

OUT & EQUAL  
2018 WORKPLACE SUMMIT

# Driving Growth in R&D and Manufacturing via LGBT Inclusion

*The Basics in Building LGBT Inclusive  
Educational Presentations*



# Why D&I Matters at Dow: Business Drivers for Diversity & Inclusion

*To solve the world's most pressing issues, we must reflect the world.*

- Source and develop **the best talent** from an increasingly diverse, global talent pool.
- **Reflect the diversity of the markets and customers we serve**, as well as our suppliers and strategic partners, today and tomorrow.
- Create **an inclusive culture** that is essential for **innovation** to thrive, diversity to add bottom-line value, and employees to be fully **engaged**.
- Deliver leaders with **world-class cross-cultural** competencies to thrive in a global economy.
- **Contribute to Dow's reputation** as the world's most **respected** chemical company.



# Why Should Diversity Matter to Your Organization?

## What are the Business Drivers?

Many businesses focus on the potential differentiators that can translate to:

- Improved workplace culture
- Representation reflective of customers
- Increased sales revenue
- Larger customer base
- Greater market share
- Greater relative profits

***To connect to the business and elevate as a priority, you must clearly align the reasons you have to focus on Diversity & Inclusion and/or Employee Resource Groups.***



# Translating the Business Case to Growth in R&D and Manufacturing

- **Focus on Allies for wide acceptance**
- **Obtain / Utilize upper management support**
- **Tailor messaging for your audience**
  - Start with a good foundation (SOGI education)
  - Balance of data, emotion and audience engagement
    - *Reality of LGBT workplace climate*
    - *Business incentives*
    - *Relate it to audience situations / encourage interaction*
  - Give action items and ways to make a difference
- **Showcase success**

# Driving the Business Case at Dow

   
Inclusion. It's Elemental.

**Driving Growth at Dow through LGBT Inclusion**

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GLAD, Midland Chapter Site Implementation Leaders


**Companies that are diverse and inclusive obtain better profits and other outputs, thanks to improved team collaboration and commitment.**

