



Workplace Pride 2020 Strategy

Introduction:

Entering a new decade has brought with it unprecedented challenges and opportunities to the Foundation. On one hand we are in the midst of a once-in-a-generation pandemic and all of the economic upheaval that this brings for society, our community and the Foundation. On the other hand, new forms of communication (video) have opened up avenues for our work that were previously unthinkable, allowing us to reach a greatly expanded audience. This strategy document takes these matters into account and lays out the major focus of the Foundation for the coming year.

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'*.

SWOT analysis:

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

2021 Objectives and Activities:

Based on the above, and as an outcome of the 2020 Board offsite, our focus for 2021 is based on 4 main value drivers below. These drivers have been translated into concrete activities (both existing and new ones) for 2021 further below.

Each activity has an individual trajectory or plan associated with it. A comprehensive communication plan will explain what the goal of each activity is in greater detail, how it will be carried out, and on what time scale.

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
Pre-existing Activities 2020			
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		
New Activities 2021			
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		