



PFLAG NATIONAL/STRAIGHT FOR EQUALITY
WORKPLACE LEARNING PROGRAMS

2017



In the U.S.,
8 in 10 people
say that they
personally
know someone
who is gay,
lesbian,
bisexual, or
transgender
(LGBT)

In 2007, Straight for Equality started with a very simple question:

WHAT WOULD HAPPEN IF WE HAD
OUR CONVERSATIONS ABOUT WHY
EQUALITY MATTERS IN A NEW WAY?

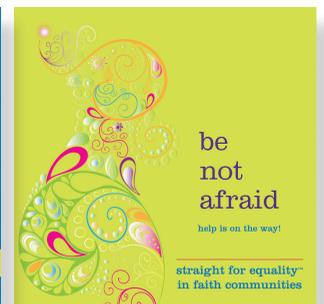
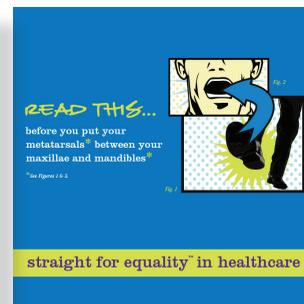
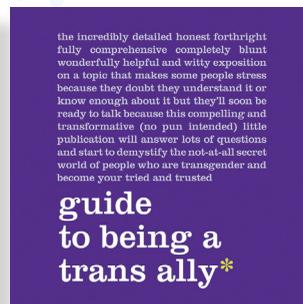
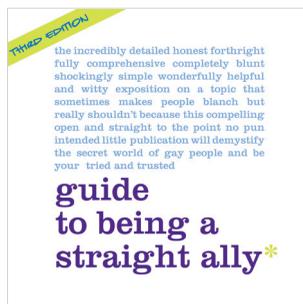
We had a theory: If we could change the way we talk about fairness, we'd have the chance to start engaging a lot more people in the discussion. The opportunities are everywhere—in the U.S., 8 in 10 people say that they personally know someone who is lesbian, gay, bisexual, or transgender (LGBT). If we could transform the way we empower people to discuss the issue and shift how those conversations sound, there would be an opportunity to start reaching each and every one of those individuals and create real culture change.

PFLAG National's Straight for Equality project began with a mission to *invite, educate, and engage* new people in this conversation about how equality for people who are LGBT relates to them and—more importantly—why it matters to them enough to start talking about it themselves.

Straight for Equality has done this in a way that radically shifted perceptions about the topic. Instead of focusing on politics and debates, we focus on helping people understand their personal journeys and to find their unique, individual, and diverse voices to speak up for their LGBT friends, colleagues, and family.

Since Straight for Equality began, the conversation has happened everywhere:

- In the **workplace**, we've worked with more than 120 organizations in the private and nonprofit sectors as well as with government agencies to engage allies in creating inclusive environments where the everyday experiences of LGBT people can live up to the policies created to ensure equal treatment and opportunity.
- Among **people of faith**, we're shifting the discussion away from polarizing extremes to common ground discussions.
- In **healthcare** settings, we've helped providers and allied professionals understand why inclusive care is needed and how they can do more to support their LGBT patients.
- And through the network of more than **400 PFLAG chapters**, we're changing how allies in local communities understand equality.
- Our **four signature publications**, designed specifically for allies, help make this possible in a fun and accessible way. More than 250,000 Straight for Equality publications have been distributed...and we're not done yet.



At PFLAG, inclusion is our superpower—let us help make it yours too.

3 LEARNING BENEFITS

EDUCATIONAL SESSIONS WITH PFLAG: SO MUCH MORE THAN JUST "TRAINING"...

Creating inclusive workplaces is big work, and PFLAG National is with you at every step to supercharge your efforts. Bringing a PFLAG/Straight for Equality learning session to your organization provides you with much more than just a basic "training." Instead, you get an interactive, supported learning experience from the moment you book session through your post-session consultation.

