

How to be a GLOBAL LGBT+ advocate rock star!

Presented by



Who we are



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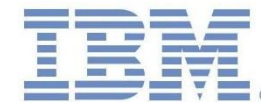
Amsterdam, Netherlands



Program

- ✓ IBM and a history of advocacy
- ✓ Best practices & lessons learned in global LGBT advocacy
 - ✓ market place strategy
 - ✓ workplace strategy
- ✓ Personal perspectives panel
 - ✓ IBMers from India, UK, Mexico, Philippines
- ✓ Questions





Operations in

170+
countries

375,000+

employees worldwide in 7 regions

36%



of IBM's population
are millennials



31%

of total
worldwide IBM
population are

Women

60%

less than
10 years of
service



Nearly

50%

work
remotely on a
typical day



#InclusiveIBM

Advocacy model

Actions are described by three models:



WHEN IN ROME

Adhere to the norms
of the jurisdiction



EMBASSY

Implement and enforce protective
policies and LGBT-supportive
measures on corporate campuses



ADVOCATE

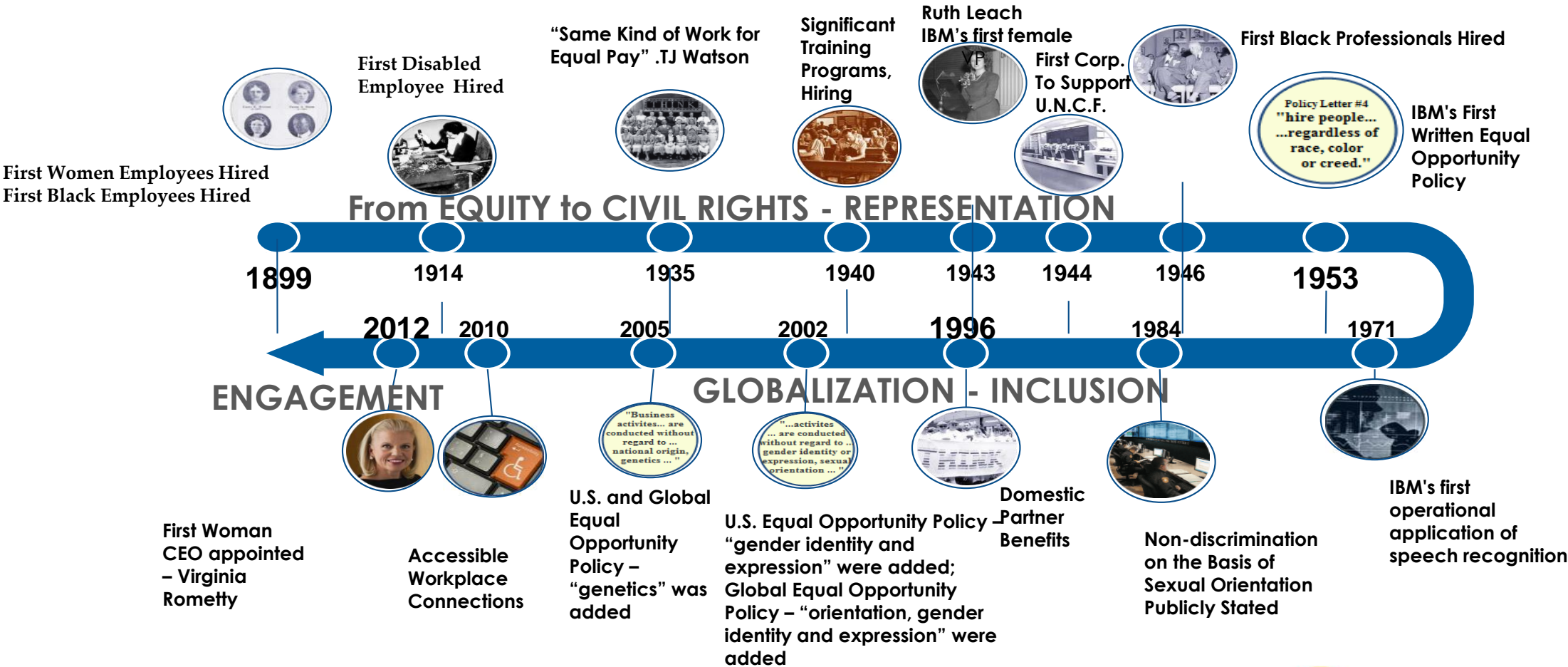
Support local LGBT activism
and lobby local legislators
to enact protective laws