*- Amicus Brief to SCOTUS, signed by Dow Chemical along with...*



**Introduction to Sexual Diversity**

Main Concepts & Pre-conceptions



GLAD UKIN

DOW RESTRICTED



**Ally Certification Program**

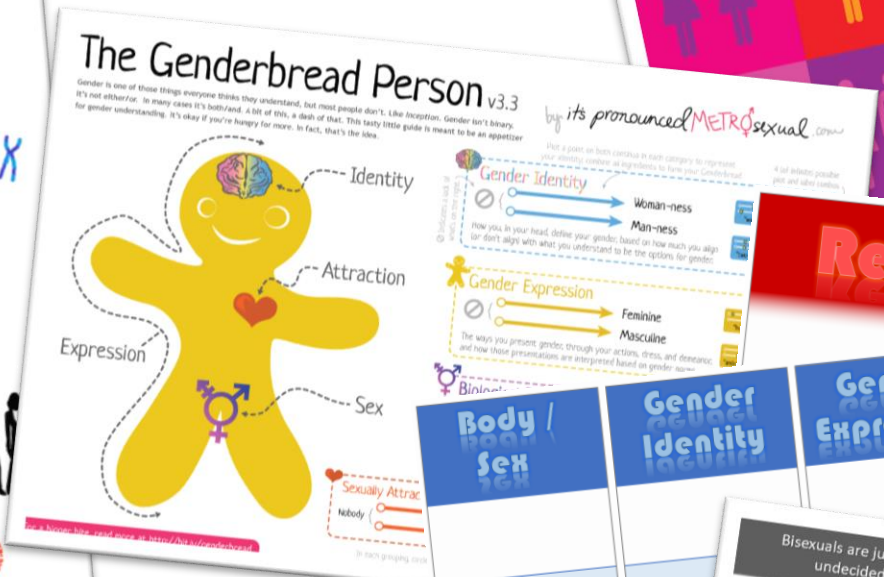
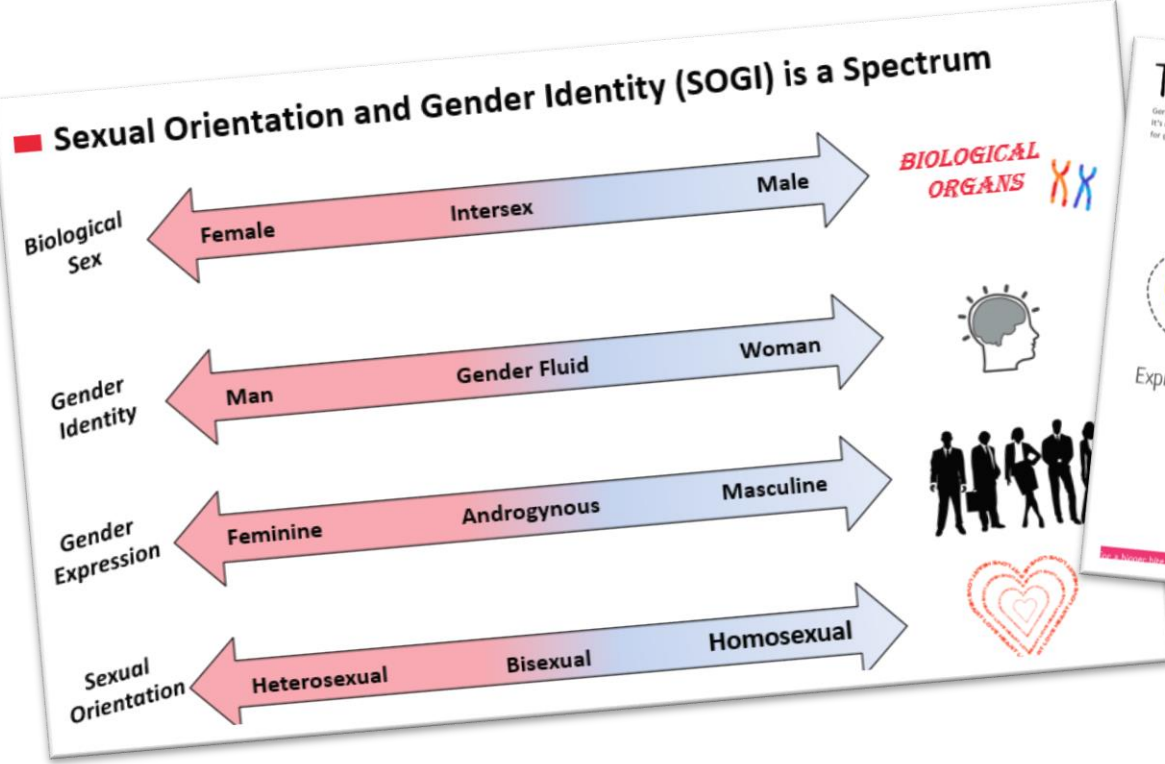
DOW RESTRICTED

... and Equal Conference

Get it started  
and watch it  
grow!



# Start with a basic education



Bisexuals are just gay undecided

In GLAD, more than 75% of its population is made up of LGBT

it is curable!

if you have doubts about someone's sexuality, just ask

no one is born gay, one becomes gay

sexual orientation can change

transgender people are gay in their last stage of evolution

it's a choice!

