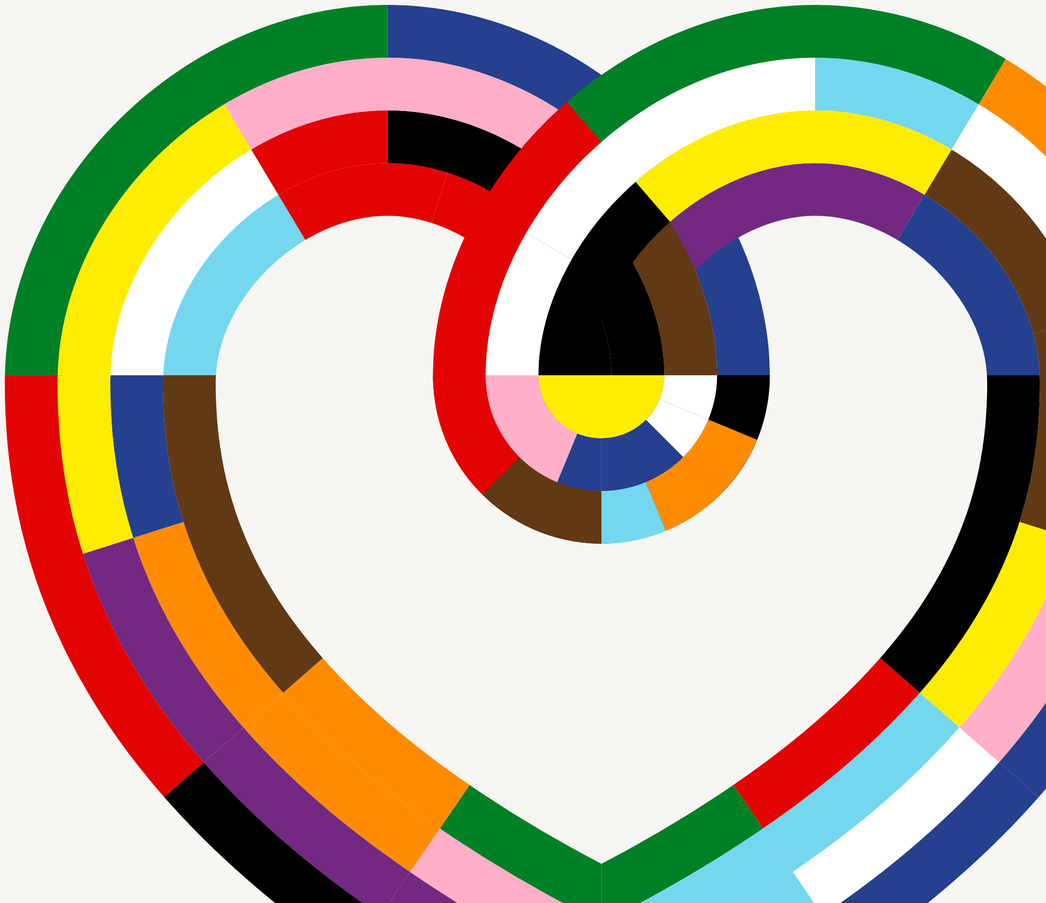
Business Inclusion Toolkit

Resources for Employees and Employers

Why inclusion is more important than ever



Why inclusion is more important than ever

- Hate and intolerance toward 2SLGBTQI+ communities are increasing across Canada.[1]
- Many sexually and gender diverse people still face discrimination and harassment at work and fear being their authentic selves.[2]
- 2SLGBTQI+ people often face unfair health outcomes, including higher rates of poor mental health.[2]