Before your learning session, you'll receive:

- Assistance in selecting a workshop that is right for your organization's needs
- Information about in-person, online, and blended learning options
- Flexible scheduling based on trainer availability
- Two hours of pre-session planning with PFLAG National Staff to tailor presentation to your individual goals
- Assistance with promoting your event including messaging guidance and customizable marketing materials to generate excitement for your session

During your learning session, you'll receive:

- An interactive learning event with one of PFLAG National's Workplace instructors; for online sessions, support from a PFLAG National Staff member to facilitate live chat with participants and post-session question and answer time
- Straight for Equality in the Workplace materials for up to 75 participants (additional copies available for a minimal charge); for online sessions, a custom webpage with links to all participant materials
- Specific, accessible action items for participants to increase LGBT inclusion in your organization

After your learning session, you'll receive:

- Confidential one-hour assessment and observations from PFLAG National's Workplace instructor on the learning experience, potential areas for additional focus, and to help map next-step activities
- Use of the Straight for Equality Learning Partner Logo for one year to visibly demonstrate your organization's commitment to LGBT inclusion at work



READY TO FIND OUT MORE ABOUT HOW
TO BRING A SESSION TO YOUR ORGANIZATION?

See page 11 for booking details.

CLASS LISTINGS

INVITING, EDUCATING, AND ENGAGING ALLIES: STRAIGHT FOR EQUALITY SIGNATURE PROGRAMS

Looking to effectively find and engage allies in the workplace?

Already have allies in the room but looking for ways to provide great learning opportunities?

Here's where to start.

Want to Be an Ally (or Help One Out)?: Straight for Equality in the Workplace 101

LEVEL: BEGINNER TO INTERMEDIATE

Corporations are leading the way in creating policies and programs that ensure equality for LGBT people. But research shows that more than 50% of LGBT adults still remain closeted at work. The problem is often in workplace culture, and the solution lies in supportive allies becoming more visible and engaged. In this session, participants will find out why this issue is relevant at work, whether LGBT or not. They'll learn the ways to reframe who straight allies are, the power they have, and provide space to honestly discuss the barriers that allies face in expressing support in the workplace. Finally, participants will get new strategies and tools needed to help allies break through the barriers and be part of creating real inclusion. Session materials include [the guide to being a straight ally \(third edition\)](#).

I'm Not LGBT...Not That There's Anything Wrong with That: Advanced Ally Skills 201

LEVEL: INTERMEDIATE TO ADVANCED

As allies want to be more engaged, they need support in their efforts to learn and do more, whether at work or at home. But often self-identified allies find themselves faced with common challenges to expressing support for their LGBT family, friends, and colleagues that may leave them less likely to speak up. In this session, participants will learn about the progress allies are creating and identify the barriers to more advanced support. They'll find out how to transform the reason they're an ally (or need one) into their case for inclusion using their personal story, get effective strategies to take on the more advanced issues, understand how to transform conflict into opportunity, and put their skills to work. *Straight for Equality 101 is a strongly suggested prerequisite for this session.*



“KPMG's multi-year collaboration with PFLAG National has brought a whole new set of learning and engagement opportunities for KPMG employees across the country. This relationship further demonstrates KPMG's deep-rooted commitment to LGBT and ally inclusion at work and provides us with ways to actively enhance that commitment through the different Straight for Equality in the Workplace learning sessions. For KPMG, our work with PFLAG National has been a worthwhile investment.”

Kathy Hannan, National Managing Partner for Diversity & Inclusion and Chief Diversity Officer, KPMG LLP



The Curious Case of the Fried Ally—Beating Ally Burnout: Straight for Equality 301

LEVEL: *ADVANCED*

The trajectory of ally engagement in the workplace has been meteoric, changing the face of network groups, the case for inclusion, and perceptions of the equality movement. However, once allies own their power as changemakers, the hard work begins. While there's much to be gained from the work of allies—and the work of LGBT people making change in the workplace—it sometimes comes at a high price. Living up to expectations, honoring commitments to lifelong learning and advocacy, and creating thriving LGBT-ally partnerships in network groups can lead to burnout. Learn about what this looks like, how to spot it in yourself and others, consider ways to address challenges on personal and organizational levels, and ensure the way YOU ally stays powerful.

