



**Out & Equal Workplace Summit 2017
LGBT Organization Sponsorships: Gay Polo League & RSM Story**

4 Pillars of Strategies for Execution			
Workplace	Workforce	Marketplace	Community
Inclusive Leadership & Accountability	Recruitment & Staffing	Firm Growth	Community Involvement & Sponsorship
Tangible Office Accessibility	Retention	Client Relationships	Supplier Relations
Diversity Communication	Professional Development	Business Networking	Volunteerism & Stewardship
Training & Education	Leadership Development	Small Business Partnership & Alliance	Marketing & Firm Brand
Performance Management	Advancement	Marketing & Advertising	Corporate Social Responsibility
	Job Design & Compensation	Customer Service	
	Employee Benefits & Services	Innovation	

CASE STUDY & WORKSHOP

#1	LIST: Company Information
RSM	<p>Brand: Power of Being Understood Vision: First-choice advisor to middle market leaders, globally Values: Respect, Integrity, Teamwork, Excellence, Stewardship Community: Birdies Fore Love, Junior Achievement, Volunteer Day, Children/Youth</p>
Your Company	<p>Brand: Vision: Values: Community:</p>



#2	LIST: ENG Information
RSM ENG	<p>Mission: Pride’s mission is to support LGBT employees, clients and allies through inclusion in employee recruitment, retention and alignment of business activities supporting LGBT organizations.</p> <p>Brand: Experience the Power of Being Understood for Who You Are</p> <p>Community: School LGBT Student Associations, homeless LGBT youth, Birdies Fore Love</p>
Your Company ENG	<p>Mission:</p> <p>Brand:</p> <p>Community:</p>

#3	LIST: Sponsored Organization Alignment to Company and ENG			
RSM GPL	<p>Alignment: GPL Aligns with RSM US LLP in the items listed below. ACTION: Circle and Add</p>			
Your Sponsored Organization	Brand Alignment	Client Base	Prospects	LGBT Market
	Values	Exposure	Long Term Plan	Short Term Plan
	International	Financial Viability	Intangible Benefits	Other Sponsors
	Multiple Locations	Charity/Community	Investment	Relationship



Example: RSM US LLP & Sponsored Organizations

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GPL – Platform for education of LGBT issues	GPL – Ability for employees to network in a LGBT friendly environment	GPL – Client relationship	GPL – Expanding locations from Palm Beach, FL and Washington DC Metro
GPL – Align with youth focus in Palm Beach LGBT Center	GPL – Client servers that understand LGBT client base	GPL – Networking for HNW individuals and middle-market businesses focused on LGBT	GPL – Charitable focus on LGBT Youth in homeless, education and suicide prevention
GPL – Client and staff appreciation event	GPL – Employee retention for LGBT employees	GPL – Advertising of brand with LGBT and global markets	
Out & Equal – Seminars, Webcasts and Conferences	Out & Equal – leadership education and LGBT issue support	Out & Equal – Workplace Summit and other locations that align offices	Out & Equal – Identification of suppliers and community members

EXERCISE – Identify Specifics To Align Sponsoring Organization to Your Company and ENG

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Workplace	Workforce	Marketplace	Community



Notes & Action Items

Contact Information



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Assists all 11 ENGs on Activities,
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