[1] Source link

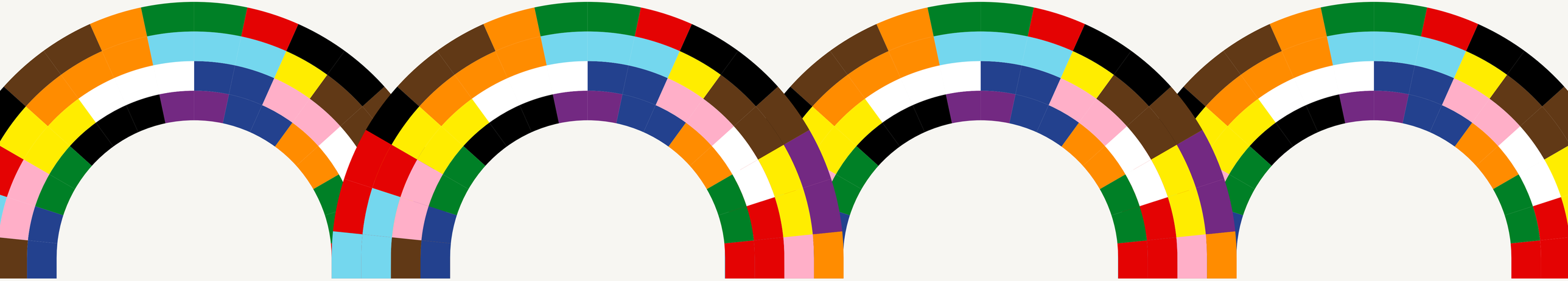
[2] Source link

Why inclusion is more important than ever

- Inclusion helps people feel safe, free, and respected. The impact can be felt beyond measure!
- Small daily actions take effort but can create a more welcoming space for everyone.
- Today, you'll learn how to use inclusive practices in common scenarios and how you can help make Canada safer for all.

What is Unity?

The Unity campaign was developed by the Government of Canada to help create a more inclusive future. The campaign helps people recognize stigma, debunk misinformation, and speak up to support 2SLGBTQI+ communities.



Watch real stories of allyship and find resources for deeper learning at Canada.ca/Unity.

Why 2SLGBTQI+ inclusion in the workplace?

Why 2SLGBTQI+ inclusion in the workplace?

Studies show that workplaces that prioritize diversity and inclusion:

- Attract a wider range of talent and consumers[3]
- Are more productive and innovative[4]
- Have better employee retention[3]

Many customers choose to support companies that share their values.[5] With 1.3 million people in Canada identifying as 2SLGBTQI+,[6] these consumers represent a significant market with strong brand loyalty, showing that inclusion is good for people AND good for business.[7]

[3] Source link

[4] Source link

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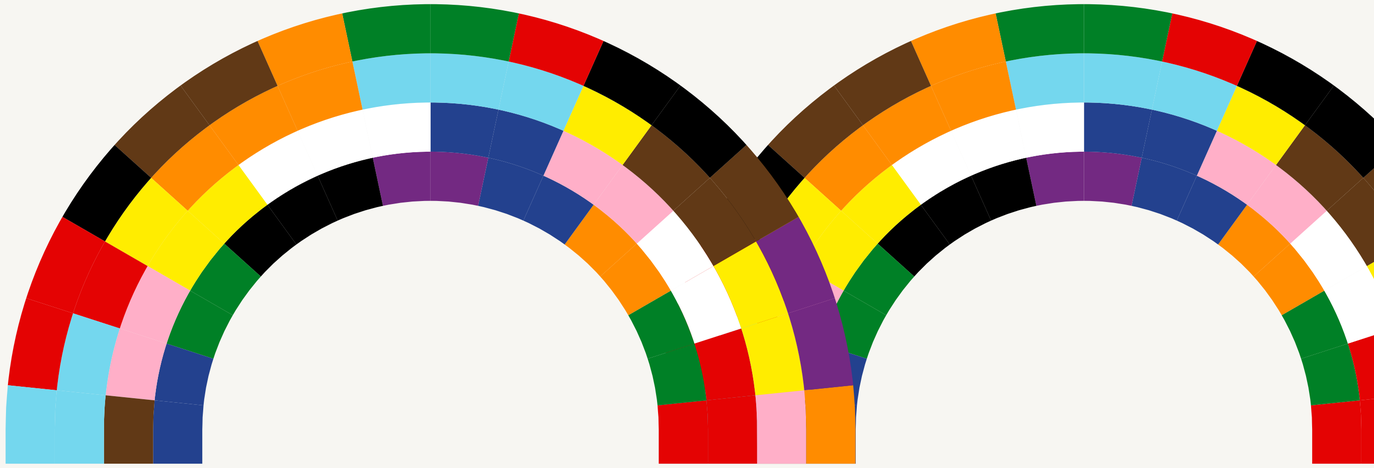
[6] Source link

