



2020

INVITE
EDUCATE
ENGAGE



WORKPLACE LEARNING CATALOG

ABOUT PFLAG'S STRAIGHT FOR EQUALITY PROGRAM

PFLAG National has nearly 50 years of experience working with families and allies to build inclusion and fairness for all, everywhere.

More than a decade ago, PFLAG National launched the Straight for Equality program asking a simple question:

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

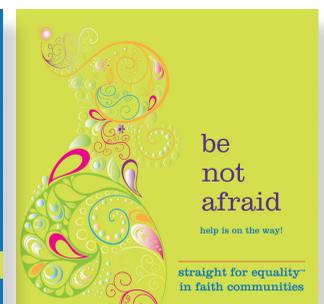
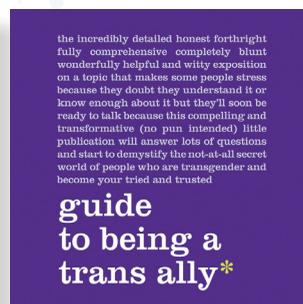
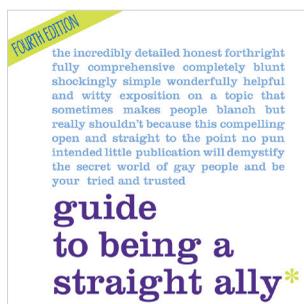
We had a theory: If we could change the way we talk about inclusion, we'd have the chance to start engaging a lot more people in the discussion. The opportunities are everywhere—in the U.S., 8 in 10 people say that they personally know someone who is lesbian or gay, while about 37% of people know someone who is transgender. 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 engage them to create real culture change.

PFLAG National's Straight for Equality program began with a mission to *invite, educate, and engage* new people in this conversation about how equality for people who are lesbian, gay, bisexual transgender, queer, and questioning (LGBTQ+) relates to them and—more importantly—why it matters to them enough to start talking about it themselves.

Straight for Equality has 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 LGBTQ+ friends, colleagues, and family.

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

- In the **workplace**, we've worked with more than 140 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 LGBTQ+ 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 conversations.
- 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 LGBTQ+ 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 350,000 Straight for Equality publications have been distributed...and, even after 12 years, we're not done yet.



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

THE BENEFITS OF LEARNING WITH PFLAG NATIONAL

PFLAG EDUCATIONAL SESSIONS: SO MUCH MORE THAN JUST “TRAINING”

Creating an inclusive workplace is a big project, 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 your session through your post-workshop 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 instructor availability
- Two hours of pre-session planning with PFLAG National Staff to tailor presentation to your organizational goals
- Assistance with promoting your event including messaging guidance, as well as customizable marketing materials to generate excitement for your session

During your learning session, you’ll receive:

- An interactive 60-90 minute learning event with one of PFLAG National’s workplace instructors. For online sessions, you’ll also receive support from a PFLAG National Staff member to facilitate live chat with participants and post-session question and answer time
- PFLAG’s Straight for Equality in the Workplace materials for up to 75 participants (additional copies available for a minimal charge); for online and web broadcast sessions, a custom webpage with links to all participant materials
- Specific, accessible action items for participants to increase LGBTQ+ 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 LGBTQ+ inclusion at work



READY TO LEARN MORE ABOUT HOW
TO BRING A SESSION TO YOUR ORGANIZATION?

See page 11 for booking details.

CLASSES: ALLY DEVELOPMENT

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 trying to get them more active with learning opportunities?

Here's where to start.

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

LEVEL: BEGINNER TO INTERMEDIATE

Corporations are leading the way in creating policies and programs that ensure equality for LGBTQ+ people. But research shows that roughly half of LGBTQ+ 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 LGBTQ+ or not. They'll learn the ways to reframe who allies are, the power they have to create change. We'll also 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.

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

LEVEL: INTERMEDIATE TO ADVANCED

As allies want to become 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 LGBTQ+ 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. *"So You Want to Be an Ally" is a strongly suggested prerequisite for this session.*



“KPMG’s long-standing partnership with PFLAG National has created opportunities for our partners and employees to engage in lifelong learning. Our commitment to LGBT+ and ally inclusion is fueled by PFLAG’s best-in-class Straight for Equality workplace learning sessions. As an ally myself, I have experienced first hand the benefits of KPMG’s investment with the PFLAG National team.”