Straight for Equality in the Workplace: Becoming a Trans Ally

LEVEL: *INTERMEDIATE TO ADVANCED*

While the acronym LGBT is frequently used to reflect a diverse community, the issues faced by each group within the community are often very different. People who are transgender report higher rates of discrimination at work than gay and lesbian individuals, and the level of understanding of transgender issues is often low. This learning session applies the unique Straight for Equality approach to focus on the important educational building blocks necessary to create allies to the trans community. Participants will understand key terminology including what transgender means and why it is part of "LGBT." They'll learn more about the role that gender stereotypes play in bias against transpeople, and find out about research that demonstrates the widespread harms of this bias. Most importantly, participants will learn how to be trans allies through basic transgender etiquette and practices. Organizations can also opt to include an overview of their own transgender benefits and policies in the session to connect the learning objectives with their own work. Session materials include the [guide to being a trans ally](#).



Exclusive LGBT Legislative Issue Briefings

LEVEL: *ALL LEVELS*

National, state, and local legislative efforts that impact the LGBT community have made huge headlines, and organizations are looking for ways to educate leadership and employees about what these laws mean for business and inclusion. Whether it's employment nondiscrimination legislation, laws related to bullying and protecting youth, relationship recognition, or international topics, understanding the facts and the context is a critical element of solid corporate citizenship. PFLAG National—a nonpartisan organization—now offers one-hour, workplace-appropriate issue overview briefings. Learn about what key issues are, where they currently stand in the legislative process, and how people can become further engaged. Using PFLAG's inclusive, diverse, and education-focused approach, this session provides unique and timely learning opportunities for participants.

CLASS LISTINGS

ENHANCING YOUR EDUCATION: PROFESSIONAL DEVELOPMENT AND ELECTIVE CLASSES

Feel like you're ready for something different? Want to build great professional development opportunities?

Check out these learning sessions provided by Straight for Equality and PFLAG National as a way to diversify your work!

Learning sessions are appropriate for all participant levels.

Sharing Your Workplace Story to Create Change

One of the core beliefs of PFLAG members everywhere is that when we share our personal stories, we transform discussions from being about abstract rights, laws, and policies to being about real people. And while everyone has a story to tell, the question of how to share this story effectively—especially in the workplace—often goes unanswered. This learning lab will help participants identify their workplace stories about LGBT inclusion, use the building blocks of great stories to develop their narratives, get powerful story-sharing and communications skills, and have an opportunity share their stories and receive peer feedback in a supportive environment. Session materials include customized storytelling workbook.



NEW for 2017! Interested in making this session a multi-ERG event, addressing multiple identities? We now offer a cross-network version of this workshop designed to highlight intersections and inspire collaborative efforts.

From the Classroom to the Boardroom: Addressing Bullying Behaviors

The issue of bullying in schools has led to widespread responses, legislation, and preventative programs. But an important question still needs to be addressed: what happens to people who exhibit bullying behavior as youth when they grow up? Research suggests that schoolyard bullies often exhibit similar intimidating and exclusionary behavior in the workplace. Due to the complexities of the concept of bullying, effective responses are difficult to develop. Participants will discuss the similarities—and differences—between school bullying and workplace intimidation, discover what strategies are being used to solve the issue, identify ways to mentor victims (and prevent more from developing), and put learnings to work in group scenarios to prepare individuals to become agents of inclusion in their workplaces.



“ PFLAG has been a powerful companion on Marriott's journey to increase inclusion throughout our global organization. From the launch of ONE Marriott, our LGBTA employee network, PFLAG was available with advice and support at every turn. As we began to develop marketing programs that embrace LGBT and allied consumer segments, we have relied on the team at PFLAG to provide insights about community response. Through its Straight for Equality project, PFLAG offers learning opportunities for Marriott employees that also support our corporate diversity objectives. As Marriott succeeds and ONE's chapter network expands globally, PFLAG continues to provide guidance. For Marriott, our relationship with PFLAG has been a true partnership that continues to evolve, offering new opportunities with each step. ”

**Apoorva N. Gandhi, Vice President, Multicultural Affairs
Marriott International, Inc.**

Navigating LGBT Issues and Religion in the Workplace:

Be Not Afraid—Help Is on the Way!