* Source: Center for Talent Innovation, "Out in the World" study



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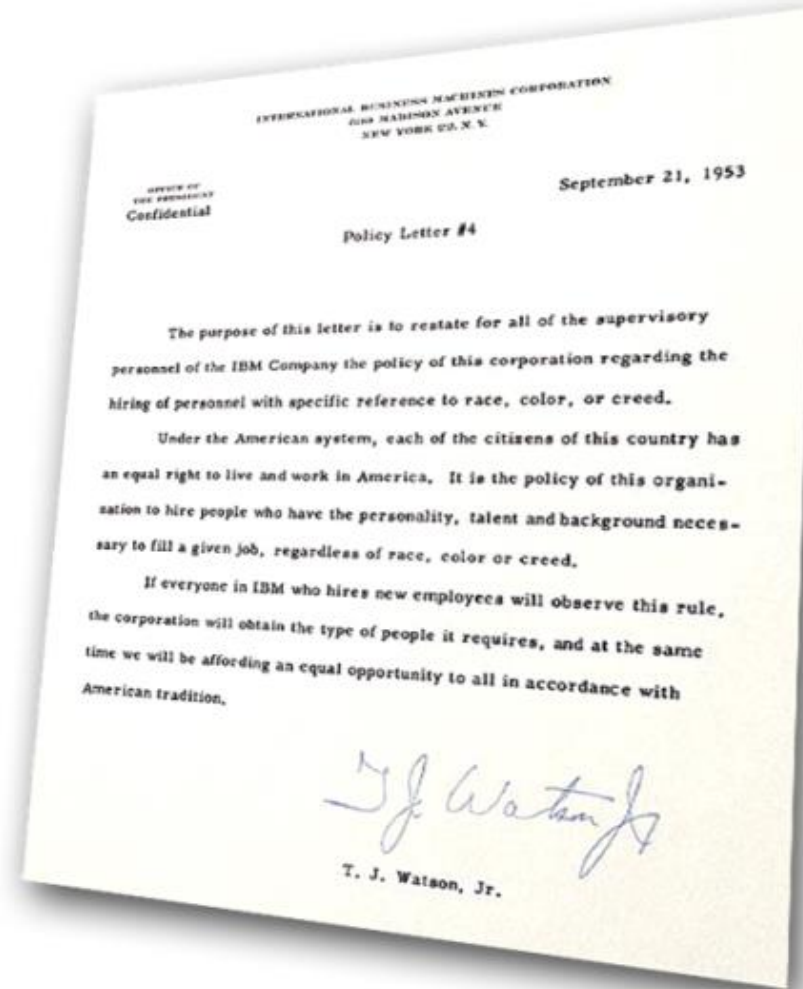
A rich history of advocacy & an evolving inclusion strategy



IBM Equal Opportunity Policy Letter – 1953

“It is the policy of this organization to hire people who have the personality, talent and background necessary to fill a given job, regardless of race, color or creed.”

---- T. J. Watson, Jr.



#InclusiveIBM

IBM's Commitment to Diversity



The employees of IBM represent a talented and diverse workforce. Achieving the full potential of this diversity is a business priority that is fundamental to our competitive success. A key element in our workforce diversity programs is IBM's long-standing commitment to equal opportunity.

Business activities such as hiring, promotion, and compensation of employees, are conducted **without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age**. These business activities and the design and administration of IBM benefit plans comply with all applicable laws, including those dealing with equal opportunity. For qualified people with disabilities, IBM makes workplace accommodations that comply with applicable laws, and which IBM determines are reasonable and needed for effective job performance. In respecting and valuing the diversity among our employees, and all those with whom we do business, managers are expected to ensure a working environment that is free of all forms of harassment.

This policy is based on sound business judgment and anchored in our IBM Values. Every manager in IBM is expected to abide by our policy, and all applicable laws on this subject, and to uphold IBM's commitment to workforce diversity.

A handwritten signature in black ink that reads "Virginia M. Rometty". The signature is fluid and cursive.

Virginia M. Rometty
President and Chief Executive Officer



2016 – advocacy in action in the USA

Q2 2016

Credited by the governor of Louisiana for helping to rescind the “religious freedom” executive order of the previous administration.

Stated our opposition to discriminatory legislation in Tennessee

Asked the Missouri House of Representatives to not approve passage of SJR39

Commended pro-inclusion Executive Orders in Pennsylvania

Made known our disappointment to Mississippi governor for his signature of HB1523

Urged governor of Mississippi not to approve HB1523

Q1 2016

Issued statement praising Georgia’s governor’s veto of HB757

Issued statement opposing the passage of HB2 in North Carolina

Q2 2015

Sent a letter to the governor of Louisiana strongly urging him to not sign the Marriage and Conscience Act

Sent a letter to the governor of North Carolina opposing Religious Freedom Restoration Act in North Carolina

In addition, we have signed on to amicus briefs and joined other companies speaking out against inequality.