homosexuals are not religious or spiritualized

jokes and negative comments can create professional barriers

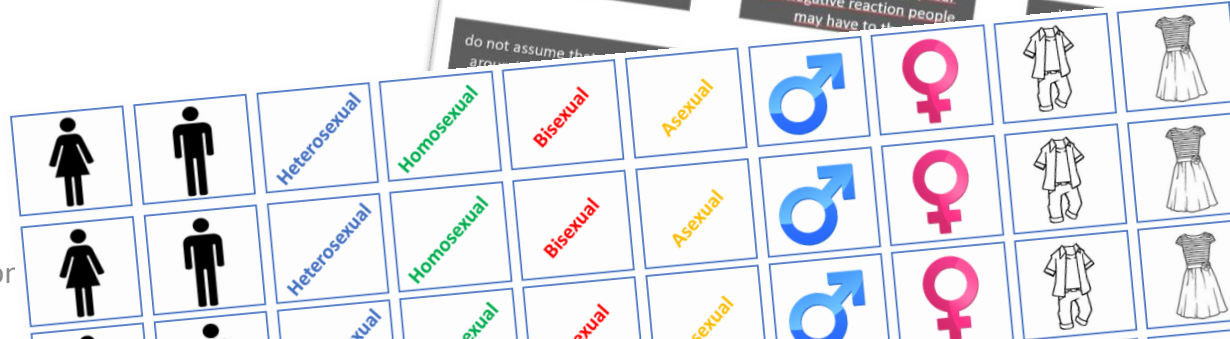
closeted people usually fear the negative reaction people may have to them

do not assume the...

Get the terminology out of the way.  
You can make it a game!



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# Showcase the reality

Why is LGBT inclusion needed?

## Both the good...

- 92% of Fortune 500 companies provide protections against workplace discrimination
- 81% say LGBT shouldn't hide at work

## And the bad!

- 70% say it is “unprofessional” for LGBT to talk about their personal lives at work
- Closeted employees are 73% more likely to quit in the first 3 years than out employees

### ■ The Facts about LGBTs in the Workforce

# 1 out of 2

LGBT Americans say that they are closeted or mostly closeted at work.<sup>1</sup>

### ■ Work Climate Reality for Many LGBTs<sup>1-3</sup>



- 62% hear jokes about lesbian or gay people



- 4x more likely to hear comments about the way they dress



- 35% lie about their personal life
- 30% feel distracted from work
- ~40% feel depressed



- 73% higher attrition for closeted employees in their first 3 yrs

*Let's ensure this isn't the work climate for Dow's LGBTs.*

<sup>1</sup> Human Rights Campaign, *Cost of the Closet* (2014) <sup>2</sup> Human Rights Campaign, *Demands of Equality* (2009) <sup>3</sup> The Williams Institute, *Being in the Workplace* (2007)

# What is the business case?

Why would you care?

### An Inclusive Work Climate Drives Performance

Teams with open LGBTs outperform teams with closeted LGBTs.<sup>1,2</sup>

- Cognitive tasks 32% higher
- Sensory-motor tasks 20% better
- Employee engagement 30% increase
- Employee trust 2X improvement
- Productivity 20-30% increased

*Inclusivity is a powerful element of Dow's work climate.*

1. J. Exp. Soc. Psychol. 2012, 48, 407-410. 2. The Costs: Business of Discrimination, Busek 2012

### AS OF 2015, 89% OF FORTUNE 500 COMPANIES PROVIDE NON-DISCRIMINATION PROTECTION FOR THEIR LGBT EMPLOYEES, AND 66% OFFER BENEFITS TO SAME-SEX PARTNERS

— HUMAN RIGHTS CAMPAIGN, CORPORATE EQUALITY INDEX

- 22%** Look to Leave  
Human Rights Campaign (2014 report)
- 26%** Stay With Job  
Human Rights Campaign (2014 report)
- 30%** Lost Employee Engagement  
Human Rights Campaign (2014 report)
- 72%** Non-LGBT Consideration  
Williams Institute (2013 report)
- 38%** LGBT Out to All in Workplace  
Out Now Global LGBT 2020 Study
- ~\$3 MM** Recruiting Savings  
Out Now Global LGBT 2020 Study
- ~10%** Risk-Adjusted Excess Return  
Li & Nagar, Diversity & Performance, MGMT. SCI. 525, 531 (2013)

**RECRUITING & RETENTION**      **PERFORMANCE & PRODUCTIVITY**      **FINANCIAL**

Dow

Pull out the stats on performance and safety!

Relate it to the audience's business!