As the visibility of people who are LGBT and allies increases in workplaces, the need to address how to navigate the real and perceived barriers between LGBTAs and people of faith becomes critical to ensure inclusion for all. In this session, participants will learn about the positive changes that are happening in faith communities for LGBT acceptance, discuss the remaining barriers that often emerge between LGBTAs and people of faith in the workplace, and explore individual strategies for creating authentic and inclusive connections with people of faith. The days of either being a person of faith or being LGBTA are over—find out how to be part of developing respectful relationships in the workplace to be part of this change. Session materials include the Straight for Equality publication, *be not afraid—help is on the way: straight for equality in faith communities*. *Straight for Equality 101* is a recommended prerequisite for this session.

Becoming a Healthcare Ally: Making the Case, Building the Skills

Research consistently demonstrates that the LGBT community still faces significant barriers to accessing healthcare and receiving culturally-inclusive and competent services. Straight for Equality aims to take on this issue by providing participants with a detailed overview of these challenges and what they mean for patient care. This learning session makes the case as to why visible and educated allies in healthcare are needed to change these trends, and provides accessible and effective strategies for creating more inclusive practices and policies. It also addresses some of the challenges new healthcare allies face—and how to overcome them. Participant materials include the Straight for Equality publication, *read this before you put your metatarsals between your maxilla and mandible: straight for equality in healthcare*.

Don't Know Much About LGBT History?:

The Ultimate LGBT History and Culture Extravaganza

Stonewall. Rainbow flags. Pink triangles. Lavender lambdas. Pride parades. Disco. Tea dances. Fire Island, WeHo, and Boy's Town. Harvey, Audre, Marsha, Sylvester, and even Gaga. What does it all mean? LGBT history and culture tells the story of a vibrant, diverse, and determined community that has overcome massive barriers and deeply influenced mainstream culture. Learn about what many of the symbols, events, and references mean, and get some great insight into the larger story as well as how it all impacts the work we continue to do—as members of the LGBT community and as allies—today.

Cultivating Respect: Stopping Bullying to Create Safer Schools

News reports have been filled with the tragic stories of young people being bullied and harassed in schools, and the terrible consequences many of them face when no one is willing to speak up. This has put a topic that was often seen as “a LGBT issue” on the radar of parents everywhere. In this learning session participants will learn about key research on bullying and harassment, understand how much of it connects to anti-LGBT attitudes and behaviors, and learn how these incidents jeopardize all students. This workplace-friendly session leaves participants with accessible ways to be a part of standing up to bullying on a personal, family, and institutional level. Session materials include PFLAG National's *Cultivating Respect: Top 10 Ways to Make Schools Safer for All Students* booklet.

Buzz: Creating It, Changing It, and Managing It at Work

Achieving a great buzz about your work and your personal brand is one of the keys to professional success. The challenge is that there are few roadmaps for LGBT people and their allies on how to do it. Participants will learn the keys to assessing their buzz and identifying opportunities to improve that buzz at work. We'll also demonstrate how well-navigated coming out conversations (whether first-time or ongoing), discussions about diversity work and ERG involvement, and authentic engagement can be shaped to effectively help meet goals, build a valuable personal brand, and ultimately advance equality in the workplace.

CLASS LISTINGS

LEARNING PROGRAMS FOR ERG LEADERSHIP

Change begins at home! These classes help ERGs engage new members, develop next-gen leaders, and approach their work with a fresh new lens.

ERG Leadership Development: Reaching and Engaging New Members

Employee Resource Groups (also known as ERGs, affinity groups, employee network groups, and business networks) are powerful forces of change within organizations. However, like many volunteer efforts, these groups encounter challenges in reaching new members, engaging participants, and identifying and cultivating individuals for leadership positions. Drawing on more than 40 years of working with and helping develop volunteer leaders in PFLAG chapters nationwide, this learning lab will engage participants in an examination of how ERG business is currently conducted and infuse it with effective strategies to start reaching and inspiring new members and leaders. Participants will evaluate the “personality” of their group and the role it plays in member retention, find ways to build engagement into everything the group does, and develop innovative ideas to cultivate leadership.



