



## Buzz: Creating It, Changing It, and Managing It at Work Learning Session Overview

### **Background:**

Achieving a great buzz about your work and your brand is one of the keys to professional success. The challenge is that there are few roadmaps for LGBT people (or their out straight allies) on how to do it.

This session will teach how coming out conversations (whether first-time or ongoing), discussions about diversity work and ERG involvement, and authentic engagement with other diverse groups can be shaped to effectively help you meet your goals and generate great buzz about you in the workplace and improve business. You'll have a chance to assess your buzz, identify opportunities to improve that buzz at work, and learn how to navigate tough conversations to transform perceptions, build your personal brand and ultimately advance equality work in the workplace.

### **Content Outline:**

- Identify what buzz is and the important role it plays in personal, ERG, and overall organizational success
- Assist participants in assessing what their buzz currently is
- Examine critical conversations LGBTs frequently encounter at work and how they pose important opportunities to make (or break) good buzz
- Get strategies for navigating these conversations effectively
- Find out how to do "buzz rehab" where necessary
- Learn how to sidestep some of the pitfalls that damage great buzz
- Interact with other participants in real-world scenarios to learn how to build your personal brand buzz and increase understanding around LGBT issues at work

**Session Length:** 90 minutes

**Target Audience:** General audience

**Participant Materials:** Shared link to online resource page.

For more information on this session, contact Jamie Henkel,  
Equality and Diversity Partnerships Manager,  
by e-mailing [jhenkel@pflag.org](mailto:jhenkel@pflag.org) or call (202) 467-8180 ext. 210.