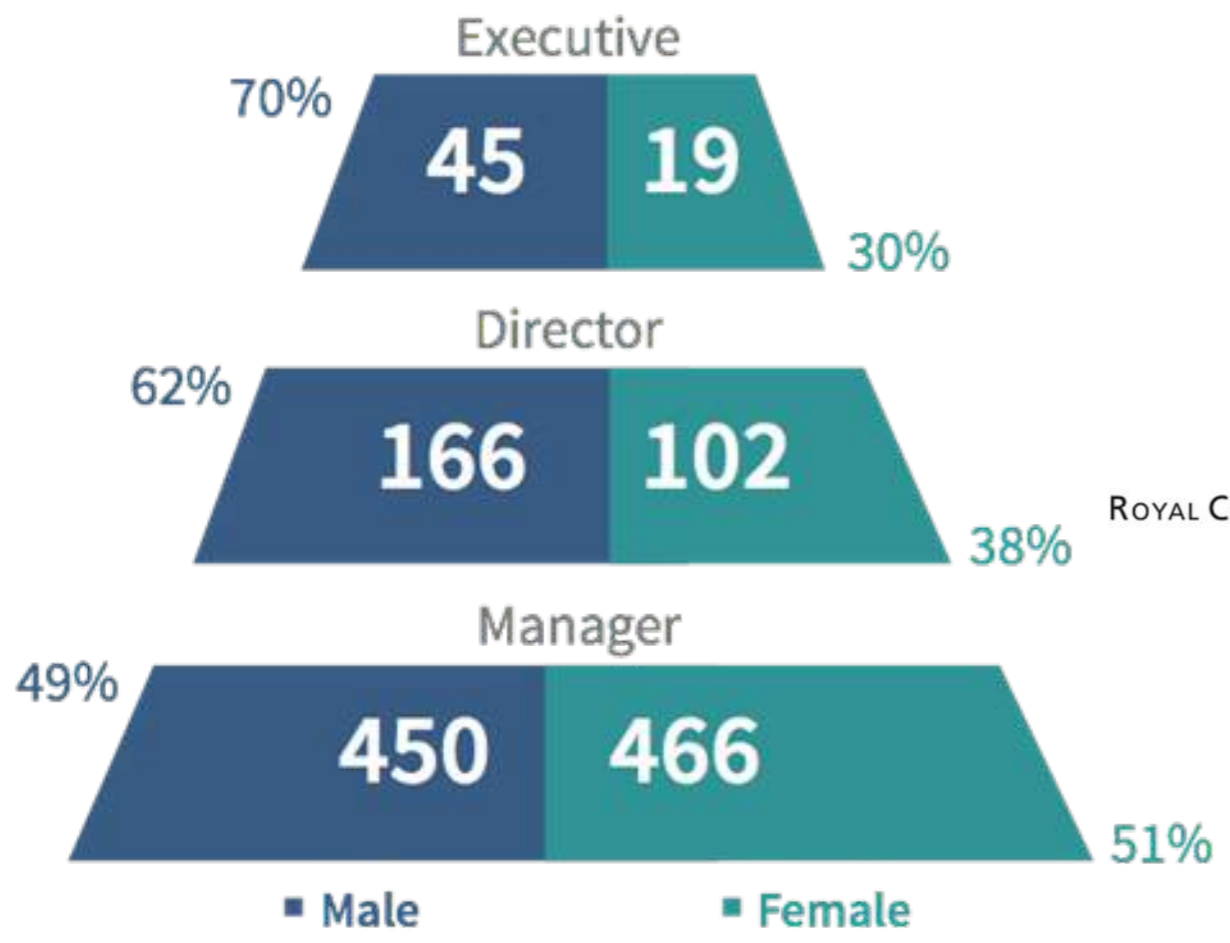
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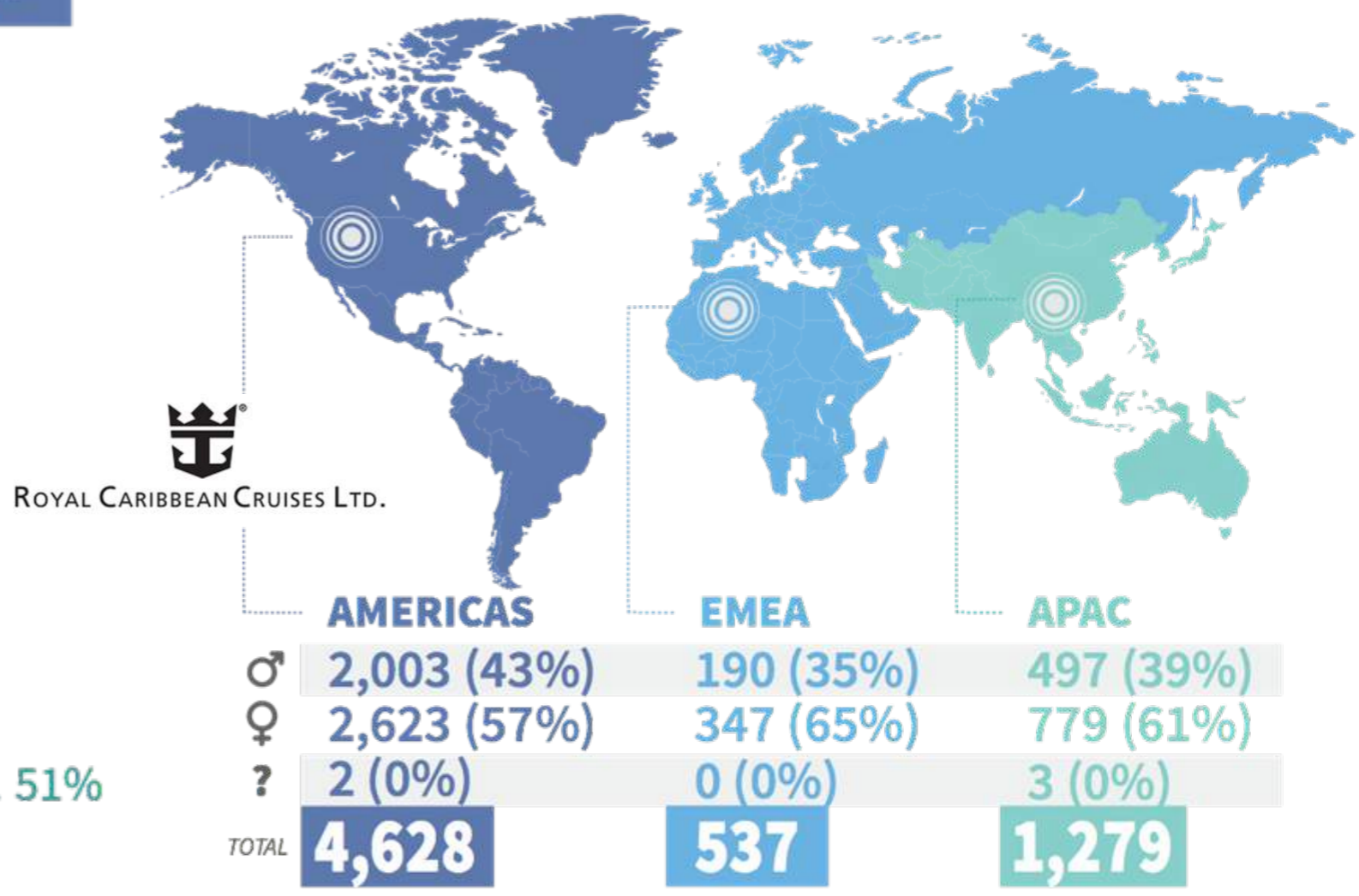
5,362 TOTAL VETERANS
8% of organization