Michele Meyer-Shipp,
Principal, Chief Diversity & Inclusion Officer, KPMG LLP

What Would You Do?: The Advanced Ally's Guide to Being Active in Tough Situations

LEVEL: ADVANCED

So you're an ally. You're out there. People know what your values are. You're starting conversations and educating people. And yet, navigating different kinds of conflict in interactions remains a challenge. This session, for advanced, self-identified allies, takes that issue on and leads participants in a skill-building experience to fine-tune their ally engagement skills and develop the resources to take on the tough and tricky world of difficult situations. Participants will compare and contrast the initial ally journey with the advanced ally journey, explore the key habits and behaviors of advanced allies, and learn skills to turn conflict into paths for communication and understanding. This customized, scenario-based session features opportunities for participants to apply what they've learned to real-world situations and share their unique strategies for transforming allyship from good to great.



Customizable Content Available! Are there scenarios that you'd like to teach people to navigate? Are there issues that frequently arise and you want to help teams be more effective in their responses? PFLAG can help develop custom scenarios to create transformative learning moments.

Straight for Equality in the Workplace: Becoming a Trans Ally

LEVEL: INTERMEDIATE TO ADVANCED

While the acronym "LGBTQ+" is frequently used to reflect a diverse community, the issues faced by each group in the acronym are 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 "LGBTQ+." 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.



New Content Available! Want to include an overview of your organization's transgender benefits and policies in the session? Interested in providing learning opportunities about non-binary identities in the workplace? PFLAG offers additional customizable content for this session based on your educational needs. Talk to us for more information.

Beyond the Binary: Understanding and Supporting People with Gender-Expansive Identities

LEVEL: INTERMEDIATE TO ADVANCED

Visibility for people who are transgender-identified has grown significantly, and yet much of the understanding in this area is focused on binary identities—what does it mean to be male or female? However, the reality is that many people embrace gender identities that are neither, both, or fluid. For inclusion advocates in the workplace, the emergence of people with nonbinary identities provides an opportunity to learn more about gender and the ways in which it is understood by others; focus on the importance of language in conversations about gender identity; explore what nonbinary identities mean; and learn the ways to create more inclusive spaces in both our workplaces as well as our LGBTQ+ employee resource groups. This is a 60-minute online-only session. *Becoming a Trans Ally is a strongly suggested prerequisite for this session.*

CLASSES: BUILDING NETWORKS

PROFESSIONAL GROWTH, BUILDING LEADERS, AND DEVELOPING NEW SKILLS

Looking for ways to provide professional development opportunities to network group members? Working to develop a leadership pipeline? Check out these learning sessions from Straight for Equality and PFLAG National.

Thinking Strategically: Developing (and Growing) Your Ally Strategy

LEVEL: ALL LEVELS

In the more than 10 years since the launch of PFLAG's Straight for Equality program, the concept of ally engagement in the workplace has become a core tenet of inclusion programs. Still, "engaging allies" is easier said than effectively done. In this session—designed for network group leaders and advocates—we'll discuss the path that led PFLAG to develop its ally engagement strategy, the key lessons about real inclusion and engagement learned along the way, and focus on turning a theory of change into an effective program. Then participants will be led through activities to develop (and fine-tune) their ally engagement strategies to ensure that the work is intentional, focused, intersectional, and effective. People will leave with a blueprint for their work of changing hearts and minds at work.



Cross-Network Opportunity! This session can be personalized to engage multiple network groups in an effort to develop intersectional ally efforts. Contact us for more information!

The Curious Case of the Fried Ally: Beating Ally Burnout

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 LGBTQ+ 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 LGBTQ+ people—it sometimes comes at a high price. Living up to expectations, honoring commitments to lifelong learning and advocacy, and creating thriving LGBTQ+–ally partnerships in network groups can lead to burnout. In this session, participants will learn about what this looks like, how to spot it in themselves and others, consider ways to address challenges on personal and organizational levels, and ensure the way YOU ally stays powerful.



