



HR's Guide To...

# **Making the Workplace Safer for Transgender + Gender Non-Conforming Employees**

# Agenda

**01** Introductions

**02** Background + Stats

**03** Interview

**04** Audience Q+A

# Introductions

## Who We Are



**Allie Collins**

GoCo.io  
She / Her

Allie is a Marketing leader and DEI champion for [GoCo.io](#), a leading HR, Benefits and Payroll solution, built for employers that care about great employee experiences



**Katrina Kibben**

Three Ears Media  
They / Them

Katrina is a non-binary, trans writer that founded [Three Ears Media](#) to teach recruiters how to develop inclusive, unbiased job postings and candidate experience content.

# Stats & Background

## LGBTQ+ Identity is on the Rise 🏳️‍🌈

- **5.6%** of Americans identify in 2021, compared to 4.5% in 2017
- **16%** of Gen Z, compared to:
  - **9%** of Millennials
  - **4%** of Gen X-ers
  - **2%** of Baby Boomers

[Source: Gallup Poll](#)



## Transgender Visibility is on the Rise

**1.4 Million**

adults in the U.S. identify as transgender

[Source: Williams Law Institute](#)



3 out of 10 people know someone who is transgender

[Source: Pew Research Center](#)

## Discrimination and Inequities

- LGBTQ+ people are more likely to live in **poverty**<sup>1</sup>
- More than ¼ of transgender people have **lost jobs** due to bias<sup>2</sup>
- More than ¾ have experienced **discrimination at work**<sup>2</sup>
- More than ½ of LGBTQ+ people report **hiding** a relationship or details about themselves to avoid discrimination<sup>3</sup>

Sources: 1. [Williams Institute](#), 2. [National Center for Transgender Equality](#), 3. [Center for American Progress](#)



## Inclusion Matters to non-LGBTQ+ Employees 🗨️

- **81%** of employees say their co-workers should not have to “hide who they are” in the workplace
- **74%** of employees believe employers should learn and use correct names and pronouns
- **65%** believe that employers should intervene if an employee repeatedly misgenders or deadnames a co-worker

Sources: [Human Rights Campaign](#), [Harris Poll](#), [Out & Equal Workplace Advocates](#)

## Inclusion Gets Results

- **Engagement.** Employee engagement suffers by up to 30% in environments that are not welcoming to LGBTQ+ issues
- **Retention.** 1 in 4 employees report staying with a company because they were inclusive
- **Results.** LGBTQ+ inclusive workplaces report higher performance, productivity, retention, talent, and well-being

Sources: [Human Rights Campaign](#), [Out & Equal Workplace Advocates](#)

**Ask Kat Anything!**

# GoCo is Adding DEI Features to our HRIS Platform

- **Flexible, inclusive approach to Gender and Pronouns**
- **New! Anonymous Incident Reporting and Communications**

Pronouns 

Select the pronouns used when referring to you 

Fareeha / Fareeha / Fareeha's

He / Him / His

She / Her / Hers

They / Them / Theirs

Per / Per / Pers

## Anonymous Workflows



Submit a Harrasment or Discrimination Report  
1 task

## Anonymous Workflows



Submit Anonymous Feedback to DEI Committee  
1 task

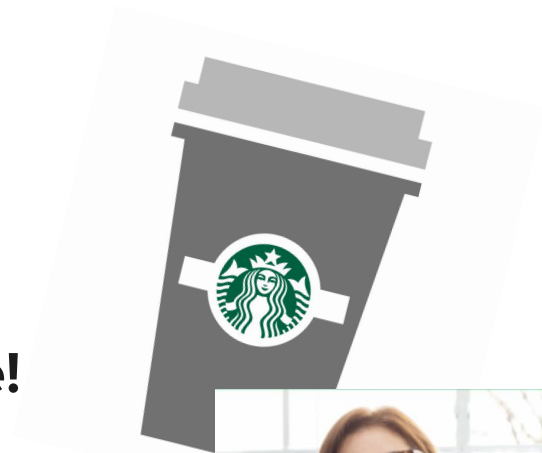
# Let's Do Coffee! ☕

**Get a demo of GoCo, and we'll send a Starbucks gift card PLUS a Pride-in-HR tee!**

We'll show you how to automate manual HR tasks so you can focus on supporting employees.

**Register for a session at [goco.io/starbucks](https://goco.io/starbucks)**

*Book and complete your consultation in the next two weeks and we'll send you a \$5 Starbucks gift card. T-shirts while supplies last.*



# Audience Q&A