It's Not About Counting Heads: Creating Truly Inclusive Network Groups

It's been said that diversity isn't about counting heads, but about making heads count. Creating an ERG-based diversity engagement strategy that accomplishes this goal isn't always easy, but the benefits are tremendous. Culturally-inclusive ERGs are able to better serve organizations, provide support to less visible populations, and create partnerships that yield great educational opportunities, dispel stereotypes, and develop inclusive workplace climates. In this session, participants will learn about why inclusion of communities of color is so important to ERG work, the role of LGBTs as allies to people of color, understand inclusion vs. diversity, take on some of the biggest challenges around inclusion outreach, brainstorm and share with other participants to create new efforts, and get the tools to start boosting inclusion in your ERG.

The Care and Feeding of Allies in the Workplace

The subject of allies in the workplace continues to be a hot topic of conversation. But much of the work that's been done to attract them has been based on goals for engagement, which means addressing the educational and support needs of allies are often overlooked. This learning session provides information on new ways to think about who allies are, what they need to self-identify, and how to help them become openly engaged with LGBT groups within organizations. And once you identify allies, what comes next? Find out what the effective paths to ally engagement look like, how organizations are developing these inroads, and develop a map for your group to create a great ally strategy.



“ At Sodexo, we firmly believe in community involvement and strategic partnerships with community organizations. When our PRIDE network decided to make ally engagement a priority, the first organization we called was PFLAG. They developed a strategy for empowering allies and supported that strategy with employee learning sessions based on their Straight for Equality in the Workplace project. We observed that LGBT inclusion had moved from theory to reality. To ensure that our employees bring their whole self to work, we partnered further with PFLAG and Buck Davis & Company to develop a LGBT conversation guide and educational programs to build ally skills. As an organization with deep commitments to inclusion both among our employees and in the communities we serve, Sodexo recognizes that our partnership with PFLAG has been invaluable in achieving our goals. ”

Rohini Anand,
SVP Corporate Responsibility & Global Chief Diversity Officer, Sodexo

“ *The creation of the LGBTQA employee resource group at BAE Systems, Inc. was a step toward achieving our goal of furthering an inclusive environment where every employee is valued and our differences contribute to our business success.*

Working with PFLAG and leveraging the Straight for Equality project helped us kick off the training element of our employee resource group. Their flexibility in adapting training sessions that were tailored for our culture—the training they offered was not one-sided or biased—meant we were able to offer sessions that were open-ended to encourage open and candid dialogue. By working with us, they helped our employee resource group to deliver sessions that educate on how to become allies to the LGBTQ community.

Working with Straight for Equality, we were able to customize presentations for three successful learning sessions in 2014 that fit well within our culture and kept our employees engaged. The Straight for Equality staff was professional, responsive, and very supportive last year, and we are already working with them on some of our programs for the future. ”

Curt Gray, SVP Human Resources & Administration, BAE Systems Inc.

Ready to get to work? Want to learn more about how your organization can partner with PFLAG National to move equality forward? Here's where to get started.

PFLAG National Partnerships and How to Book Your Session

PFLAG NATIONAL PARTNERSHIPS

INVEST IN A 2017 PFLAG NATIONAL PARTNERSHIP

PFLAG National respects relationships, especially with our corporate partners who frequently demonstrate courage through inclusion and acceptance of people who are LGBT and their allies in the workplace.

Investment in a PFLAG National partnership affirms your corporate commitment to organizational **diversity and inclusion**, to engagement with individuals in **the essential work of culture change**, and to **high-level corporate visibility and leadership on LGBT acceptance**.

PFLAG National Partnerships support for a full range of work that has a beneficial impact on LGBT inclusion in the workplace, schools, faith-based institutions, and communities.