Signed on to support the Equality Act

Joined 14 global companies to launch the first business-led coalition to support LGBT inclusion around the world



Global policies and programs supporting LGBT advocacy

- ✓ Marketplace practices
 - ✓ Working with NGOs
 - ✓ Keys to successful partnerships
- ✓ Workplace practices
 - ✓ Global LGBT Council – Vital Few
 - ✓ Business Resource Groups, Domestic Partner Benefits, Voluntary self-identification
 - ✓ LGBT Leadership Development - Out Executives & Out Role Models
- ✓ Key take-aways

IBM's global strategic LGBT NGO partnerships



Desired outcomes of NGO partnerships

- ✓ **Insights in the local LGBT constituency needs:**
 - ✓ What are the issues of the local LGBTIQ community ?
 - ✓ What would make employees feel welcomed and valued ?
 - ✓ What would help maximize employee engagement ?
 - ✓ What would help to maximize the relationship of IBM with their constituents in the marketplace?
- ✓ **Corporate Social Responsibility:**
 - ✓ Feedback on social impact / corporate citizenship
 - ✓ Give back to the LGBT community
 - ✓ Providing thought leadership
 - ✓ Build mindshare
- ✓ **Market place:**
 - ✓ Meeting with customers and partners
 - ✓ Be recognized as leader in LGBT / diversity



Ground rules for successful partnerships

- ✓ Respect each others differences
- ✓ Define mutual goals, and how to support each others objectives
- ✓ Look for ways your corporation can support NGOs to mature and scale faster
- ✓ Communication is key, agree on a structure, who is meeting who, and who is making decisions, connect on various levels
- ✓ Create global corporate strategies and policies, and execute locally
- ✓ Engage executives / seniors on the NGO (advisory) board
- ✓ Consider the potential pitfalls, to avoid risk and negative consequences
- ✓ Define programs and deliverables, such as events, research, publications
- ✓ Look for ways to work together with legislators and governments, embedding and legalizing social change
- ✓ Impact is hard to define, but define ways to measure success
- ✓ Make a clear investment / sponsor plan
- ✓ Make the collaboration fully transparent. Hidden agendas will always come out

Example: Founding Member of Workplace Pride

- ✓ IBM, ING and TNT started the Dutch foundation in 2005
- ✓ IBMers actively involved in the (advisory) board and event planning
- ✓ Promote membership with other corporations and governmental organizations
- ✓ Organize connecting network events, presenting IBM practices and offerings
- ✓ Create the Declaration of Amsterdam, with 10 steps for LGBT Inclusion
- ✓ Promote and develop benchmark with other organisations and partner NGO's expert meetings in Germany, France and Brussels
- ✓ Annual conference with IBM as sponsor for 10 years
- ✓ Promote collaboration with other NGO's
- ✓ Organise boat during Amsterdam Canal Pride
- ✓ Research and publications with universities and EU



IBM's partnerships for innovation in research and publications

The collage features several research and publication covers:

- role models**: *being yourself: SEXUAL ORIENTATION AND THE WORKPLACE*
- Universiteit Leiden** logo
- the Williams INSTITUTE** logo
- glen** logo: *gay + lesbian equality network*
- DIVERSITY CHAMPIONS** logo
- CONTENTS** list:
 - Foreword
 - About Diversity Champions
 - Getting The Job
 - Interview Clinic
 - Kickstarting Your Career With The Right Employer
 - Trans Inclusive Workplaces
 - Employer Profiles
- LGBT Recruitment Guide 2014/15**
- Creating Inclusive Workplaces for LGBT Employees in China**: 为中国同性恋及跨性别雇员创造共融工作用 (中国)
- Open For Business**: The economic and business case for global LGBT inclusion
- Creating Inclusive Workplaces for LGBT Employees in India**: A Resource Guide for Employers
- TALENT TO CHANGE FOR**: LGBT EMPLOYEE RESEARCH LEADING THE WAY IN DIVERSITY
- Workplace Pride** logo
- Goldman Sachs** and **IBM** logos
- COUNCIL OF EUROPE** and **CONSEIL DE L'EUROPE** logos
- #InclusiveIBM** logo