# How can they help?

*Tailor your asks for your audience!*

## You Can Make Inclusion Happen


-  **DO IT**
  - Address behavior & language that go against Dow's policies on inclusivity
  - Understand your own biases and how they impact your work
  - Lead by example - join GLAD
  - Display GLAD pens, magnets in your office
-  **SAY IT**
  - Utilize inclusive language (e.g. spouse, partner)
  - Create opportunities for inclusive discussions
  - Acknowledge LGBT employees and treat them like everyone else

*You are critical in creating a work climate that drives engagement, performance and safety.*






## How to be a Trans-Ally

- Treat them like any other person
- Use their new name and pronouns, especially when the person is not present
  - Don't draw attention to mistakes; keep apologies small and simple
- Complement them on their presentation like any other person
  - "You look pretty today", as apposed to, "You look like a woman"
  - Don't say "gosh, you look almost real; you nearly fooled me"
- Defend them against gossip. They have a right to be who they are
- Use "When you presented as ..." as apposed to "When you were a trans woman was always a woman, even when she was not"
- Don't ask about genitals/surgery or any other private information
- Don't disclose anyone's transgender status
  - Considered medically privileged information; it is not a "secret"
  - Out'ing a trans person actively undermines their identity and ability to lead a normal life
- And do keep a sense of humor – it's new for everyone!

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**Electronic Materials**

## Make LGBT Inclusive Happen

-  **DO IT**
  - Address behavior & language that go against Dow's policies on inclusivity
  - Lead by example - join GLAD
  - Invite us to speak to your extended leadership team
-  **SAY IT**
  - Create opportunities for inclusive discussion
  - Acknowledge LGBT employees and treat them like everyone else
-  **SHOW IT**
  - Display GLAD items in your office & around your work space
  - Attend GLAD and other diversity events and encourage employees to do the same