On Land

• BY GENDER MANAGEMENT LEVEL •

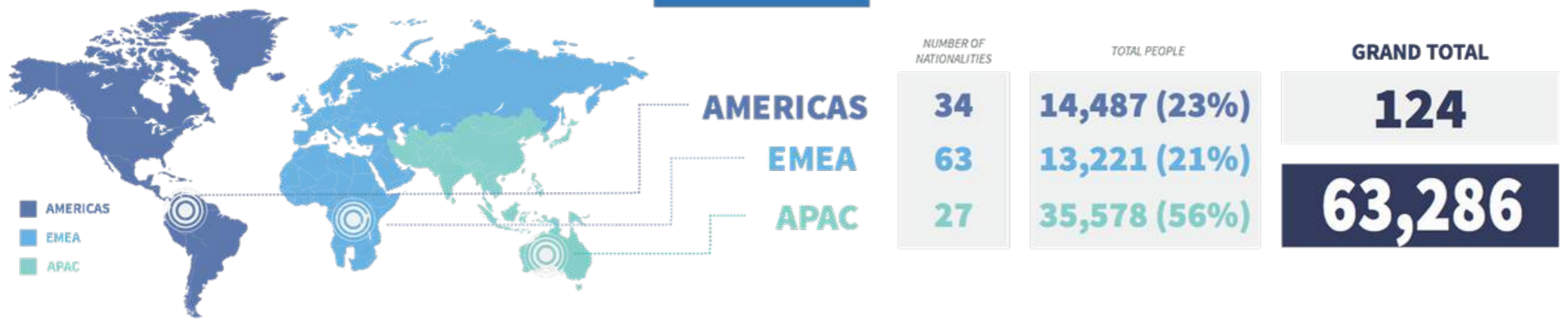


• GENDER BY REGION •



At Sea

• BY REGION •



THIS SUMMER
GO!
BIG

— WITH —
FREE DRINKS

BOOK NOW



Celebrity X Cruises®

MODERN LUXURY LIVES HERE

THIS SUMMER
GO!
BIG

— WITH —
FREE DRINKS

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SUMMER SALE

LIMITED TIME

\$

OCEAN
VIEW
FARES
FROM

899

+

FREE
DRINKS

&

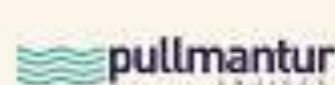
\$300

TO SPEND ON BOARD



ROYAL CARIBBEAN CRUISES LTD.

IS PROUD TO SUPPORT THE
National LGBTQ
TASK FORCE





LOVE IS AN ADVENTURE

You've never settled for the ordinary. Your greatest adventure yet should be no different. Venture far from the beaten path with a Royal Caribbean® wedding ceremony. On the beach. In a charming port. Out at sea. Our Royal Romance® amenities and complimentary planning ensure every moment becomes a cherished memory. Discover the breathtaking possibilities onboard and across the world.

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LOVE IS AN ADVENTURE

You've never settled for the ordinary. Your greatest adventure yet should be no different. Venture far from the beaten path with a Royal Caribbean® wedding ceremony. On the beach. In a charming port. Out at sea. Our Royal Romance® amenities and complimentary planning ensure every moment becomes a cherished memory. Discover the breathtaking possibilities onboard and across the world.

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*This Valentine's Day...
Celebrate your love
with a cruise line that
celebrates who you are.*

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Enjoy longer stays, more overnights and night touring.

LOVETRAVEL

Patmos, Greece



THE HISTORY OF THE WORLD
IS WRITTEN IN THE SEA.

WE GET YOU CLOSE ENOUGH
TO READ IT.



