



# Workplace Pride

THE INTERNATIONAL  
PLATFORM FOR LGBTIQ+  
INCLUSION AT WORK

## Workplace Pride 2022/23 Strategy

### Introduction:

This past year has continued to be a huge challenge for Workplace Pride, but not in the way that we thought when the 2021 strategy document was written. Since then (January of this year) the Foundation has added 24 new members - the biggest growth spurt in the history of the Foundation by far! While this has put us in a more comfortable position regarding funding, it has also resulted in many new challenges that urgently need to be addressed.

### Vision Statement:

Workplace Pride is dedicated to improving the lives of LGBTIQ+ people at work around the world. We work with and via employers of all types as well as individuals, communities and other stakeholders to achieve this and we always strive to create solutions in which all parties benefit. Our scope is global but we respect local differences as well as those within the LGBTIQ+ community itself. We include all individuals in our efforts, whether they identify with the LGBTIQ+ community or not and we strive to create a balance of community representatives across all aspects of our work.

### Mission Statement:

Workplace Pride is a not for profit foundation dedicated to improving the lives of Lesbians, Gays, Bisexuals, Transgenders, Intersex, Queer, Allies and others who identify or support our community (LGBTIQ+) in workplaces worldwide. We strive for a world of inclusive workplaces where LGBTIQ+ people can truly be themselves, are valued and, through their contributions, help to lead the way for others.

### Core Values:

Workplace Pride embodies the following core values:

- **Respect of Diversity:** We respect people from all backgrounds, no matter their sexual orientation, gender identity or expression, nationality, age, ethnicity, nationality, religion or any other characteristic that they identify with.
- **Passion:** Our Foundation and our community is determined to create a better and more equitable world for LGBTIQ+ people and it is through our passion that we will change hearts and minds.

- **Leadership:** Change takes courage and courage demands leadership. Through our example we will help to guide others to the goal of greater equality, inclusion and belonging for LGBTIQ+ people in the workplace
- **Community-Focus:** Knowing that we are stronger together, Workplace Pride will always strive to work productively, equitable and pro-actively with LGBTIQ+ and other supportive communities around the world.
- **Professionalism and Integrity:** We interact with all of our stakeholders in a professional and courteous way. This is done with mutual-respect for different opinions but always striving for equitable and sustainable solutions.

## Stakeholders:

First and foremost, the LGBTIQ+ community members in workplaces around the world are our primary stakeholders. These are the people for whom we exist as a Foundation and for whom all of our efforts are ultimately directed. Secondly, and just as important are the many types of employers that the LGBTIQ+ community works for (private sector, public sector, academia). From its inception, Workplace Pride has worked through and with these stakeholders as they are the vehicles through which we can effect change.

Also included in among our stakeholders are:

- **Civil Society Organisations:** Being at the front line of legal, health and human rights issues for the LGBTIQ+ community around the world, it is vital that we work closely with like-minded CSO's
- **Self-employed LGBTIQ+ people:** Often some of our strongest supporters, these individuals help to foster LGBTIQ+ inclusion and belonging through their own business and community contacts
- **Allies of all types:** It is vitally important in the Workplace Pride story that we work closely with people who are not directly part of our community, but who support us in their words and actions.

For all of our stakeholders and with everything we do, we stand for positive, pro-active and cooperative change in which all parties benefit.

## Long Term Goals:

It is highly likely that the endeavour to create better workplaces for LGBTIQ+ around the world will be a never ending task. This is partly due to the many countries around the world that still have homophobic regimes and laws, but also due to the slow pace required to realise cultural change.

Having said that, the pace of positive change around the world continues to accelerate with more and more countries and peoples seeing also the economic and moral advantage to being more inclusive... of everyone. The long-term goal then for Workplace Pride continues to be a *'leading international player at the*

*forefront of change for LGBTIQ+ workplace inclusion*'. Even though the goals themselves have not changed, the methods by which we reach them continue to evolve. Specifically, this will include how we structure our international outreach.

## SWOT analysis:

The SWOT analysis is largely still correct, although significant efforts have been made in increasing the size of the team with younger individuals and optimising our internal processes to achieve more efficiency. We are also seizing more opportunities and working with other parties.

Perceived threats have also shifted a bit as the pandemic turned out to be a huge boost instead of a bust for the entire community in terms of support. The bigger threat now comes in the form of external forces for the entire LGBTIQ+ community such as increased populism which could result in corporations retreating from support in some regions. However, to date this has not been the case. The threat of more organisations moving into this space also seems to be less than originally thought.

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• International scope</li> <li>• 15 years experience</li> <li>• Multiple pillars &amp; activities</li> <li>• Pro-active</li> <li>• Small agile team</li> <li>• Well-respected within our community &amp; stakeholders</li> <li>• Vast network</li> <li>• Passionate team &amp; stakeholders</li> <li>• New L&amp;D program</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Small team</li> <li>• Potentially not diverse enough as a Foundation</li> <li>• Aging team</li> <li>• Spreading ourselves too thin</li> <li>• Not undertaking as much as we could internationally</li> <li>• Structure can be reinforced</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• The corporate world has realised that engagement due to #BLM, #Me-too &amp; Covid-19 is no longer a luxury: WP is well placed to gain more traction here.</li> <li>• International scope -both geographically and who we are able to reach - greatly increased due to online work.</li> <li>• Partnership with like-minded parties in projects initiatives</li> <li>• Thought leadership in research and outreach</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• More organisations moving into this space</li> <li>• Economic impact of pandemic could still be harmful</li> <li>• Fatigue by 'older' members</li> <li>• Unable to meet commitments due to insufficient staff</li> <li>• Becoming overwhelmed with growth and scope due to insufficient infrastructure</li> </ul>

## Conclusion:

Workplace Pride is now well positioned to continue its role as an internationally-active civil society organisation that focuses on supporting LGBTIQ+ people in workplaces here in the Netherlands and around the world. There will always be challenges, with members coming and going, new organisations doing similar work, and homophobic states that threaten our communities. However, after 15 years, we continue to be a respected and pro-active player in the LGBTIQ+ space to be reckoned with. We are well-positioned to not only continue this trend, but to expand

it even further to become THE 'leading international player at the forefront of change for LGBTIQ+ workplace inclusion'.