PFLAG National Partnership packages are optimized to provide you with a single agreement and a single point of contact to ensure that your benefits are delivered and needs are always met. Packages can be customized to meet your organization's unique needs.

PFLAG National Partners receive a comprehensive collection of benefits that provide broad brand exposure to external audiences as well as key resources to help build your organization's inclusion efforts. A few of the key benefits of partnership include:

- **The PFLAG National Partner Logo:** Show your employees, clients, and customers where you're focusing your support with use of the PFLAG National Partner logo on your corporate D&I materials.
- **Workplace Educational Sessions:** Take advantage of complimentary workplace educational sessions as one of many key National Partner benefits. Choose from 16 personalized learning options, outlined in this catalog. Following completion, organizations receive the 2017 training partner logo for use on materials to visibly demonstrate their commitment to LGBT workplace inclusion.
- **Straight for Equality Gala (March 27, 2017):** Attend PFLAG National's premier event in New York City, honoring allies and advocates for LGBT equality and elevating the work of individuals, corporations and institutions that hold LGBT inclusion as a core commitment.
- **Exclusive PFLAG Updates:** Understand the issues. Join PFLAG National leaders and subject-matter experts for insights on developments critical to LGBT acceptance and inclusion. Offered bi-annually, these web-based briefings will explore the impact of legislative, legal, and social science advancements and will be offered exclusively to National Partners and Major Funding Partners.
- **PFLAG Regional Events:** Engage with PFLAG National and other National Partner corporations through customized events that will help you meet D&I or marketing objectives. Past events include a B2B-training series sponsored by KPMG, and HOT!, a New York City event featuring guests like Food Network celebrity chef Anne Burrell and Andy Cohen of *Bravo's Watch What Happens Live*, hosted by Jenn-Air. PFLAG National Partners benefit from connection to influential and diverse PFLAG supporters in communities across the country.



For additional information about partnership levels, benefits, and customized programs, please contact

Amy Serafino, Director of Development
 aserafino@pflag.org | (202) 683-9308

Elijah Perry, Corporate Development Manager
 eperry@pflag.org | (202) 684-9891



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“ Barclays believes diversity and inclusion is a key differentiator in our goal of becoming the ‘Go-To’ bank. To that end, the bar at Barclays is high when it comes to the community partners that we select to help us ensure our employees experience full inclusion in their roles. Our multi-year partnership with PFLAG National has been and continues to be a powerful accelerator in LGBT and ally workplace inclusion. Through PFLAG’s Straight for Equality project, we’ve effectively developed and deployed a straight allies program that is now global in scope, advancing employee responsibility for building cultural inclusion and understanding. PFLAG addresses our organizational objectives, listens to individual needs, understands how to engage people, and consistently reminds us of the power of the individual voice to transform organizations. ”

Mark Q. McLane, Global Head of Diversity & Inclusion, Barclays Capital

READY TO BECOME AN INCLUSION SUPERHERO AT YOUR ORGANIZATION?

Here’s how to do it.

1. **SELECT THE SESSION(S)** that interest you and determine target dates for your event.
2. **CONTACT US** to start the conversation. We’ll be able to help find the best learning session for your needs and provide online session demos to help you understand the content. We can also provide details on session costs at this time.
Jamie Henkel, Learning and Inclusion Manager
info@pflag.org or call (202) 467-8180 ext. 210
3. **BOOK YOUR SESSION!** Ready to make it official? We strongly suggest booking a session a *minimum* of two months in advance to ensure that we’ll be able to accommodate your request. (Please note that June and October tend to book up several months in advance, so plan early!) After your session date is confirmed, we’ll schedule time to ensure that your session is customized to meet your unique needs and goals.
4. **SPREAD THE WORD!** The Straight for Equality staff can assist you with ideas for promoting your event, suggested timelines, and provide easy-to-use customizable templates for flyers, posters, and e-mail blasts to get great visibility for your sessions.

WANT TO LEARN EVEN MORE RIGHT NOW?

Visit us online:

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**STRAIGHT FOR EQUALITY
A PROJECT OF PFLAG NATIONAL**

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