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CLUB CRUISES®

LEARN MORE +

**When you foster True
Diversity**

**And then practice 100%
Inclusion for all**

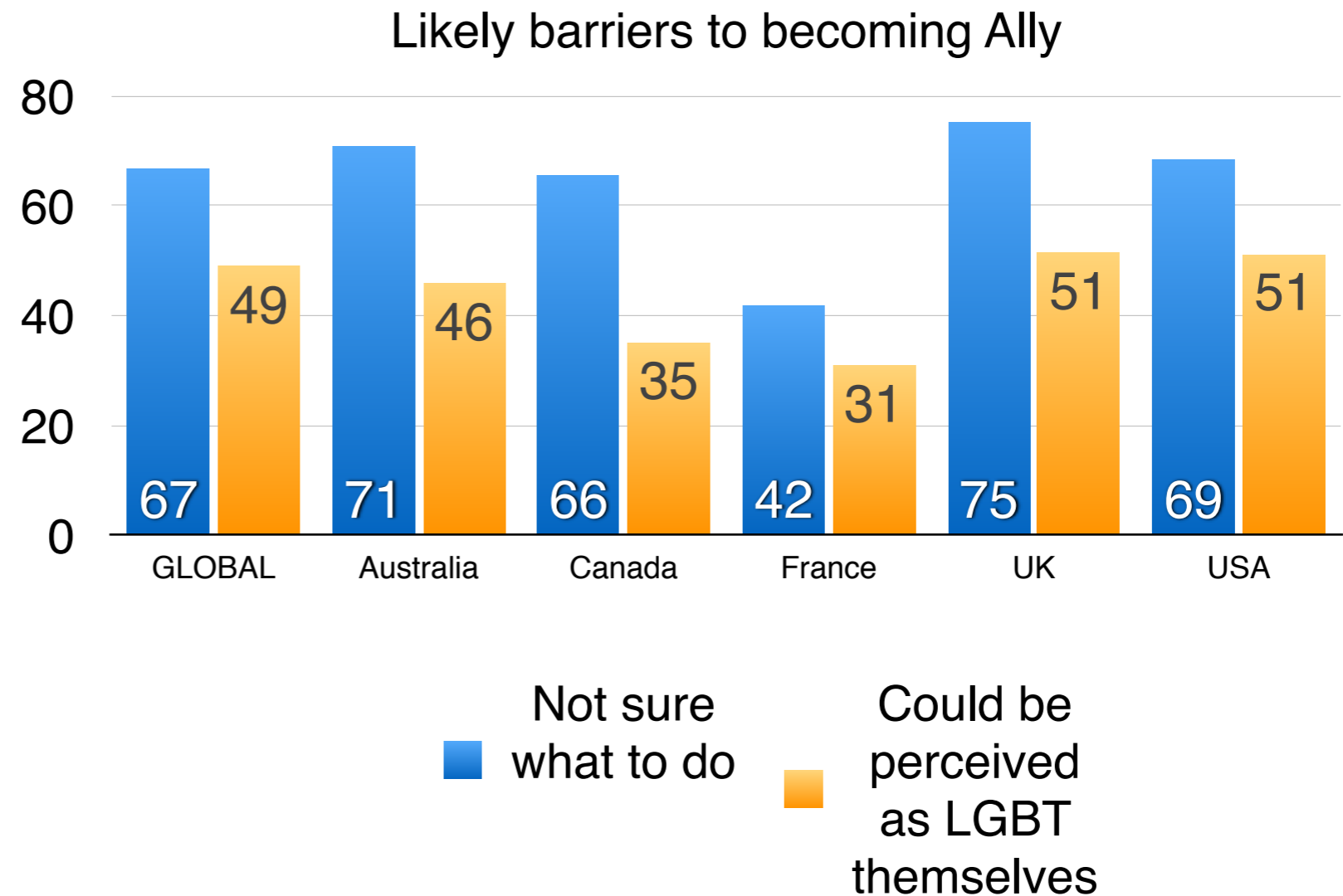
**You produce Allies for
everyone.**



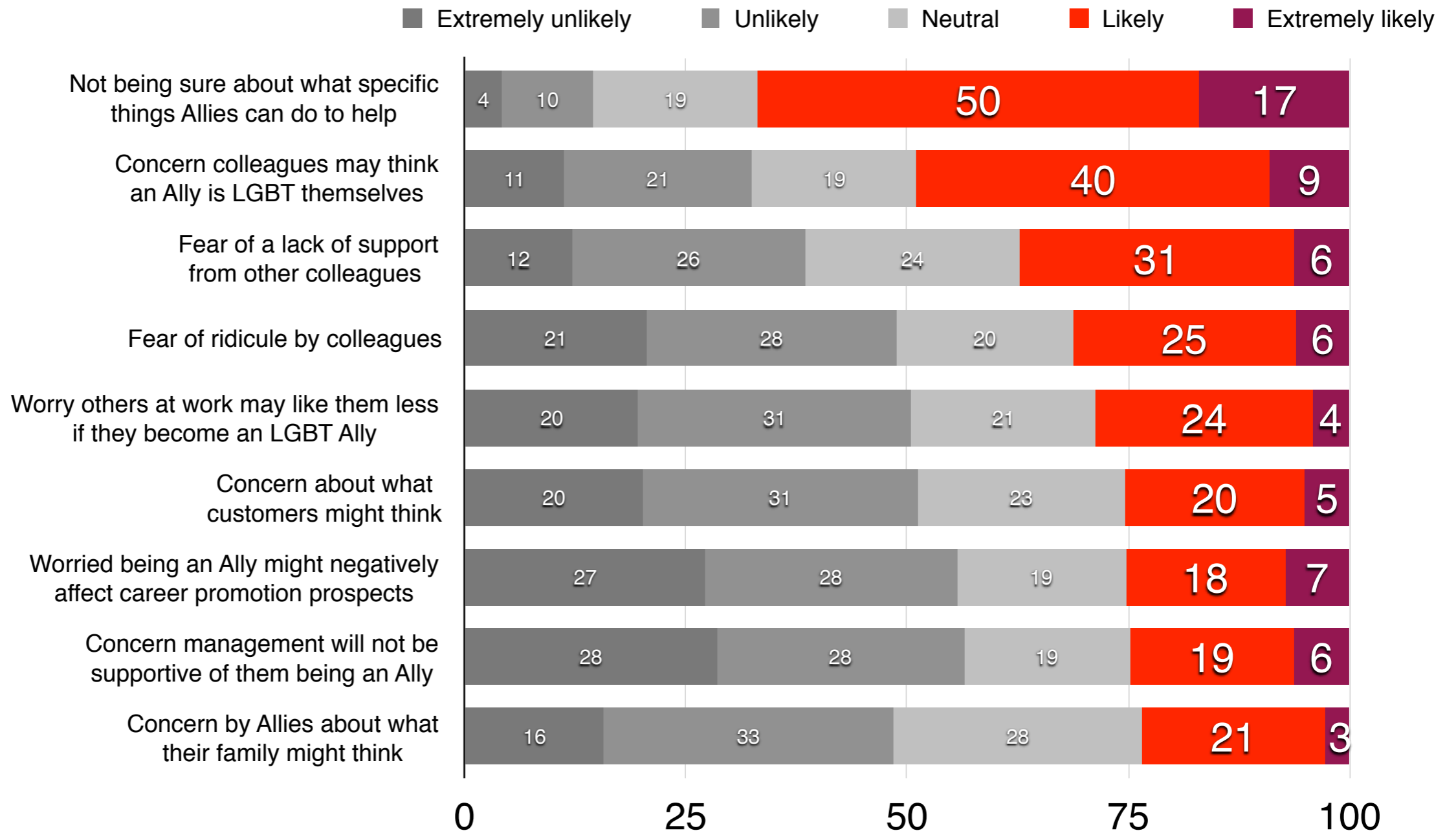
Celebrity **X** Cruises™



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

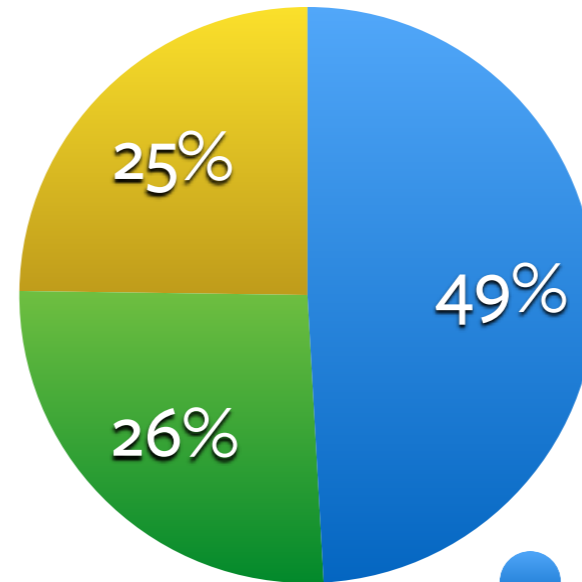


How likely do these factors affect whether someone feels able to **BECOME an LGBT Ally in your workplace?**





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



- Yes
- No
- Don't know



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

COMPARING: NO ALLIES SUPPORT or WITH SUPPORT



**LGBT
ALLIES**
**THE POWER OF
Friends**



Joseph Lewis, AXA

ALLIES @ AXA PRIDE

October 6, 2016
Orlando, FL

redefining / standards[®]



166k
employees

Men and women,
committed to better
protect you around the
world

64
countries

Where you will find the
same quality of service
and dedication around the
world

103M
clients

Trusting us everyday, and
making us one of the
leading insurance
companies around the
globe



“ At AXA, all of our people add to our ability to fulfill our commitment to the communities we serve. ”

- Mark Pearson, Chairman and CEO, AXA US

I am an Ally

WATCH: <https://youtu.be/3t6tWK4Fdjo>



Je soutiens la communauté LGBT.

Allies are integral to supporting our LGBT employees in Pride Events around the world, where we visibly represent AXA's diversity and inclusion



Demonstration

Strategic partnerships globally:



Joined hundreds of businesses and business leaders in signing the HRC and Equality NC open letter calling on the repeal of House Bill 2 in North Carolina



Signature of the “Charte de non-discrimination sur l’orientation sexuelle” with L’Autre Cercle – AXA France

AXA France @AXAFrance
 .@NMoreau_AXA signe la charte de non-discrimination sur l’orientation sexuelle au travail @AutreCercle #diversite



Signed collaboration agreement with the FELGTB committing to increase sensitivity and awareness within the workforce – AXA Spain

#ICanBeMe



“

Straight allies completely devastate the notion that in order to support LGBT rights you have to 'choose' to be LGBT yourself

