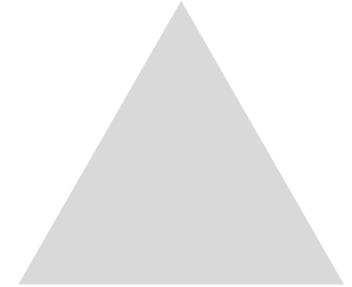


HEALTH WEALTH CAREER

OUT & EQUAL

2017 WORKPLACE SUMMIT



THE RESISTANCE IS IN YOUR BACK YARD
WORKING TO EFFECT SOCIAL CHANGE

OCTOBER 11, 2017

Hannah Beaver
Production Analyst
Louisville, KY USA

JD Mitchell, Associate
Account Manager
Louisville, KY USA



MAKE TOMORROW, TODAY



LOOAVUL, LUHVUL, LOUEVILLE, LOOEYVILLE



INTRODUCTIONS

Hannah
Beaver



Pansexual

31 years old

With Company for 3.5 years

Renting a 2 bedroom house

Female

LGBTQ BRG Co-Chair

Insights: Red and Yellow

Loves Music and Plays the Violin

Lived in Alaska, Florida and Michigan UP

Animal Lover

Irish Heritage

IU Basketball Fan

Loves Crafting

Two years with Mercer.

Lives in Louisville

MBA from University of Louisville

JD
Mitchell



Spent a month in India.

Enjoys going to the theatre.

Has been skydiving.

