

WELCOME

Inclusion In Context

Connecting the Dots with Our Research



Leadership and Management

Diverse workplace teams solve problems more quickly, and companies with diverse senior-level teams are more successful. This data translates into economic benefits for companies that engage in LGBT-inclusive policies.

LGBT inclusion is not just a priority for companies because of business ROI. "It's the right thing to do" was a common response by companies when asked about why they want inclusive practices.



Employees

In a 2017 national survey, 80% of respondents said that inclusion is an important factor in choosing an employer, and 72% would leave an organization for another that was more inclusive.

Companies reap myriad benefits from their LGBT-inclusive practices, including more engaged employees and the fact that it's instrumental in identifying talent.



Consumers

More than 75 percent of LGBT adults and their friends, family, and relatives say they would switch to brands that are known to be LGBT friendly. In 2017 alone, the LGBT consumer buying power was over \$917 billion.

When a company matches its public and private positions on LGBT inclusion, it demonstrates its authenticity about LGBT inclusion—a key criterion for how internal and external stakeholders view a company's efforts.



Community

LGBT inclusion, both legal and cultural, is positively correlated with GDP per capita growth and innovation.

Strong inclusion makes for strong communities. Companies play a role in ensuring that all of a community's citizens can contribute and belong through non-discrimination protections. One of the most consistent findings of this research was that companies took seriously their responsibility for standing up for LGBT employees and the community in the face of anti-LGBT legislation.



Owners and Investors

Companies that adopt LGBT policies show a long term increase in financial performance compared to peer companies that do not adopt them.

Companies embrace LGBT inclusion to attract and retain the best talent. In turn, companies are better able to engage and retain LGBT employees and cultivate strong partnerships with community organizations, external organizations, and employee groups.



To learn more: Contact Incorporating Inclusions's research director, Lawrence Bowdish at lbowdish@uschamber.com

About Incorporating Inclusion

At the U.S. Chamber of Commerce Foundation, we know the business community is the most powerful voice to make change across industries and issues – including LGBT inclusion and empowerment. Incorporating Inclusion is a first-of-its-kind research and education initiative established in partnership with the Gill Foundation to demonstrate the corporate and community value of LGBT-inclusive workplace.

The business benefits of LGBT inclusion are clear, showing positive outcomes for company efficiency, effectiveness, and success. Yet, these are not the only reasons companies choose to engage in LGBT-inclusive practices. Prospective talent and current employees also care deeply about how their company engages LGBT culture. In a 2017 national survey, 80% of respondents said that inclusion is an important factor in choosing an employer, and 72% would leave an organization for another that was more inclusive.

Despite the body of evidence on the benefits of LGBT inclusion, over 50% of the LGBT community is closeted at work and 41% of LGBT employees have left a job because of bullying. Many LGBT employees live in one of the 30 states that do not offer full legal protections. But, not all of LGBT employees live in states without protections. Company culture also plays a vital role in ensuring that the estimated 6.3 million LGBT employees in the United States feel included in their own workplace.

Many companies understand the need for authentic engagement in LGBT inclusion both inside and outside their organization. However, the fact that so many LGBT employees are closeted at work or have left their job because of bullying demonstrates a clear disconnect between the importance of LGBT-inclusive practices, their execution in the workplace, and how they are received by the employees and community. That disconnect exists because companies lack guidance on how they can engage LGBT-inclusivity as a comprehensive strategy, instead of just its tactics, within their corporate culture.

Understanding the “whys” of LGBT-Inclusive practices are less impactful if companies do not understand the “hows.”

Our research examined how companies solve that disconnect. By undertaking a review of employers to assess the characteristics of companies engaging in LGBT-inclusive practices, this report shares best practices for implementing inclusive policies and programs and documents the benefits that companies experience when they adopt such actions. A common theme of all these initiatives is that they are evolutionary; LGBT-inclusive practices do not need to be comprehensive at the beginning, but they do need the capacity to grow with the needs of the organizations and their employees.

Importantly, essentially no measures of LGBT inclusion look at companies with fewer than 500 employees, which account for about 80% of all employment in the United States. Since we do not know what those companies are doing, we are building a strong case for why and how they should follow the lead of large companies to develop the best practices for LGBT inclusion.

With upcoming regional events in Columbus, Orlando, and Northern Virginia, Incorporating Inclusion will both showcase the current work of larger companies, and investigate how to help all other companies, regardless of size, engage in that same work and enjoy the same benefits.

Types of LGBT-Inclusive Practices Conducted by Companies