*Don't underestimate the impact of small gestures and visual cues.*

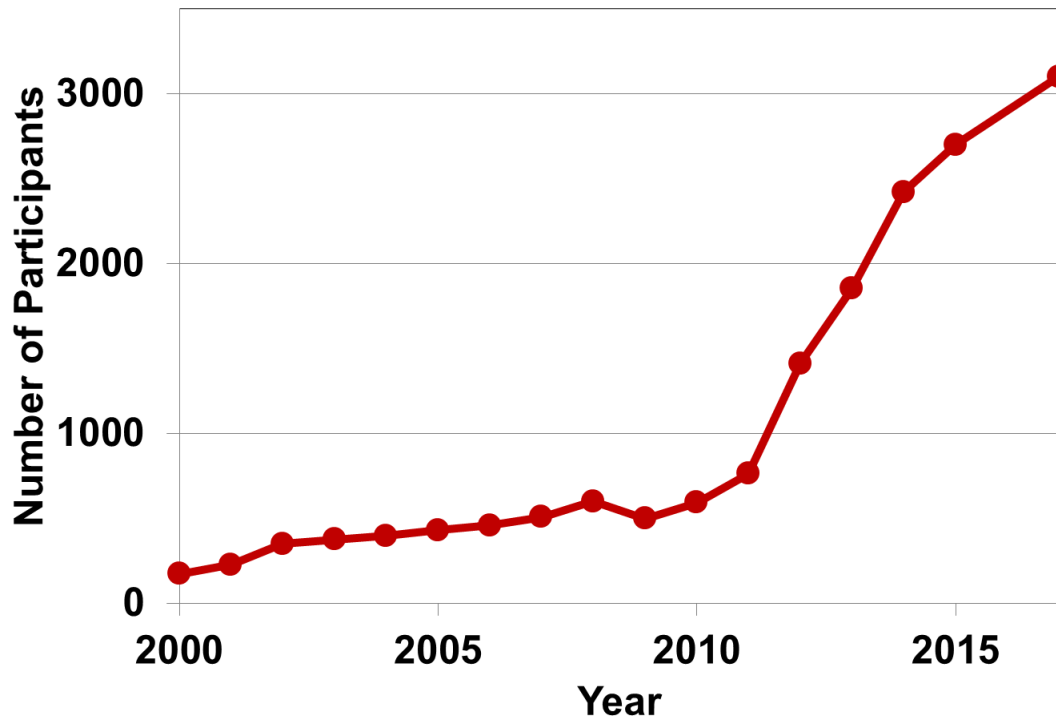
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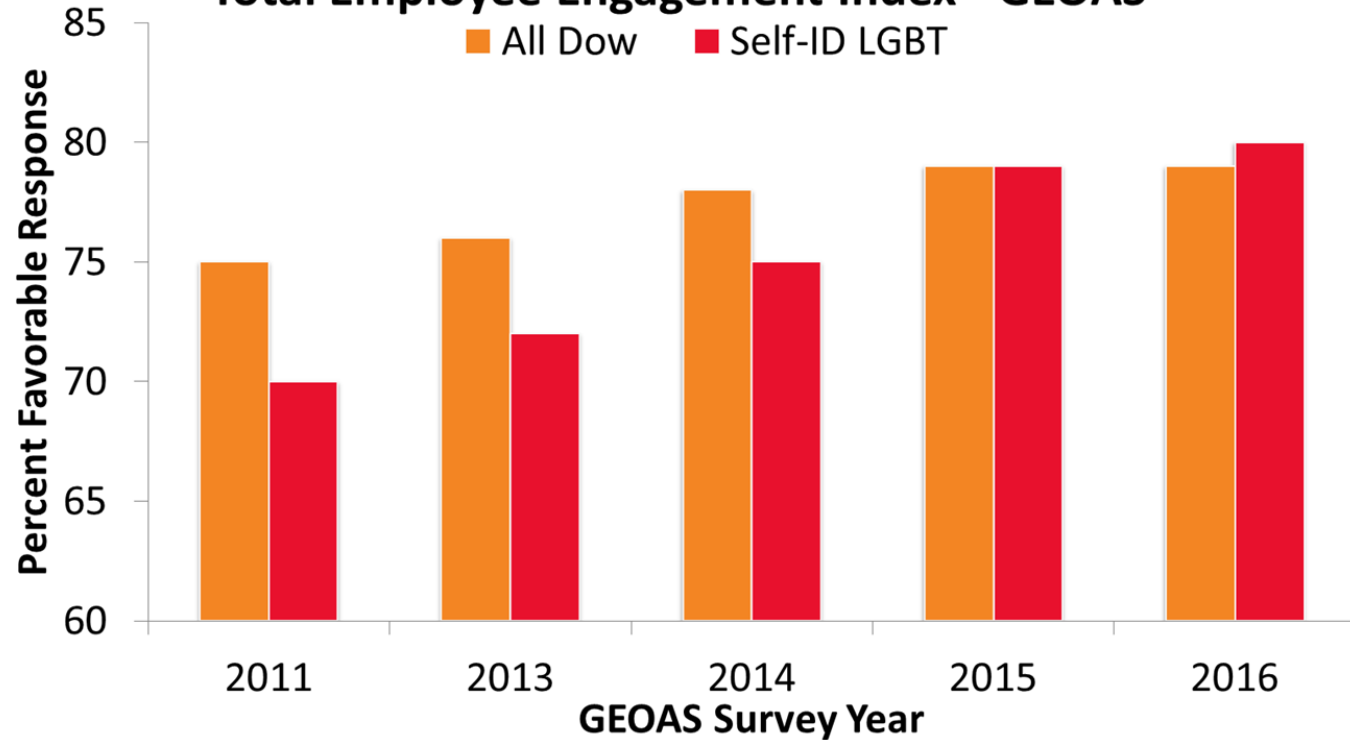
# Showcase the wins!



GLAD Participants by Year: Global



Total Employee Engagement Index - GEOAS



Through a series of strategic initiatives and events, the GLAD network has enabled *greater engagement* of our LGBT colleagues. That's *culture change!*