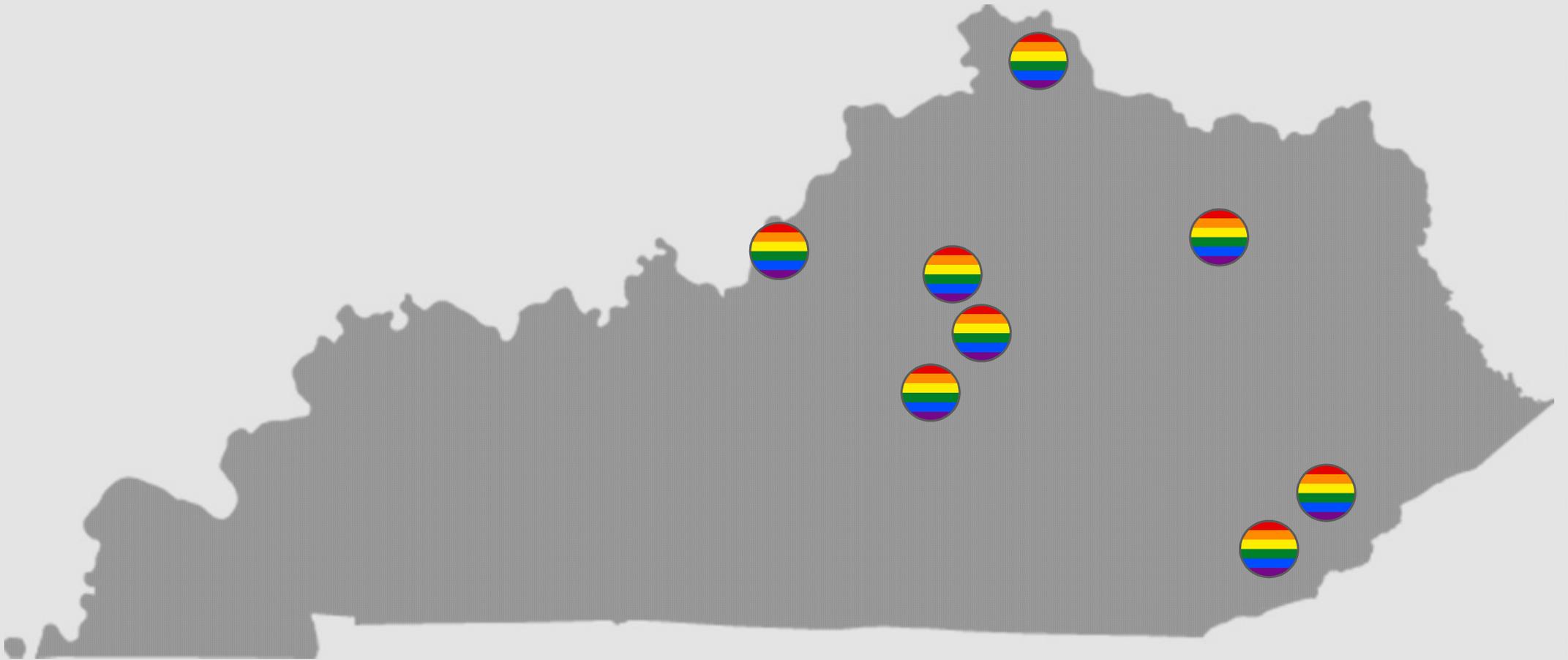
Lived in Ethiopia for two years

AGENDA

- Fairness & Equality in Kentucky
- A Framework for Grassroots Development
- Mercer's LGBTQA Business Resource Group
- Kentucky Competitive Workforce Coalition
- Mercer & KCWC Partnership
- Moving Forward
- Methods to Enhance Your BRG Outreach