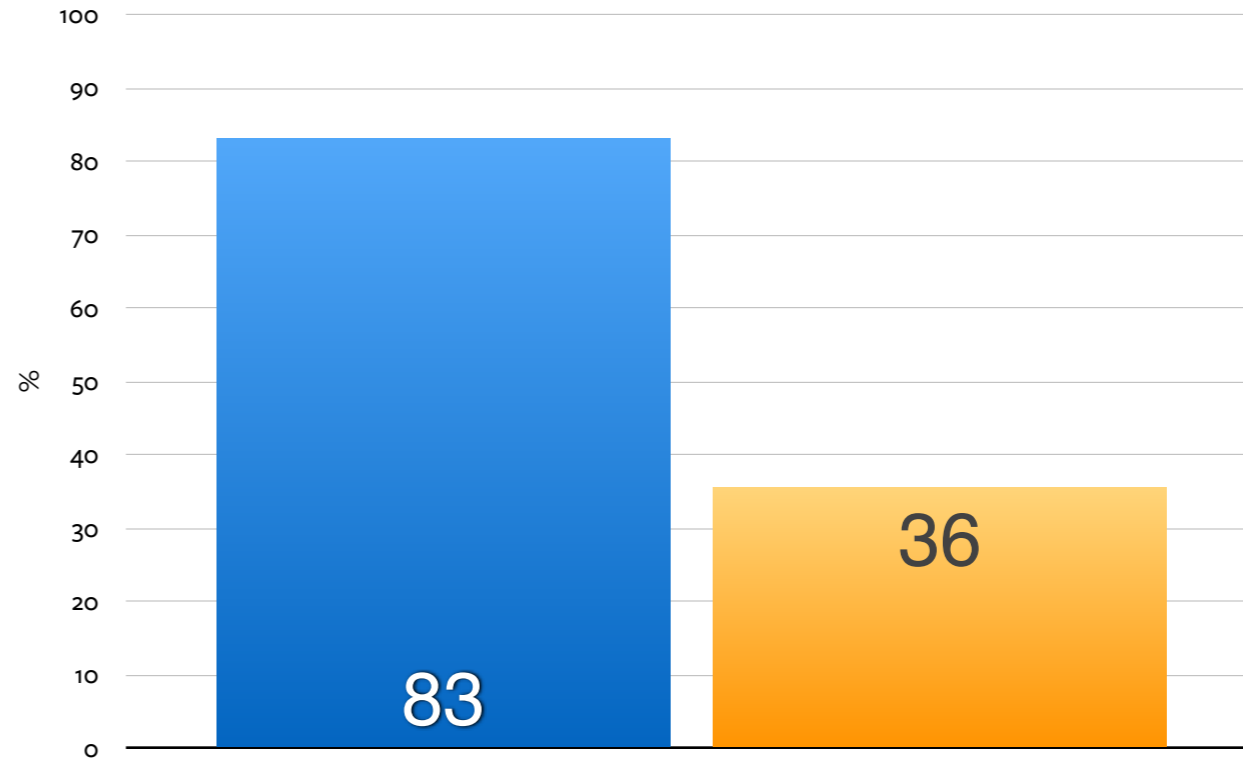
”

- Zach Wahls, Author, "My Two Moms: Lessons of Love, Strength and What Makes a Family"

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Friends



Acted as LGBT Ally at least once in past twelve months

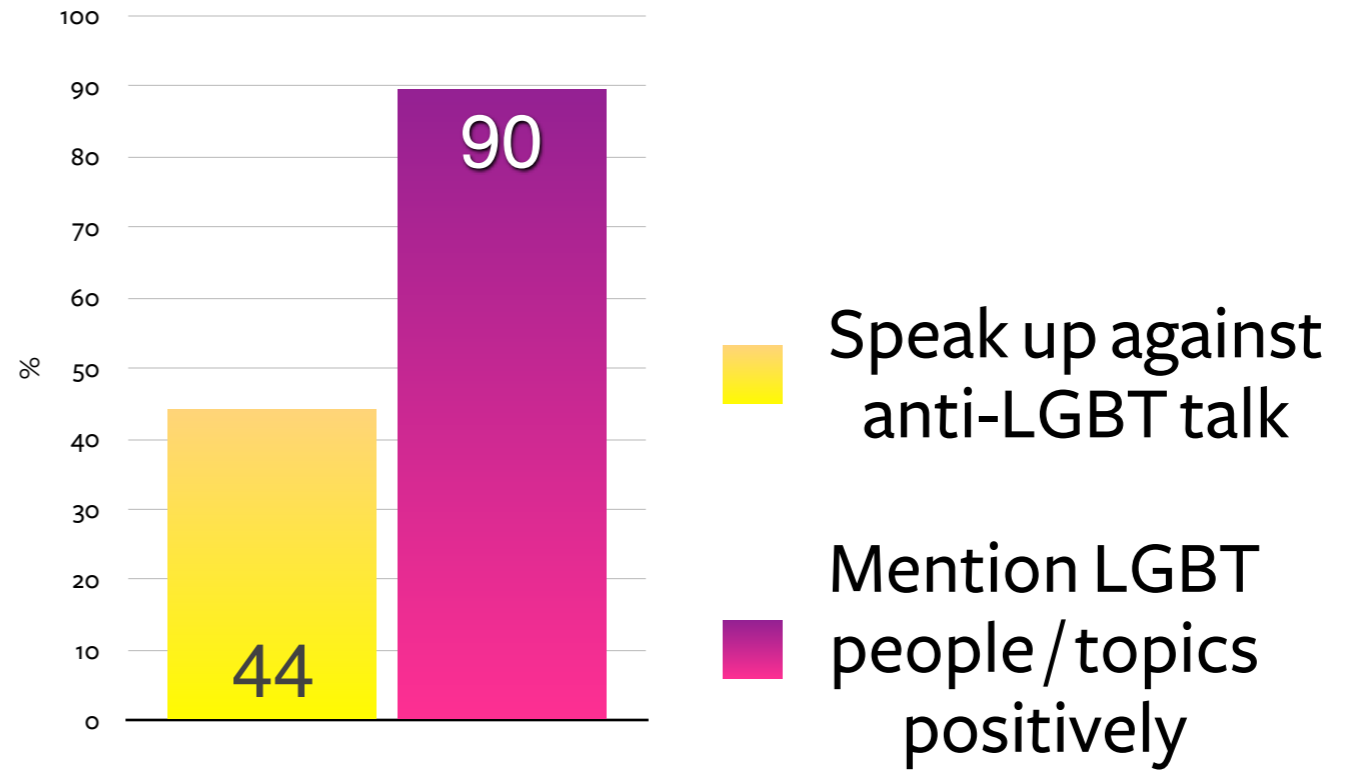


- At least once
- 10 times or more

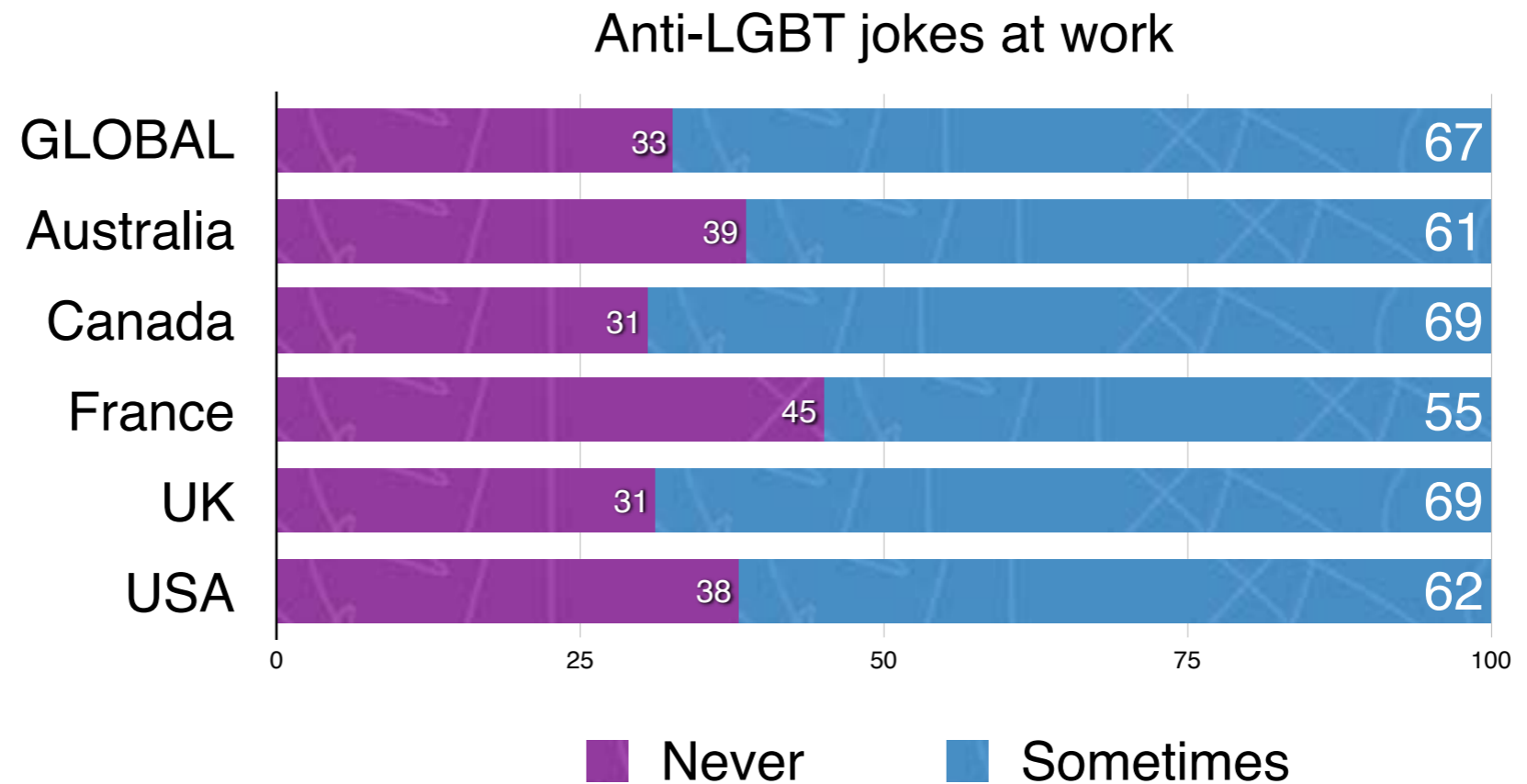
**LGBT
ALLIES**
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Activities undertaken