Global LGBT Council 2016



Bruno Di Leo
SVP Sponsor



Claudia Brind-Woody
Council Co-Chair



Tom Fleming
HR VP Sponsor



Fred Balboni
Council Co-Chair

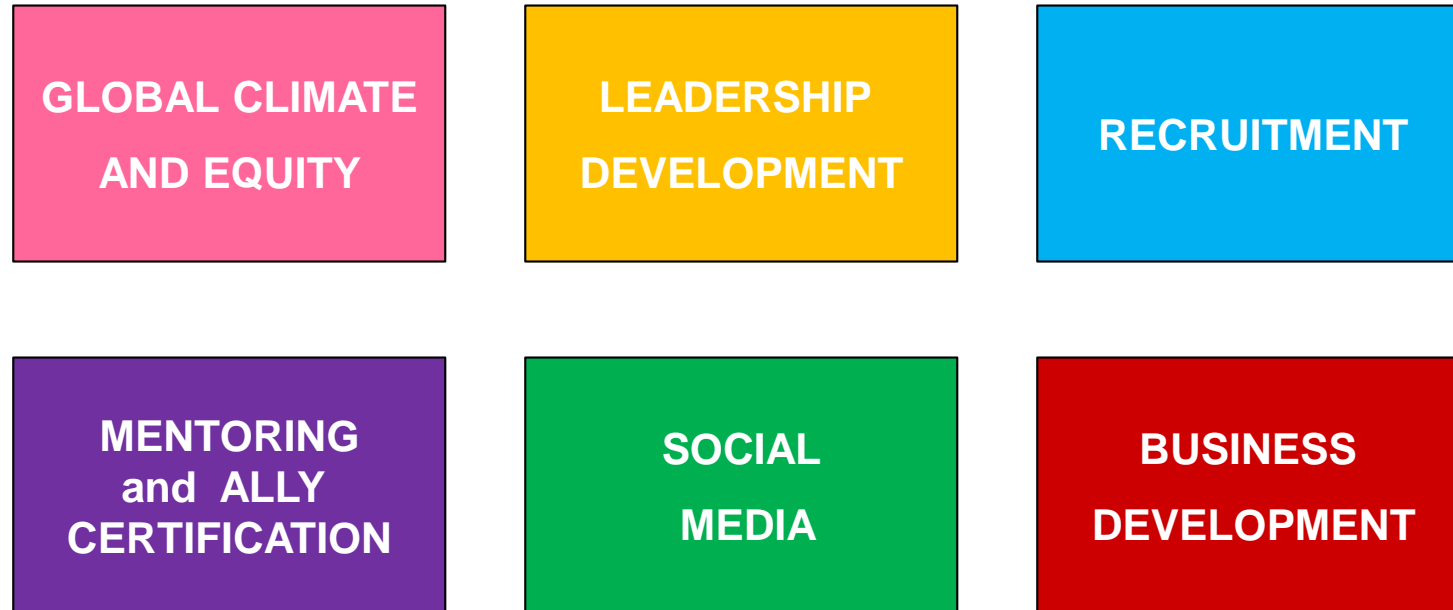


Harriet Green
GM Sponsor

Council Members – all Out Executives (33 globally)