Allyship in an Age of Exhaustion: Getting it Better

LEVEL: ADVANCED

Change in times of social and political turmoil can be difficult, even for the most seasoned ally. What is the role of an ally in challenging times? What does "getting it right" actually look like? How do we express allyship when we are discouraged? Most importantly, how can advocates keep their focus and commitment to inclusion when faced with what often feels like constant attacks? In this session, we'll look at the challenges of allyship in tumultuous times by examining some of the changes that have set the work of advocates back. We'll also contextualize what this means for LGBTQ+ network group efforts today. Finally, we'll discuss the signals of hope and progress that can help refocus efforts while looking at behavioral shifts that help people weather hard times, push through barriers to inclusion, and thrive as perfectly imperfect allies.

Sharing Your Workplace Story to Create Change

LEVEL: ALL LEVELS

One of PFLAG's core beliefs is that when we share our personal stories, we transform the conversation about LGBTQ+ equality 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 session will help participants identify their workplace stories about LGBTQ+ 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.



Cross-Network Opportunity! 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.

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

LEVEL: ALL LEVELS

It's been said that diversity isn't about counting heads, but about making heads count. Creating a diversity engagement strategy that accomplishes this goal isn't always easy, but the benefits are tremendous. Culturally-inclusive LGBTQ+ ERGs better serve organizations and provide support to less visible populations. It can also create partnerships that yield great educational opportunities, dispel stereotypes, and develop inclusive workplace climates. In this session—designed for LGBTQ+ network group leaders and advocates—participants will learn about why inclusion of communities of color is so important to LGBTQ+ ERG work and the role that LGBTQ+ people can fill as allies to people of color. The session will also take on some of the biggest challenges around engagement, brainstorm to create new efforts, and get the tools to start boosting inclusion in LGBTQ+ ERGs.

“*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 program 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.

CLASSES: ELECTIVES

EXPANDING THE CONVERSATION, MAKING CONNECTIONS, REACHING NEW AUDIENCES

Feel like you're ready for something different? Looking for ways to grow your relationship with other network groups? These learning sessions are a great way to diversify your work. These sessions are appropriate for learners at all levels.

When Someone Comes Out: Demonstrating Support and Acceptance

The term "coming out" has become so mainstream that many people assume that the word—and the actions it entails—are simple. However, in spite of the progress made in acceptance for people who are LGBTQ+-identified, the process can still be harrowing, especially at work. In this session, participants will learn about what it means to come out, invite others in, and to disclose your sexual orientation and/or gender identity today and find out about some of the ways that living authentically positively impacts people who are LGBTQ+ in various aspects of their lives. They'll also review data and research that demonstrates the power and impact of supportive families, schools, workplaces, and communities, and learn what allies can do to celebrate and support family, friends, and/or coworkers that have come out as LGBTQ+.

 **Customizable content available!** This session can be customized to address specific questions, issues, or working groups (e.g., Human Resources, Talent Acquisition).

Cultivating Respect: Stopping Bullying to Create Safer Schools

For many years, 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 LGBTQ+ 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-LGBTQ+ attitudes and behaviors, and learn how these incidents jeopardize all students. This workplace-friendly session, which provides a great opportunity to collaborate with other ERGs, leaves participants with accessible ways to be a part of standing up to bullying on a personal, family, and institutional level.

 **Cross-Network Opportunity!** School bullying is an issue that has an impact on all students. This session is a great opportunity to partner with other network groups to share learning space and expand the conversation. Talk to us for more information!

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 continue their intimidating and exclusionary behavior in the workplace. But because of the complexities of bullying, effective responses are often difficult to develop. In this session, participants will discuss the similarities—and differences—between school bullying and workplace intimidation. They'll also discover what strategies are being used to solve the issue in schools and how they can be adapted in the workplace. Finally, they'll identify ways to mentor victims (and prevent more from developing) and learn how to model inclusive leadership at the personal and organizational level.