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



**LGBT
ALLIES**
**THE POWER OF
Friends**



John Lake, Wells Fargo

Sharing our stories

Engaging LGBT allies through marketing

John Lake: LGBT Segment Leader, Wells Fargo





“Learning Sign Language” was our first ad designed for the general market that told an LGBT story.

Knowing that allies were its primary target only increased its potential power.

Two things are critical for that to happen:

1.

Engage with allies
upfront to build
authentic support

2.

Amplify the voices
of supportive allies
– and moderate the
negative

WATCH: <https://youtu.be/DxDsx8HfXEk>



Mom...

APR 23, 2015 @ 11:04 PM 2,389 VIEWS

Wells Fargo CMO Jamie Moldafsky Makes The Case For Diversity As Business Driver In New Campaign



Jennifer Rooney
FORBES STAFF
I am CMO Network editor at Forbes.
FOLLOW ON FORBES (440)

FULL BIO

Continued from page 1

Wells Fargo Commercial: Learning



NEWS/ Heartwarming Wells Fargo Ad Featuring Two Moms Learning Sign Language Is Guaranteed to Make You Cry

by JENNA MULLINS Wed., Apr. 29, 2015 3:21 PM PDT

Share Tweet +Share Email



If our [Zac Efron post heated you up too much](#), let us cool you down by making you cry a little bit. It's how we do things over here at E! Online. We also like to talk



This Couple Learning Sign Language For Their Daughter Is The Cutest

Attempts to hold in tears

posted on Apr. 27, 2015, at 12:06 p.m.

Candace Lowry
BuzzFeed Video Curator

Share icons for Facebook, Email, Pinterest, Twitter, Tumblr, and RSS

Wells Fargo's new campaign shows a same-sex couple learning sign language for the moment they meet their deaf daughter, and it's so sweet.





My heart is exploding. I'm immediately transferring all my investments to Wells Fargo. m.newnownext.com/wells-fargo-fe ...



1



[View summary](#)



How beautiful is this, beyond words. glaad.org/blog/watch-wel ...

CITIZEN-TIMES
A GANNETT COMPANY

HOME LOCAL SPORTS ASHEVILLE SCENE LIFESTYLE VOICES & VIEWS OUTDOORS OBITUARIES AVL BIZ **Video** USA TODAY

Graham urges Wells Fargo boycott over same-sex ads

7:15 p.m. EDT June 5, 2015

ASHEVILLE — Franklin Graham, son of evangelist Billy Graham, announced on Facebook on Friday that he plans to move all of the bank accounts associated with the Billy Graham Evangelistic Association away from Wells Fargo because the bank has used same-sex couples in its advertising.

Graham effectively called for a boycott of the bank, "to speak out as Christians," and urged followers to stop shopping with Tiffany & Co. because the jeweler has advertised wedding rings for same-sex couples.

"Have you ever asked yourself — how can we fight the tide of moral decay that is being crammed down our throats by big business, the media, and the gay & lesbian community?" the statement on Graham's Facebook page read Friday.

"Tiffany's started advertising wedding rings for gay couples. Wells Fargo bank is using a same-sex couple in their advertising. And there are more. But it has drained on me that we don't have to do business with them."

At the Billy Graham Evangelistic Association, the post said, "we are moving our



2



@WellsFargo with an incredible commercial showcasing this great country moving in the right direction! Possibly 1st #FORTUNE100 national ad

FAVORITE

1



Wells Fargo @WellsFargo · Jun 10
We couldn't agree more, Ted! We're honored to have people like you as customers.



Ted Nguyen @TedNguyen
Another reason why #WellsFargo IS my bank. Respect and dignity are worth fighting for! money.cnn.com/2015/06/09/new... #VALUES



11

20



Wells Fargo @WellsFargo · Jun 9
Thank you to our esteemed SF Mayor for these kind words!

Edwin Lee @mayoredlee

Thank you #WellsFargo for your strong support of loving same sex couples & our diverse communities during LGBT Pride Month & year round.