## Main Value Drivers of Our Work

Value to the Global LGBTIQ+ Community in the Workplace	Value for Members & Prospects	Focusing Knowledge on LGBTIQ+ Workplace Inclusion	Leadership re LGBTIQ+ Workplace Inclusion
<b>Pre-existing Activities 2022</b>			
Close connection with other CSO's: ILGA, Open for Business, etc.	Website and dissemination of LGBTIQ+ workplace information	Regular Newsletter	Work with business & diplomatic leaders
Regular Cooperation with external studies / media interviews, etc.	Targeted Webinars on specific topics	Social Media Outreach	Board outreach on specific topics (articles)
Program structure & events: Women/Young/Tech/Academia	Hands-on Relationship Management	Chair Research & outreach / events	Global Leaders Council
	International Conference		
	Annual Global Benchmark		
	Leadership awards and Gala		
	UN Standards Toolkit		
	Global Leaders Council		
<b>New Activities 2022</b>			
Take Pro-active Public Role	Training / Digital footprint	Thought Leader	Leverage Leadership
CSO Toolkit with Global Equality Fund	Learning & Development Program	Academic Conference with WP Chair 21.05	Hungary Conference 17.05 with BUZA
HIVOS Free2BMe Project	Targeted Webinars on specific topics	New Horizons (via App in 2021)	Leader Workplace Track of Copenhagen World Pride 18.08
Strategic Partnership with Catalyst	Comprehensive Workplace Pride App including online forums	LGBTIQ+ Workplace Monitor (State of the Union)	White Paper with IBM on Corporate Advocacy
New Trans Program?	Data Base for Foundation Content (Brian)	Continuation & reinforcing international focus of Chair	
Strategic Partnership with Open for Business?	WP-1000 member connection project		

### Value to the Global LGBTIQ+ Community in the Workplace:

- While we continue to maintain close connections with a number of other LGBT+ workplace-focused organisations, the perception is that all of them, without exception, have been growing as fast as us which consumes most of their time and resources. Nonetheless, I feel that we should pursue deeper, perhaps structural cooperation with Open for Business as we will have greater impact in some international locations if we combine our resources.
- With our previous “programs” being re-branded to “Communities” and with the addition of Trans+, we are well on our way to elevating this element of our work to a ‘pillar’ of the Foundation.
- The CSO toolkit has been a big success and we continue to explore how we can leverage this as well as potential spin-offs with regional versions. We have also now established an excellent relationship with the Global Equality Fund which opens the door for future projects.
- The F2BM project continues to stumble along, but we have ‘ring-fenced’ our contribution and are in close contact with the NL Min. of Foreign affairs which funds the project and gives us an ‘escape clause’ if things deteriorate too much.
- Structural communications within the Foundation remains our Achilles heel after two failed experiments with individuals. We are now bringing in expert advice through the Nieuwe Gevers professional volunteer platform with the goal of defining a durable approach going forward.

### Value for Members & Prospects:

- More and more, the **Global Benchmark** has become the strongest ‘product’ of the Foundation. Both existing members and new members gravitate to it as a solid measure of where they are on LGBTIQ+ engagement. New members often mention it as the reason they want to join WP. Nonetheless, we will continue look for ways to make it more user-friendly externally and easier to process internally.
- **Relationship Management** also plays a more important role than in the past. As the size of the Foundation increases, our RM’s are the interpreters of our work to our members and the recipients of how our members evolve on the topic.
- The **Learning and Development program** is another of the strong pillars of our work and has proven to be a magnet for new members as well as a valuable source of additional income. Much of the program does rest in Yuli’s hands, so we should make an effort to embed it further into the structure of the Foundation.
- **Events:** After a long hiatus due to the pandemic, we are back in full force with in-person events both in NL and abroad. However, there are fewer webinars given the ‘digital fatigue’ of many people. We may have to curb the size/costs of some of our events which seem to increase in costs disproportionately when more individuals are present. Nonetheless, our ability to convene continues to be one of the strengths of the Foundation as it embodies the sense of community that we rely upon.
- **Communications** under this section is set for a re-vamp. The App did not deliver the results we were hoping for and the website is not as user friendly as it should be. We are already undertaking focus groups to determine the actual need of our users and will work (as mentioned above) with the Nieuwegevers to have a more professional approach to comms.

**Focusing Knowledge on LGBTIQ+ Workplace Inclusion:**

- As with the other drivers, we have been hindered by our wavering **communications** approach. While we are able to hold our own for now and have set up a comms contingency structure, it is not a replacement for a more structured mid-to-long term approach.
- Despite the above, we still have made good progress with both the **Chair and the LGBT+ Workplace Monitor**, which will be launched on 11 Oct. of 2022. These promise to continue focusing knowledge on LGBTIQ+ workplace inclusion which will greatly benefit the Foundation.

**Leadership re LGBTIQ+ Workplace Inclusion:**

- This driver has probably been the most successful since the last review period. While our work has been strong and garners respect, we have also had a great advantage from the times we live in. For example, many organisations are finally realising that LGBTIQ+ inclusion is no longer a luxury, but a necessity, which is evident in the media as well as in our many new members. This is partly due to a change in the concept of social responsibility of companies toward marginalised communities and society in general. Fortunately, we are well-placed to be a natural beneficiary of this change.