Don't Know Much About LGBTQ+ History?: The Ultimate LGBTQ+ History and Culture Extravaganza

Stonewall. Rainbow flags. Pink triangles. Lavender lambdas. Pink, blue, and white banners. Pride parades. Disco. Fire Island, WeHo, and Boy's Town. Harvey, Audre, Marsha, Sylvester, and even Gaga. What does it all mean? LGBTQ+ history and culture tells the story of a vibrant, diverse, and determined community that has overcome massive barriers and deeply influenced mainstream culture. In this session, participants will learn about what many of the symbols, events, and references mean. They'll also 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 LGBTQ+ community and as allies—today.

When LGBTQ+ Past and Present Collide! How LGBTQ+ History Can Illuminate Today's Challenges

As the old saying goes, those who don't know history are destined to repeat it. Yet looking at where the LGBTQ+ and ally community is today sometimes feels like we're navigating completely new ground. But is that really the case? In this session, participants will be engaged in a fast-paced learning experience that examines key facts about LGBTQ+ history and how it shapes the world we're in today, and then closely examine key advocacy issues to understand them in greater depth. What can the history on these issues tell us about the challenges and opportunities we face? How can it inform the ways in which we take action? And how can we emulate the change strategies of key LGBTQ+ leaders to elevate our voices and create change? *"Don't Know Much About LGBTQ History" is a strongly suggested prerequisite for this session.*

Exclusive LGBTQ+ Legislative Issue Briefings

Local, state, and federal legislative efforts that impact the LGBTQ+ community continue to make headlines. Consequently, many 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 like the Equality Act, laws related to bullying and protecting youth, the trans military ban, or questions being considered by the Supreme Court, 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.



“PFLAG has been a powerful companion on Marriott's journey to increase inclusion throughout our global organization. From the launch of ONE Marriott, our LGBTQ+ 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 program, 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.**



PFLAG NATIONAL PARTNERSHIPS

INVEST IN A 2020 PFLAG NATIONAL PARTNERSHIP

PFLAG National respects relationships, especially with our corporate partners who proudly demonstrate courage through inclusion and acceptance of people who are LGBTQ+ 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 LGBTQ+ acceptance**.

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

- **Brand Exposure to a National Audience:** Put your organization in front of more than 200,000 members and supporters in PFLAG's more than 400 chapter-strong network of families, allies, and people who are LGBTQ+-identified.
- **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 materials.
- **Workplace Educational Sessions:** Take advantage of complimentary workplace educational sessions as one of many key National Partner benefits. Choose from 19 personalized learning options outlined in this catalog. Following completion, organizations receive the 2020 training partner logo for use on materials to visibly demonstrate their commitment to LGBTQ+ workplace inclusion.
- **Exclusive PFLAG Updates:** Understand the issues. Join PFLAG National leaders and subject-matter experts for insights on developments critical to LGBTQ+ acceptance and inclusion. 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 National and 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 B2B training series sponsored by KPMG, and HOT!, a New York City event (hosted by Jenn-Air) featuring guests like Food Network celebrity chef Anne Burrell and Bravo's Andy Cohen, as well as house parties across the country.



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

Maggie Ardiente, Director of Development
 mardiente@pflag.org | (202) 349-0788

BOOKING YOUR SESSION

READY TO BECOME AN INCLUSION SUPERHERO AT YOUR ORGANIZATION?

Here's how to do it.

1. PICK YOUR SESSION(S).

Choose the learning sessions that interest you and determine target dates for your event. You can find expanded descriptions for learning sessions at straightforequality.org/workplacesessions.

2. CONTACT US.

Let's 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.

Contact:

Jamie Henkel, Learning and Inclusion Manager
jhenkel@pflag.org or call (202) 657-6998

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 will 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!

PFLAG's Straight for Equality team 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.

EXCITED? WANT TO LEARN EVEN MORE RIGHT NOW?

 pflag.org and straightforequality.org

 [/PFLAG](https://www.facebook.com/PFLAG) and [/S4Equality](https://www.facebook.com/S4Equality)

 [@pflag](https://twitter.com/pflag) and [@S4Equality](https://twitter.com/S4Equality)

 [linkedin.com/company/PFLAG-S4Equality](https://www.linkedin.com/company/PFLAG-S4Equality)



**STRAIGHT FOR EQUALITY
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