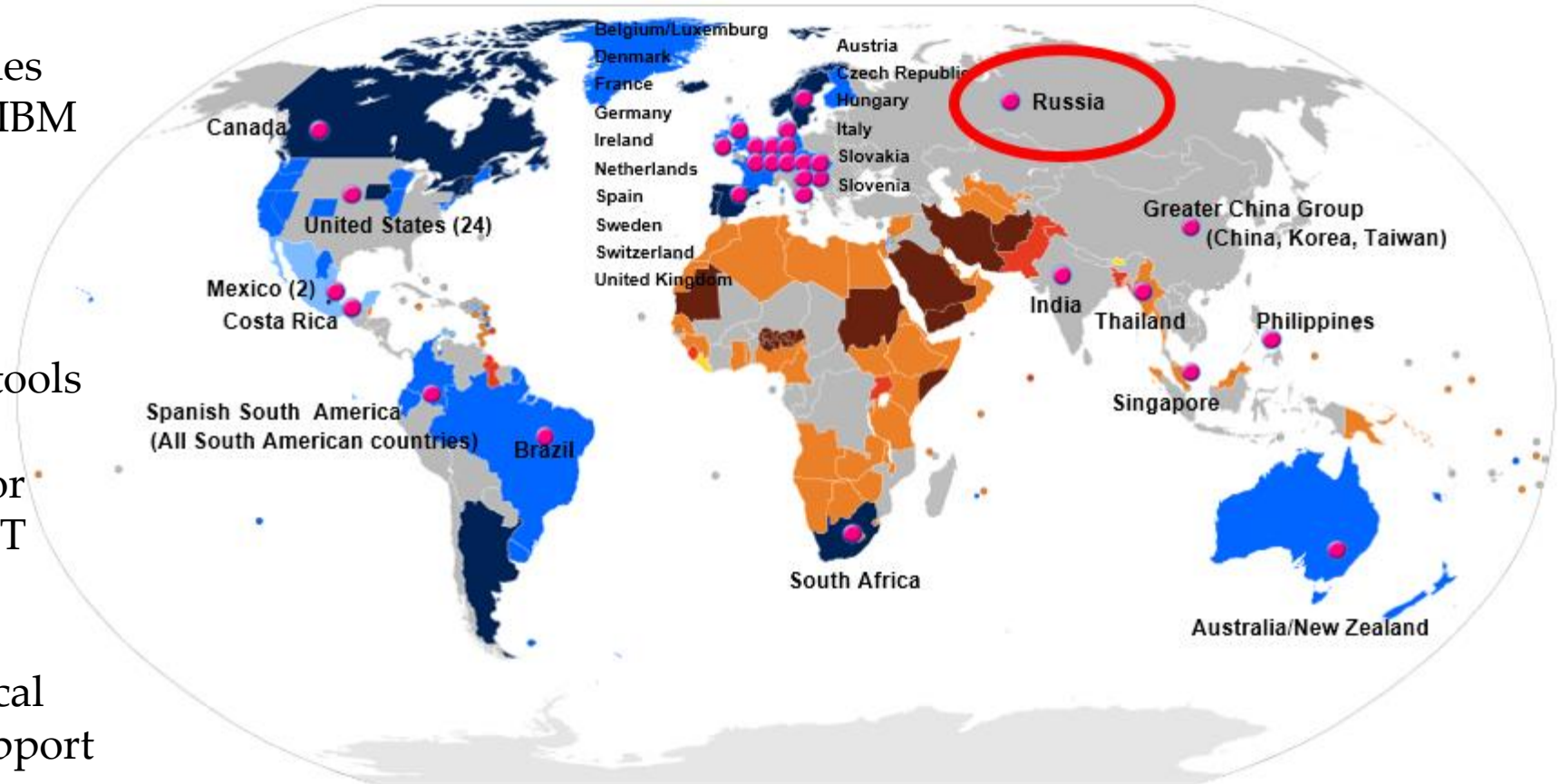


The Global LGBT Council's focus points in 2016



LGBT Business Resource Groups (54)

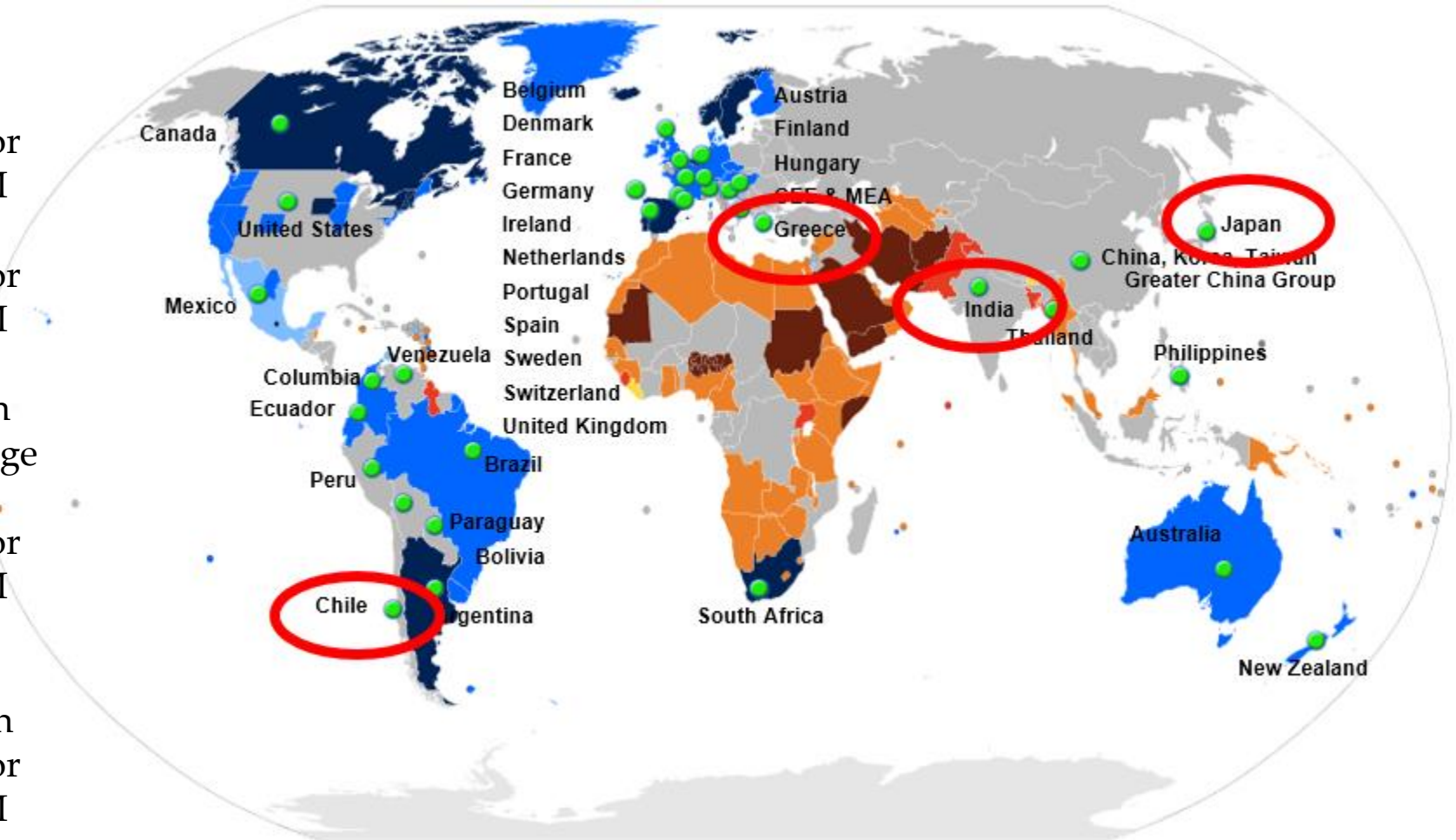
- ✓ One of 13 constituencies groups supported by IBM
- ✓ Launched in 1996
- ✓ Connected through internal social media tools
- ✓ First Executive sponsor identified for the LGBT BRG in Russia
- ✓ BRGs are powerful local advocates that can support global initiatives