22

43

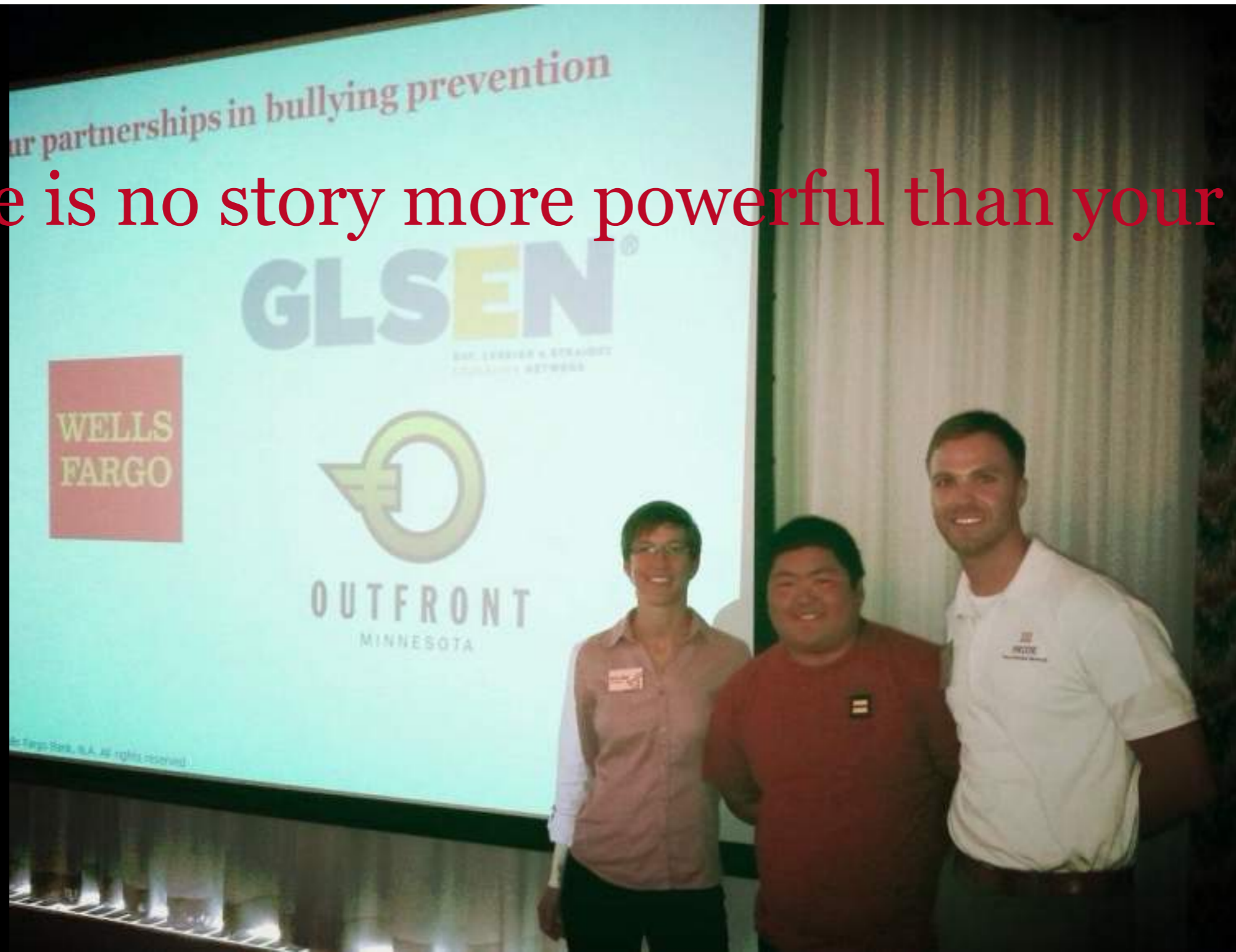


Working with GLSEN, Wells Fargo committed to a Safe Space Kit in every middle school and high school in the U.S.

Safe Space Kits help end LGBT bullying
Ending bullying helps create stronger schools
Stronger schools create stronger communities

LGBT issues are ally issues

There is no story more powerful than your own.



Goal reached:
63,000 safer, more
welcoming schools

And millions of more
educated allies



I'm safe being me.

I walk the halls with
confidence. Not fear.

Inspiring confidence in LGBT youth

Last year, 8 out of 10 LGBT students reported being harassed or intimidated at school. And many will see no other option but to drop out due to low self-esteem and fearing for their safety. But making small changes, such as helping students identify supportive educators, can have a huge impact.

In 2014, we helped GLSEN reach its goal of putting a Safe Space Kit in every middle school and high school across the country. With the simple guide, poster, and stickers found inside, teachers are creating spaces where students feel empowered, safe to be themselves, and free to reach their maximum potential.

Little by little, we can all do a lot to improve the lives of LGBT students. Small is HugeSM

Learn more about our continued support of the LGBT community at wellsfargo.com/lgbt.
And remember to join us in wearing purple on Spirit Day, October 15th.

Together we'll go far



© 2015 Wells Fargo Bank, N.A. All rights reserved. 007-00170

For years our LGBT ads focused on couples



WELLS FARGO

Together is a beautiful thing.

This is a moment to celebrate. You've worked hard to get this far, and look at what you've accomplished. At Wells Fargo, we recognize your successes, and are committed to supporting the financial needs of our LGBT community, customers, and team members. Because when we work together to realize our dreams — it's nothing short of a beautiful thing.

wellsfargo.com/lgbt



WELLS FARGO

A single moment can change everything.

A simple ceremony. An approved adoption. A plan for retirement. These personal victories have a huge impact on our collective community. Each step toward equality, every milestone reached, is a big leap forward for all of us. However, we know there is still work to do. That's why Wells Fargo teams up with HRC, GLSEN, NGLCC, and other organizations to provide resources and financial guidance to LGBT communities. And as the first to offer financial advisors with the Accredited Domestic Partnership Advisor™ designation, we are well versed on current laws to help you develop a solid plan for the future. Together, we move forward. Step by step, with individuals, in communities — we can make what once seemed impossible a reality.

wellsfargo.com/lgbt

BEST
PLACES TO WORK
2014 for LGBT Equality
www.comparably.com/1000000

Together we'll go far



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(XXXXXXXX_XXXXX)

In 2016 our Pride campaign showed “Together is Beautiful,” bringing allies into the picture.



Together is beautiful.

We celebrate the power and beauty of working together. It's why Wells Fargo works with national and local organizations that serve the LGBT community to strengthen their impact. And it's the reason we work with you — to help you realize your potential and succeed financially.

wellsfargo.com/LGBT

Together we'll go far



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Three things to take with you

