

G.E.T.* Phluid Certified

*Gender Expansive Training

Invest in Inclusion

Sexual orientation and gender identity and expression (SOGIE) inclusion policies increase LGBTQIA employees job satisfaction, commitment to their employer and health outcomes.¹ Companies with a long term commitment to LGBTQIA inclusiveness outperform others in their sector.² Seventy-seven percent of Generation Z (born starting in 1996) claim that a company's diversity and inclusion policies are a determining factor for their choice of employer.³ The Phluid Certification process helps you implement inclusive and business wise policies to help your company go beyond waving the rainbow flag during Pride Month to being a company who publically and proudly supports its gay, transgender, gender nonconforming and nonbinary employees. This evolution of culture will create a positive impact for all gender identities in your employee and customer bases and will be a financial investment in your company's future.

Overview

The Phluid Project Certification will provide your company with an inspiring education and a set of tools to embrace true affirmation of all individuals' gender identity and gender expressions.

Goals

1. To ensure your company is upholding legal expectations of SOGIE nondiscrimination.⁴
2. To ensure your company is recruiting and retaining the most diverse talent who will feel free to be their authentic selves in their workplace.
3. To build the company's internal knowledge on direct steps it can take to provide true affirmation of all individuals' gender identities and expressions and these vitals steps will provide a supportive inclusive environment for all.

¹ The Business Impact of LGBT-Supportive Workplace Policies M.V. Lee Badgett, Laura E. Durso, Angeliki Kastanis & Christy Mallory; The Williams Institute (2013)

² Return on Equality™, the Real ROE; the Shareholder Case for LGBT Workplace Equality; John N. Roberts and Cristian A. Landa; Workplace Corporate Index Denver Investments (2014)

³ How Generation Z Will Transform the Future Workplace: Generation Z is disrupting recruiting, training, managing, and more in 2019 and beyond; Ryan Jenkins
<https://www.inc.com/ryan-jenkins/the-2019-workplace-7-ways-generation-z-will-shape-it.html>

⁴ As of 2019, Both NYC and NYS affords protections for gender identity and gender expressions within their Human Rights Laws. As of 2019, California has added the option for it's residence to identify as non-binary.

Specifics

C-Suite Coaching

After a review of your company's completion of a pre-certification checklist which determines your company's strengths and opportunities for growth, your certification process will begin with C-Suite coaching by The Phluid Project's CEO and Founder, Rob Smith. Rob will work directly in a safe and confidential space with your executive team to outline the benefits and processes of bringing gender expansive inclusivity to your workplace and he will be available to coach the team throughout the process of certification.

Inclusion Consulting for Senior Leadership and People Management

The second phase of the certification process will afford your People Management Leadership and other company leaders to consult with The Phluid Project Certification Director, Kim Forte, an expert in SOGIE nondiscrimination laws and policies. Kim will perform a thorough review of all necessary company policies, recruitment and retention plans, benefit offerings and office atmosphere realities to ensure your company is embracing the most affirming policies and recent changes in the law. Kim will work with your team to create training options tailored to your company's needs and she will consult with senior leadership, human resources, and the LGBTQIA ERG/Affinity group throughout the certification process.

G.E.T. Phluid Training Team

It is Phluid's firm belief that the transgender, gender expansive, and nonbinary gender communities are the authorities in their own experiences. Phluid's gender expansive training team will provide multi-media training options developed with their expert knowledge and experience. The trainings will include SOGIE 101, pronoun education, supportive terminology around gender identity and gender expression, and debunking stereotypes. The team will also elevate your company's current inservice training to be inclusive of gender expansiveness. Kim and other G.E.T. Phluid team members will be available to meet with and support your company's LGBTQIA ERG/Affinity Group to develop long-term plans to continue the work of gender expansive inclusivity post certification.

Certification Milestones

1. C-suite commitment to full certification as developed by your team and Rob Smith
2. All company policies including hiring processes, attire expectations and employee benefits are compliant with nondiscrimination laws and thoroughly inclusive of all SOGIE identities including affirming pronoun usage
3. Company inservice trainings are inclusive of SOGIE and pronoun education
4. Employee training provided by G.E.T. Phluid team members in a format tailored to your company's needs
5. Employees will have affirmation in gendered spaces such as restrooms and/or a commencement of a plan with a specific timeline to achieve this goal
6. If one does not exist, the creation of an LGBTQIA ERG/Affinity Group and/or a commencement of a plan with a specific timeline to achieve this goal

The Price of Exclusion

There is a direct impact to a company's business if their atmosphere lacks inclusion for LGBTQIA employees. Forty-six percent of LGBTQIA workers remain in the closet.⁵ Unwelcoming environments can cause a 30% suffering in employee engagement.⁶ Seventy-three percent of LGBTQIA employees who feel they must hide their identities say they are likely to leave their employment within the next three years.⁷ In 2010, just the top 10 discrimination based lawsuits costs employers \$346 million dollars.⁸ While voicing their intent to support inclusive brands, Gen Z's spending power will account up to for \$143B in by 2020 and 40% of national spending.⁹ Simply put, providing a supportive affirming environment for LGBTQIA employees and embracing gender expansiveness is good for business.

<https://thephfluidproject.com/pages/g-e-t-phluid>

⁵ A Workplace Divided: Understanding the Climate of LGBT Workers Nationwide; HRC Foundation (2018)

⁶ The Cost of the Closet and the Rewards of Inclusion: Why the Workplace Environment for LGBT People Matters to Employers; HRC Foundation (2014)

⁷ The Cost of Closeted Employees; Sylvia Ann Hewett; Harvard Business Review (2011)
<https://hbr.org/2011/07/the-cost-of-closeted-employees>

⁸ Last year's top discrimination suits cost employers \$346M; Jared Bilski; CFO Daily News (Jan 2011)
<https://www.cfodailynews.com/news/last-years-top-discrimination-suits-cost-employers-346m/>

⁹ The Power of Gen Z Influence: How the Pivotal Generation is Affecting Market Spend; barkleyus.com; millennialmarketing.com (Jan 2018)