FAIRNESS & EQUALITY IN KENTUCKY

CURRENT FAIRNESS LAWS



FAIRNESS & EQUALITY IN KENTUCKY 2015 TO TODAY



GRASSROOTS OVERVIEW

STEPS TO CHANGE

- 
- **You:** strong desire for change

- 
- **Colleagues/BRG:** gather support

- 
- **Company:** gain support of organization



- **City:** take it outside the organization



- **State:** take it on the road



- **Country:** maintain the momentum

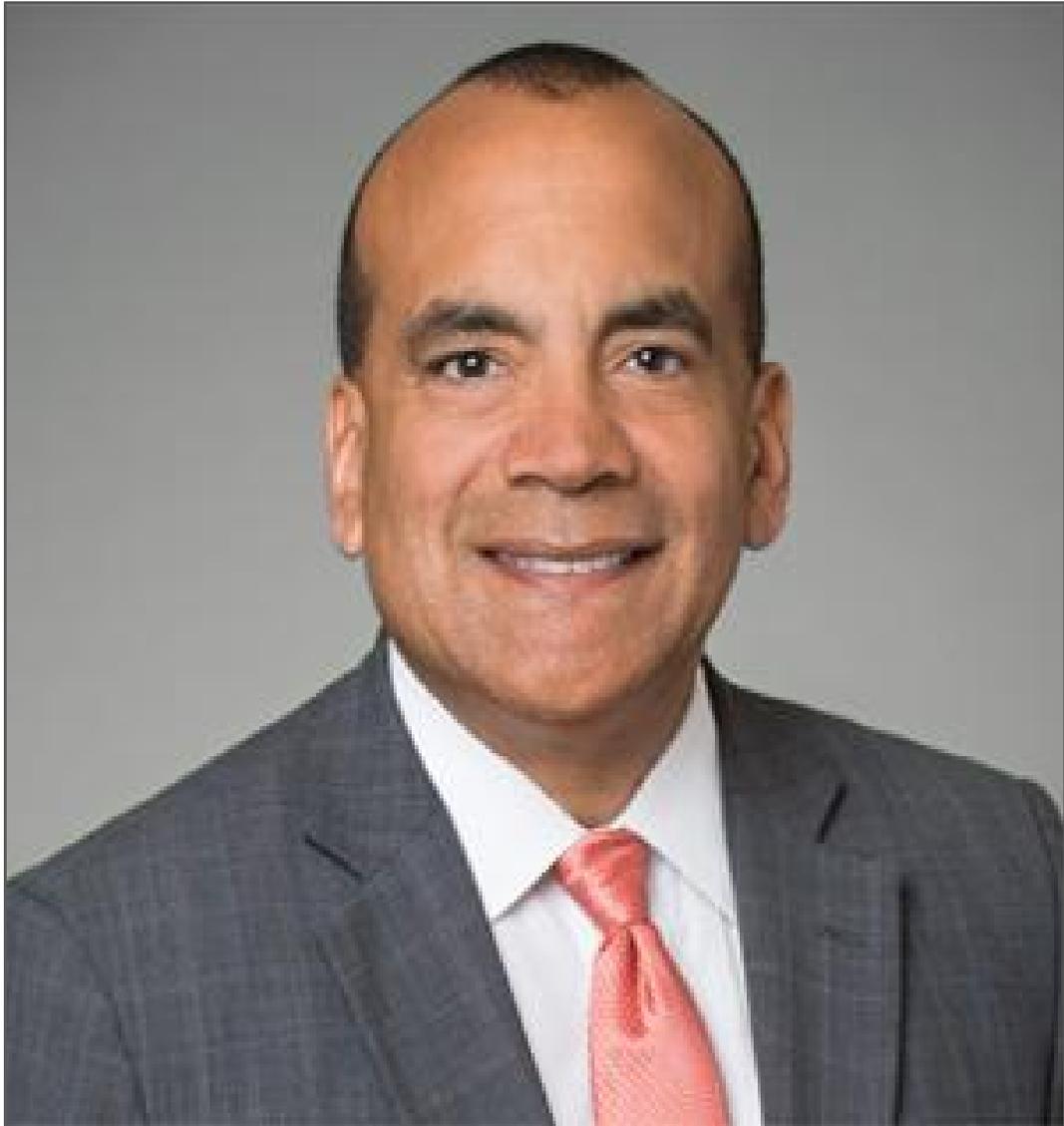
HEALTH WEALTH CAREER

**THE LOUISVILLE LGBTQA
BUSINESS RESOURCE
GROUP
OUR STORY**



WHY WE DO WHAT WE DO

JULIO PORTALATIN, MERCER CEO



"In a world that can seem so uncertain at times, Mercer's commitment to Diversity and Inclusion is unwavering as a pillar of strength. We not only encourage, but rather foster an environment where everyone is expected to bring their whole self to work and contribute to our competitive strength. The BRGs, in partnership with all leaders, are a linchpin to making a difference at the roots of the organization."







OCTOBER 18

★ TED talk LGBT youth & bullying

★ Wear purple in support and solidarity of LGBT youth





MARSH & MCLENNAN
COMPANIES

MERCER

Louisville
LGBTQA

HEALTH WEALTH CAREER

**THE KENTUCKY
COMPETITIVE
WORKFORCE COALITION
KENTUCKY'S STORY**

KENTUCKY COMPETITIVE WORKFORCE COALITION
THE VISION



KENTUCKY
COMPETITIVE WORKFORCE
COALITION

KENTUCKY COMPETITIVE WORKFORCE COALITION THE EARLY ADOPTERS



BROWN-FORMAN



KENTUCKY COMPETITIVE WORKFORCE COALITION THE LAUNCH

160+ Kentucky businesses to launch coalition for statewide LGBT protections

Published: Wednesday, November 18th 2015, 12:47 pm EDT
Updated: Wednesday, November 25th 2015, 12:47 pm EDT



89.3 WFPL Community

Statewide Fairness Law Gets Support From 150 Kentucky Companies

By Jacob Ryan

Career & Workplace

Ky. businesses band together to fight for statewide fairness law

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KENTUCKY COMPETITIVE WORKFORCE COALITION

THE WORK



Legislative
Day 2016



Economic
Impact Study



Outreach and
Advocacy

KENTUCKY COMPETITIVE WORKFORCE COALITION ECONOMIC IMPACT STUDY



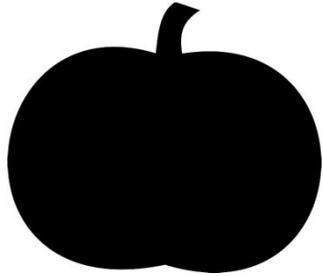
**Established in 1994,
dedicated to advancing
equality by supporting
nonprofits that serve the
LGBT+ population**



**Conducts policy and
economic analysis,
strategic thinking and
facilitation, board and
community development**

NEXT STEPS

MMC/MERCER IN THE COMMUNITY



Oktoberfest 2017 pulse check



Community partnerships



Legislative advocacy

METHODS TO ENHANCE BRG OUTREACH

INTERNAL METHODS

- Start with a solid mission statement and purpose for the year. Then stick to it!
 - Once a year look at those goals again: Did you reach the next grassroots level?
 - If not, re-evaluate your goals & adjust.
 - If you did, set new goals for the next level.
- Keep your nose clean.
 - Keep all BRG practices transparent.
 - Make everything as democratic as possible & build in leadership redundancies.
- Take inventory and use the talents of your whole BRG.
 - Have varying levels of involvement.
 - Learn the hobbies & talents of your members. Take advantage of those where possible.
- Network!
 - Start talking to those around you.
 - Become a champion & ally for other BRGs by encouraging cross-BRG participation.