Domestic Partner Benefits (36 countries)

Announced in 2016:

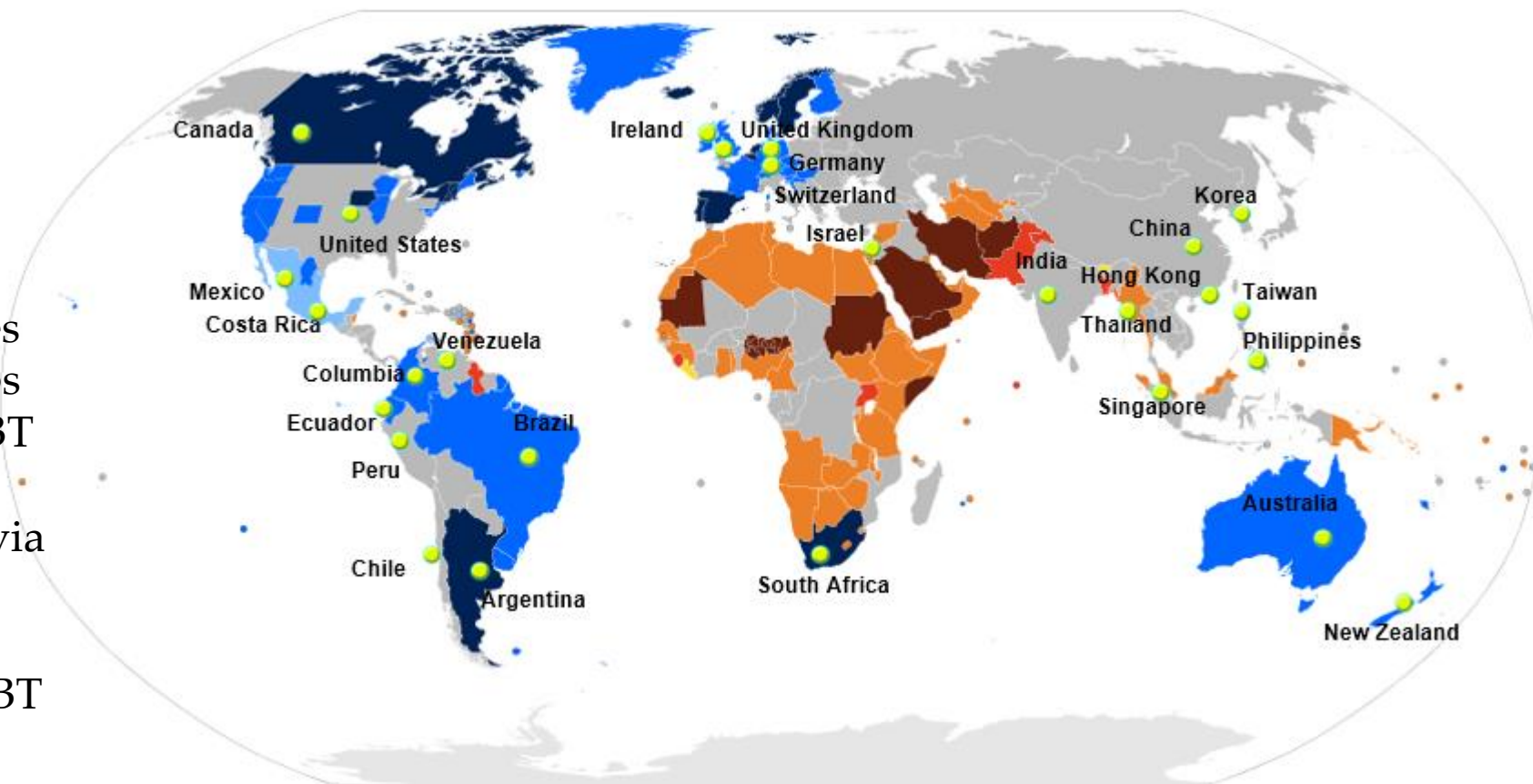
- ✓ Medical and leave benefits for same-gender partners in IBM Greece
- ✓ Medical and leave benefits for same-gender partners in IBM Chile
- ✓ Extended IBM Canada health benefit plans for local coverage of sex reassignment surgery
- ✓ Medical and leave benefits for same-gender partners in IBM Philippines
- ✓ Leave benefits for same-gender partners in IBM Japan
- ✓ Medical and leave benefits for same-gender partners in IBM India