1. Be Authentic

To the segment and to yourselves



2. Be Prepared

Recognize the risks and have a plan

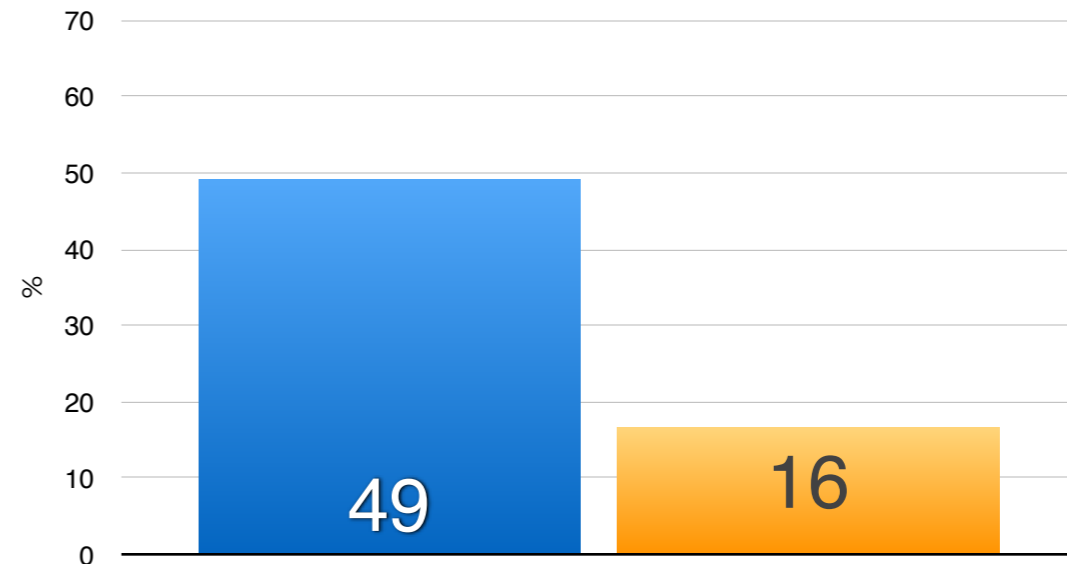
3. Be Proud

There is no more powerful rationale than your values



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

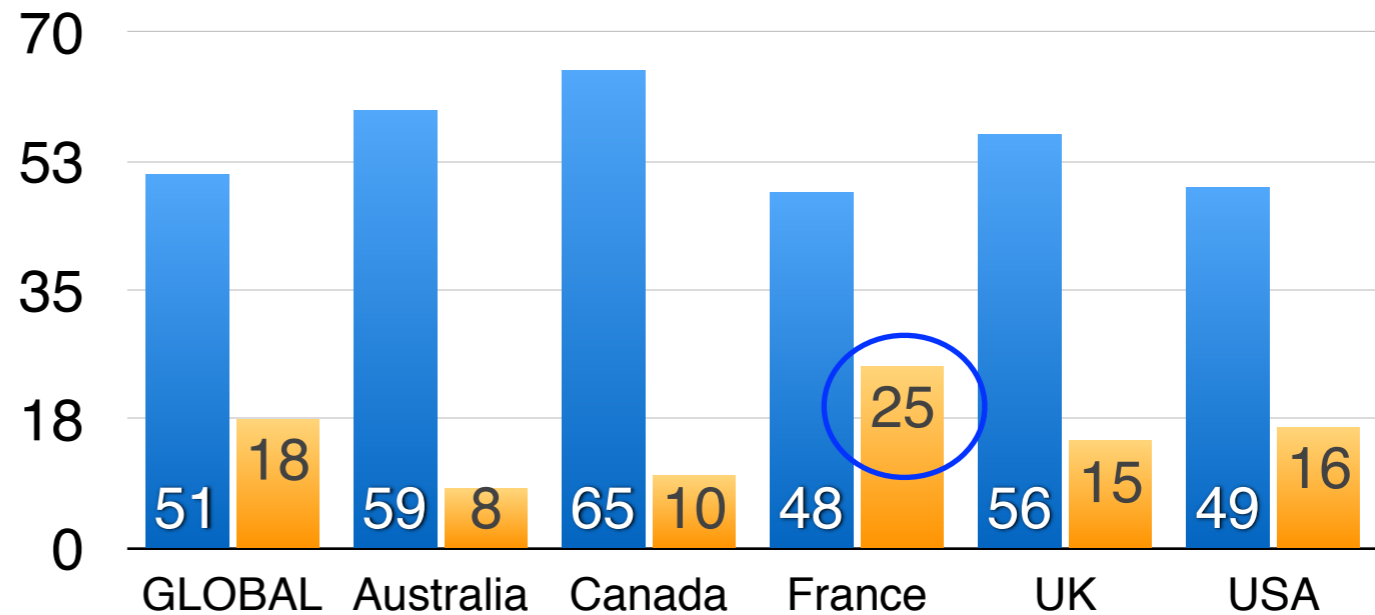
How easy would you say it is for someone to become an LGBT Ally in your own workplace?



■ Very easy

■ Don't know / Not so easy / Very difficult

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



LGBT ALLIES

THE POWER OF Friends



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France



MEDIAN NUMBER, PER LGBT PERSON AT WORK

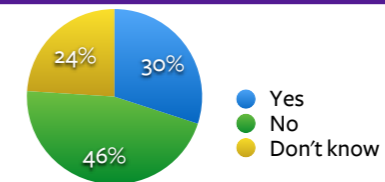


How many Allies?

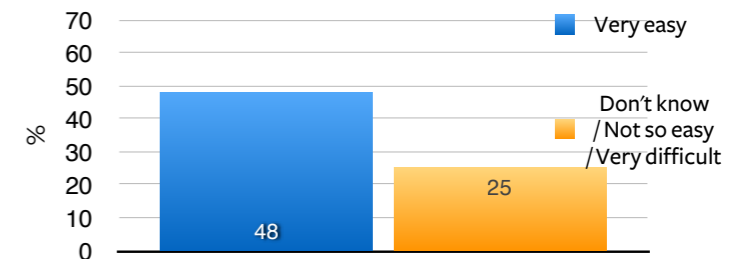
IN WORKPLACES NATIONALLY

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?

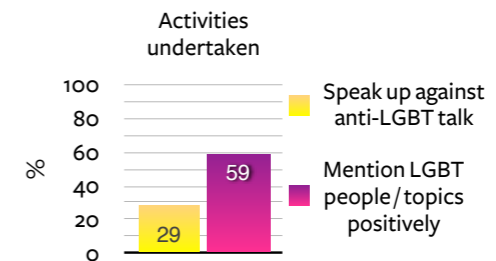
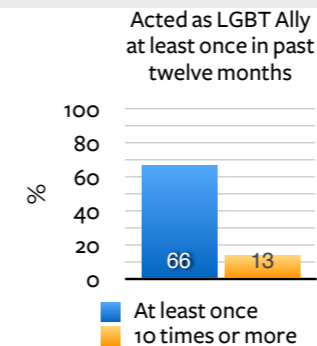


Total population

67 million

LGBT population

3.3 million



LGBT ALLIES

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USA



MEDIAN NUMBER, PER LGBT PERSON AT WORK

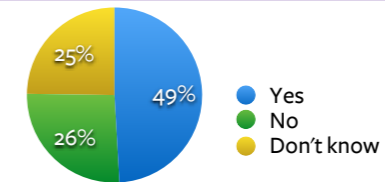
How many Allies?



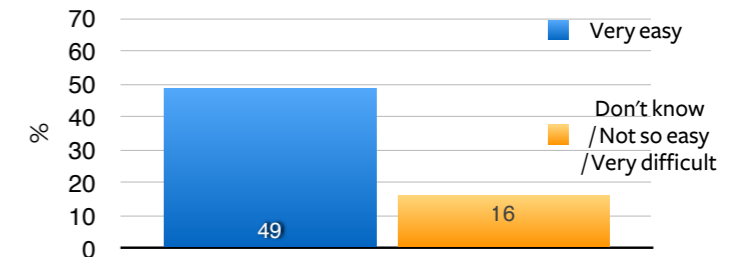
IN WORKPLACES NATIONALLY

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?



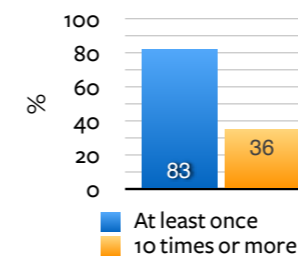
Total population

324 million

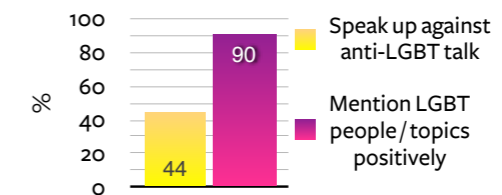
LGBT population

15.8 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



LGBT 2030

LGBT ALLIES

THE POWER OF Friends



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Australia

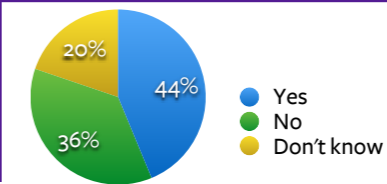


How many Allies?

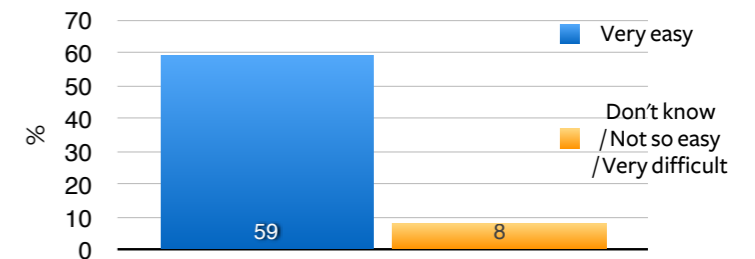
IN WORKPLACES NATIONALLY

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?

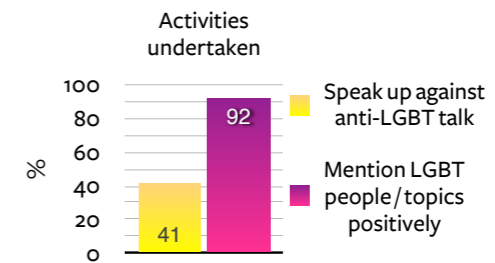
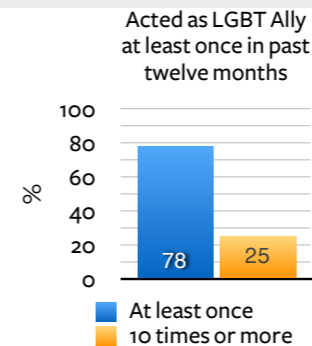


Total population

23 million

LGBT population

1.1 million



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Canada



MEDIAN NUMBER, PER LGBT PERSON AT WORK

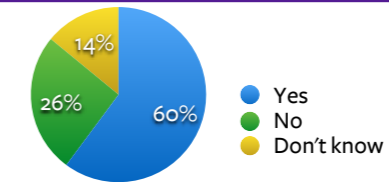


How many Allies?