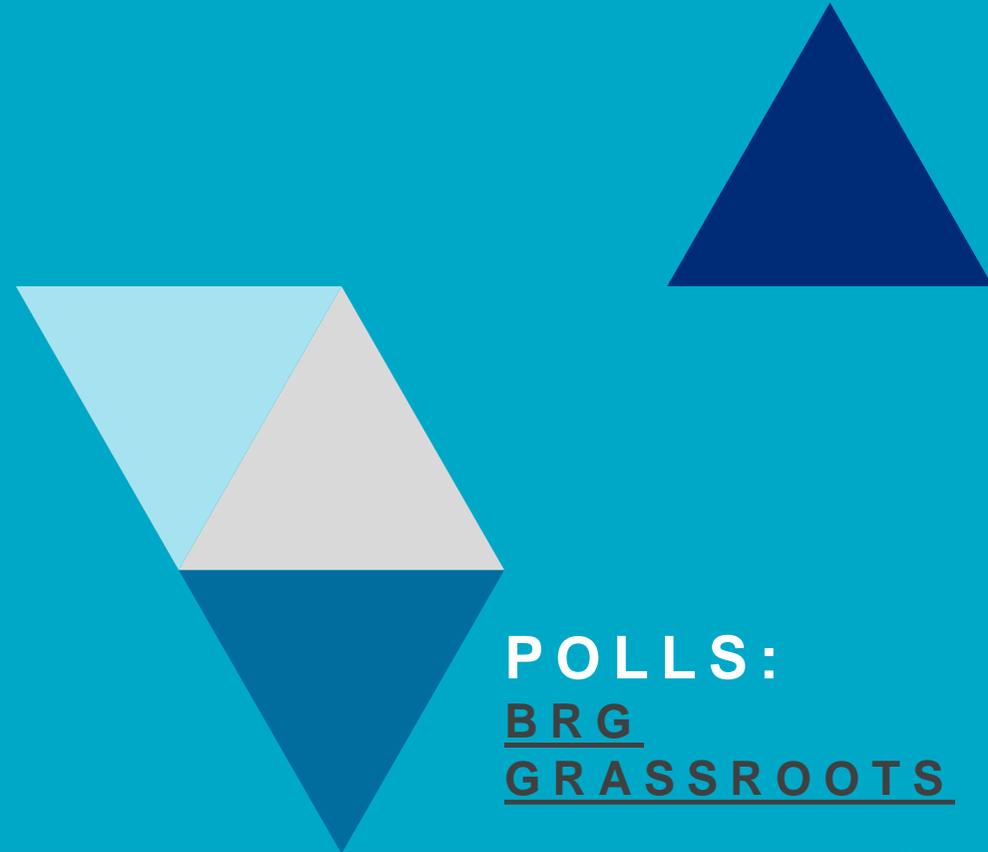
METHODS TO ENHANCE BRG OUTREACH

EXTERNAL METHODS

- Expand your organizational reach not only **out** but also **up**!
 - Ask your executive sponsor or site leader get you in to as many opportunities as possible.
 - When your C-Suite has diversity on their minds everyone wins.
- Start Cultivating Strategic Relationships.
 - Identify a group you can work with & start volunteering.
- Become a household name.
 - Sugar coat your mission! (Literally -- use candy.)
 - Host happy hours! (Two Words: Beer. Cheese.)
 - Be a reason people look forward to work that day.
- Establish Cultural Competency.
 - Start training your work force. Let them get comfortable being uncomfortable.



ACTIVITY



POLLS:
BRG
GRASSROOTS

QUESTIONS, COMMENTS, EXPERIENCE SHARING





MERCER

MAKE TOMORROW, TODAY