Self-identification (34 countries)

Why self-id is important to IBM:

- ✓ The LGBT population is an 'invisible' community
- ✓ To provide equal opportunities to all underrepresented groups and minorities, including LGBT
- ✓ Voluntary self-identification, via a flag in our HR system, is the only official means through which we can identify the LGBT population
- ✓ The information is being collected to support IBM's global diversity programs



Out role models - LGBT leadership development

- ✓ New initiative launched in 2016
- ✓ Focused on giving visibility to LGBT leaders in MEA, GCG, Japan, Europe, AP & LA.
- ✓ Work closely with IBM Out Executives to support Global Vital Few priorities



IBM
LEADERSHIP
ACADEMY
Out Role Models

*The purpose of this initiative is to **make LGBT role models and leaders visible** for the greater community, to accelerate the achievement of inclusivity, particularly in IBM regions/IMTs/countries where there are not yet active and visible LGBT communities*



Recommendations to support global LGBT advocacy in your organization:

- ✓ A global non discrimination policy (or clear corporate values supporting inclusion)
- ✓ Encourage your organization to engage with community groups & NGOs
- ✓ Look for opportunities to partner with other companies to engage business leaders in LGBT discussions, especially in challenging regions
- ✓ Active global programming for your LGBT population (leadership development)
- ✓ Continuously evaluate policies impacting LGBT people around the world as local laws & legislation change
- ✓ Measure your LGBT population – need data to support the business case

Global perspectives panel



Teresa Rojas Castro
Executive Program Manager,
Americas Training & Skills
IBM Mexico



Jeiz Robles
Program Manager, Global
Mobility Delivery
IBM Philippines



Bella Bardswell
Agile Program Manager,
IBM UK



Sriram Kumaran
Staff Software
Developer
IBM India



IBM initiatives to advance LGBT inclusion in MEXICO

- ✓ Overall awareness within the IBM Mexico community (ally badge)
- ✓ Sign the Ally Pledge in IBM Mexico City locations
- ✓ External network participation at Pride Connection Mexico , Mexican Federation of LGBT Entrepreneurs, National Council to Prevent Discrimination & Human Rights Campaign



54 x 86 mm



A day in the life for LGBT people in MEXICO

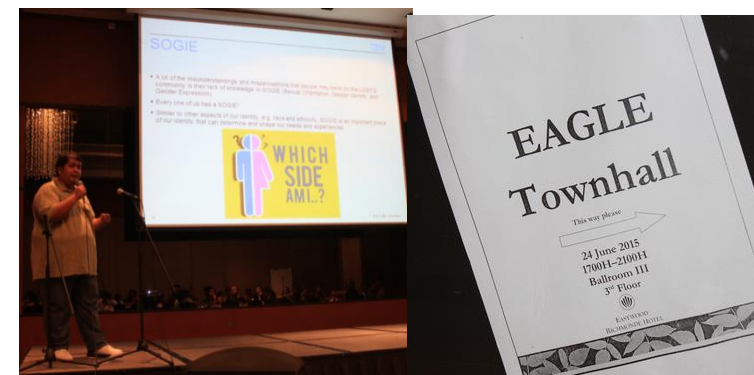
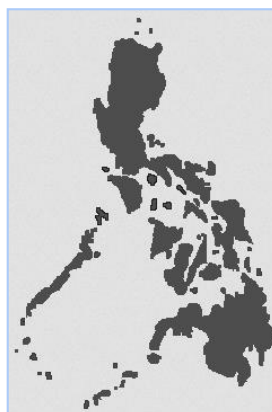
- ✓ The LGBT community has gained some rights in the first years of the 21st century, BUT ...
- ✓ Mexicans still live in a very conservative , Catholic and often homophobic country.
- ✓ Federal Congress unanimously passed the "Federal Law to Prevent and Eliminate Discrimination", in 2003.
- ✓ One thing that has advanced life for LGBT people in Mexico City was the passing of laws to legalize gay marriage in 2010.
- ✓ Mexico City was named a Gay-Friendly City in 2015.
- ✓ Recently there was a protest to revoke the rights for same sex couples to adopt. (to Protect the Family)
- ✓ At some family gatherings, partners often attend. The partner, however, is introduced as a 'friend', but most everyone knows that they are in a relationship.
- ✓ Many people live in the closet for fear of impacting their careers , school, family or friends.
- ✓ Ignorance is a big problem within Mexican society, so people need to get accurate information
- ✓ Personally, my family is tolerant but not accepting , slow progress.
- ✓ At IBM , I can bring my true self to work, so that helps me to dedicate all my efforts for moving business opportunities forward.