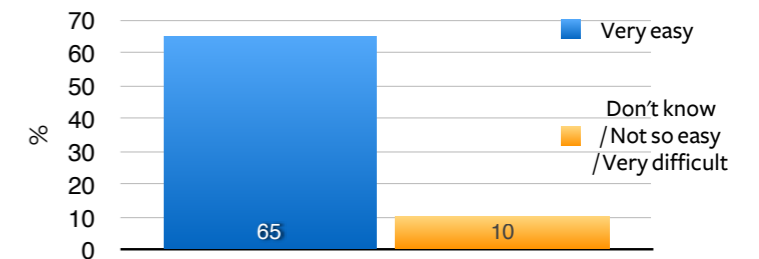
IN WORKPLACES NATIONALLY

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?

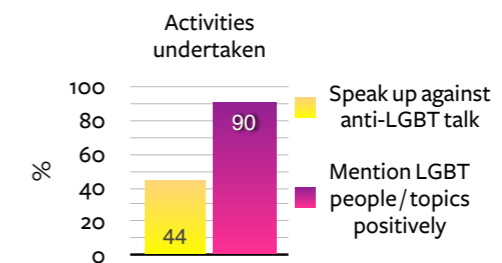
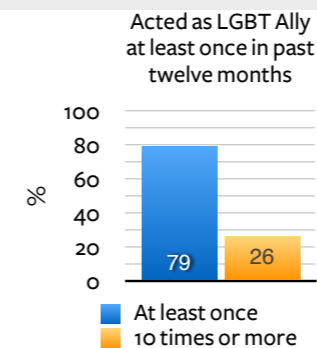


Total population

35 million

LGBT population

1.8 million



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IN WORKPLACES NATIONALLY

UK

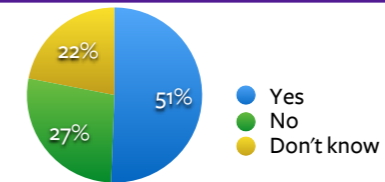


MEDIAN NUMBER, PER LGBT PERSON AT WORK

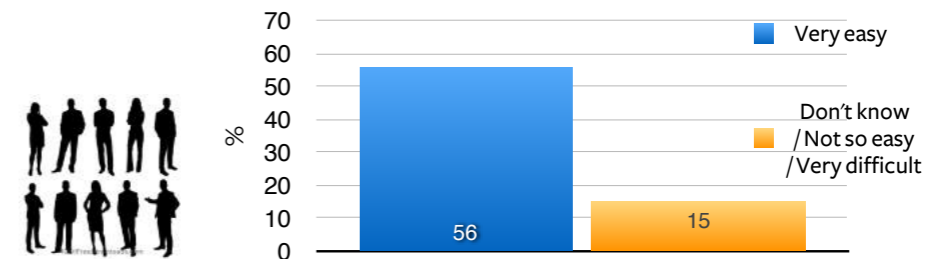
How many Allies?

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?



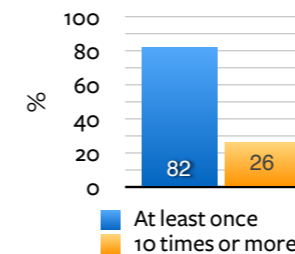
Total population

64 million

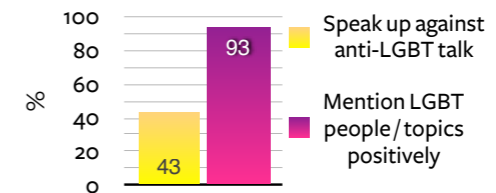
LGBT population

3.2 million

Acted as LGBT Ally at least once in past twelve months



Activities undertaken



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.

- 1.** State your support for LGBT people and their Allies and remind the team that most LGBT Allies are also 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.

2015 report

Download:

www.OutNow.LGBT

With % and \$ Business Case
valuation data

Measuring LGBT inclusion
Business Case for 11
countries



L G B T
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LGBT
Diversity
Show Me The
BUSINESS
CASE

DRAFT ONLY - FINAL REPORT WILL VARY

2015 Launch edition

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Best of all? *Membership is free.* Fill in your form below and we will contact you with more information. We look forward to welcoming you to a better world of work for LGBT people.

Warmly,

Ian Johnson

Chief Executive Officer, Out Now

First Name	Last Name
Email Address	Company
Job Title	



LGBT
2030

LGBT ALLIES

THE POWER OF
Friends

2016 edition



Don't be afraid to speak up.

Work with other allies so you don't feel you are in this alone.

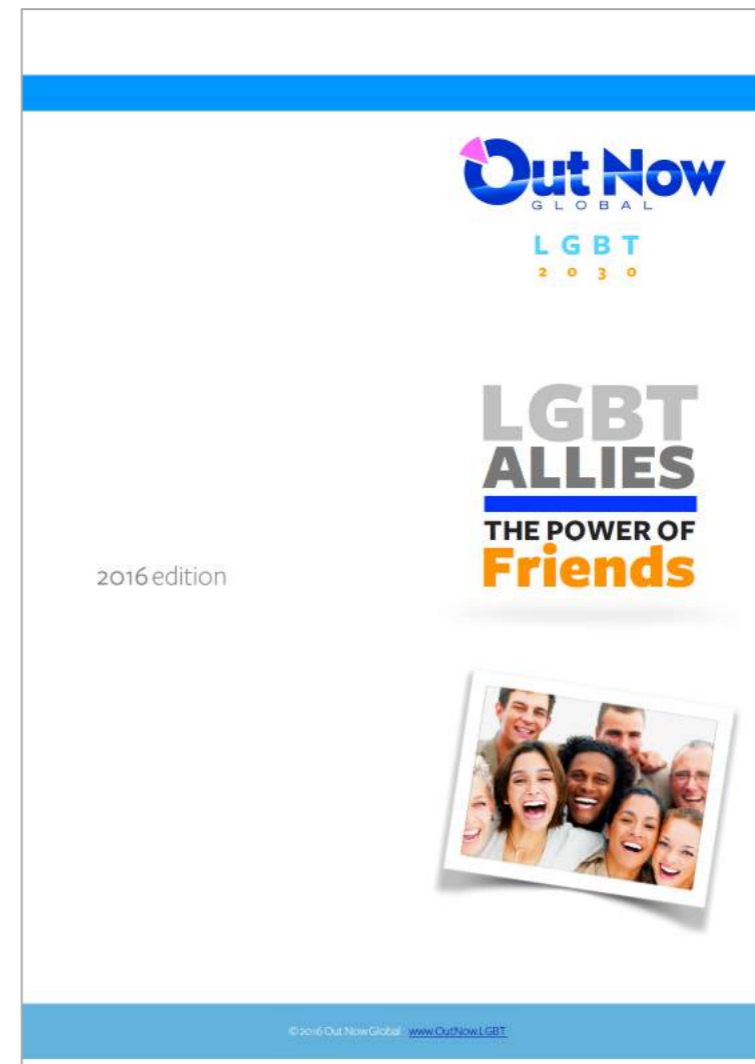
Be willing to speak up when you hear anti-LGBT jokes or conversations instead of just ignoring the issue and walking away. The more people are willing to speak up against discriminatory or offensive behavior the more light is shown to the issue and the more courage it gives others to speak up.

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



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