IBM initiatives to advance LGBT inclusion in the Philippines

- ✓ Strong partnership with HR, the Business Resource Group, internal and external organizations to advance inclusion from the perspective of the LGBT community.
- ✓ Pride Month celebrations by participating in the Metro Manila Pride March and conducting gatherings and development sessions that promote straight-allyship.
- ✓ Same-gender partner benefits provide employees with partners the same benefits that opposite gender married employees get.



A day in the life for LGBT people in the Philippines

In the Philippines...

- ✓ Predominantly Catholic
- ✓ LGBT is tolerated, you can read about Philippines being one of the most gay-friendly countries in the world.
- ✓ No national law prohibiting discrimination based on SOGIE though some cities have ordinances (e.g. Quezon City, Davao City, Dagupan City)
- ✓ Same-gender partnership is not recognized, same-gender adoption is not allowed.

In IBM...

- ✓ I have been out since Day 1.
- ✓ Gender identity has never been a basis to progress in one's career.
- ✓ Being an active LGBT Business Resource Group Leader and an Out Role Model in the Philippines, is a great opportunity. We are highly supported by our direct managers, up to our senior leaders.
- ✓ I am able to inspire and engage other IBMers. I am able to hold my partner's hand, without fear.



IBM initiatives to advance LGBT inclusion in India

Outside IBM:

- ✓ LGBT Executive Forum: Helping other willing corporates to set up LGBT Business Resource Groups
- ✓ Sponsoring LGBT community events:
Kashish – Mumbai Queer Film Festival and Bangalore Queer Film Festival
- ✓ Participating in LGBT pride march
- ✓ Partnering with workplace advocacy organizations:
Community Business and Interweave

Inside IBM:

- ✓ Working on policies and benefits:
 - ✓ Introduction of health insurance benefits for same gender partners
 - ✓ Reverse Mentoring sessions for senior management and roundtables
 - ✓ Working with other Diversity BRGs like Persons With Disabilities and Women
 - ✓ LGBT Ally trainings
 - ✓ Awareness Events: Photography Contests, Stand-up comedy and documentary screenings



A day in the life for LGBT people in India

Legal angle:

- ✓ Re-criminalization of homosexuality in 2013 by the Supreme Court
- ✓ Transgender Bill – Positive judgement by Supreme Court and bill passed in 2014. Problematic bill introduced in 2016
- ✓ Surrogacy and adoption bill introduced limiting it to heterosexual couples

Social angle:

- ✓ Stigma and fear to come out of the closet
- ✓ Lack of job opportunities for the transgender community
- ✓ Fear of police oppression. Suicides by LGBT community members are frequent
- ✓ Rise in the divorce cases after forced marriages

Positives:

- ✓ Supportive media: press and television
- ✓ Corporates with strong advocacy



A day in the life for LGBT people in the UK



Southbank (June 2015 & 2016)



London Pride (2016)



Workplace Pride (July 2016)
('Out Roll Model' Event)



Transition & Change
w/Ayla Holdom (Dec 2015)



Harriet Green leads Stonewall #nobystanders
(Aug 2016)

Sally Drew with Inga Beal (Sept 2016)



National Student Pride (Feb 2016)



Diversity Thinking w/Clare Harvey
(July 2015)



LGBT + Mental health event
(Sept 2016)



IBM initiatives to advance LGBT inclusion in UK

Activities of the last quarter:

- ✓ UK EAGLE marched as part of InterTech during London Pride in June 2016.
- ✓ UK EAGLE also welcomed Harriet Green as new exec sponsor at an event in early August where she and more than a dozen other executives (including UKI CGM, David Stokes) contributed to supporting Stonewall's #nobystanders campaign in August 2016 through social media.
- ✓ UK EAGLE led IBM UK's submission to Stonewall's Workplace Equality Index.
- ✓ UK EAGLE Steer Co member, Jon Edmonds, supported/presented at National Grid's LGBT strategy event in August 2016.
- ✓ As part of the diversity week on Sept 9th, UK EAGLE hosted a "UK EAGLE Showcase", as well as a special session on LGBT & Mental Health.



IBM initiatives to advance LGBT inclusion in UK

Focus areas:

- ✓ Our Clients – new business development (attending/organising cross company events)
- ✓ Reverse Mentoring / Straight Allies – work in UK and with global Vital Few
- ✓ Lesbians – support and engagement
- ✓ Bi & Trans – champion change in non-binary
- ✓ New hires - Consulting by Degrees/Foundation/Recruitment
- ✓ Marketing/Communications – share events/articles on LinkMe and externally
- ✓ Stonewall & OUTstanding – thought leadership / mentoring





Questions

Questions ?

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**Kimberley Messer
Marijn Pijnenburg**



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