[7] Source link

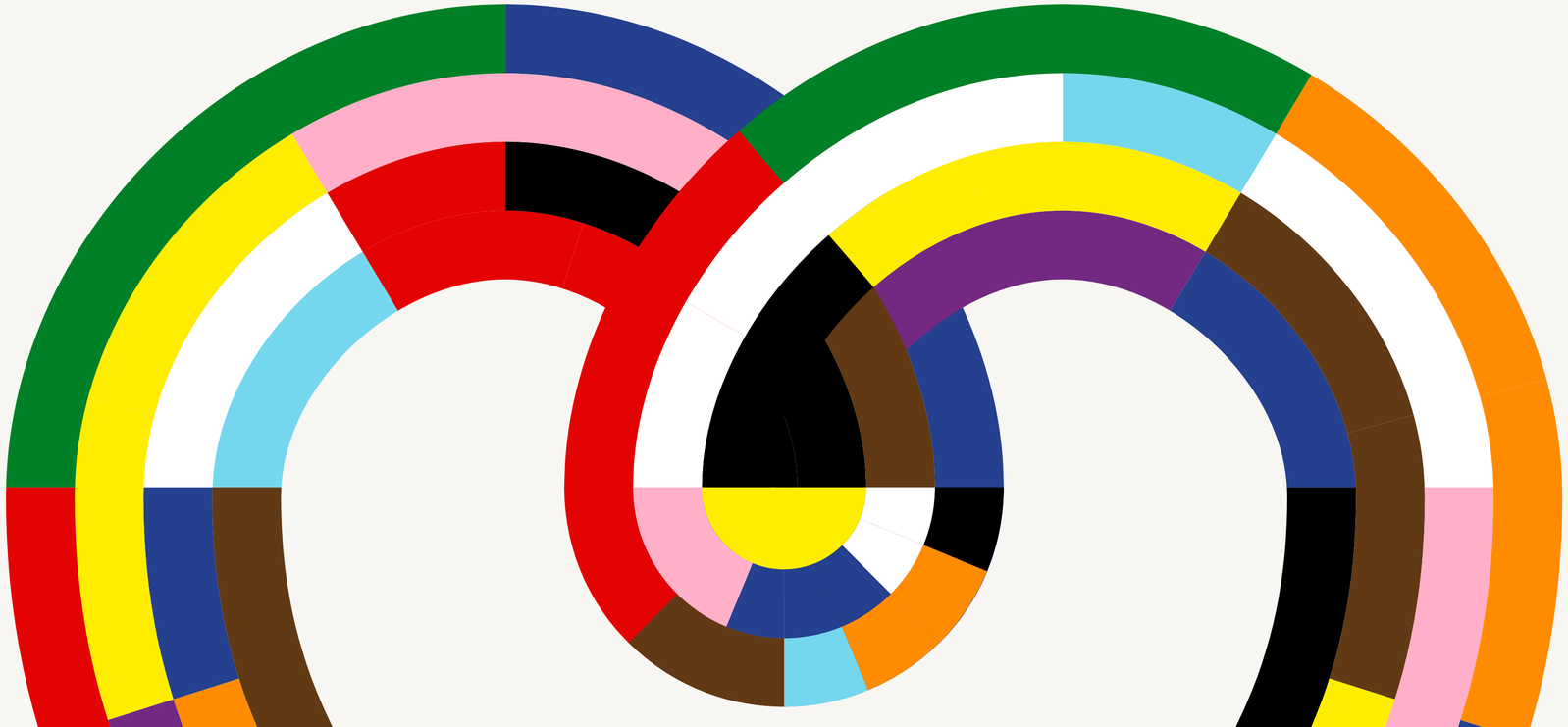
How to start your inclusivity journey

- Explore the Unity campaign at Canada.ca/Unity
  - Learn how to Spot a Stigma, Debunk the Bias, and Speak Up
- Highlight and support local 2SLGBTQI+ talent, groups, or events
- Use inclusive terms like “customer washroom”
- Display signs, flags, or art that show support for 2SLGBTQI+ communities



Remember: Your actions matter, both inside and outside your workplace.

Easy changes you can make today



Easy changes you can make today

- Inclusion doesn’t need to be complex. Small changes can make a big difference.
- The next slides offer examples for restaurants, retail spaces, and small organizations.
- Choose the examples that fit your workplace or circumstance.

For more ideas, visit Canada.ca/Unity.

Putting it into practice
Restaurants

Scenario:

You've decided to run a new "date night" promotion. The draft poster shows only heterosexual couples, and the copy uses the wording of "him" and "her".

Pause:

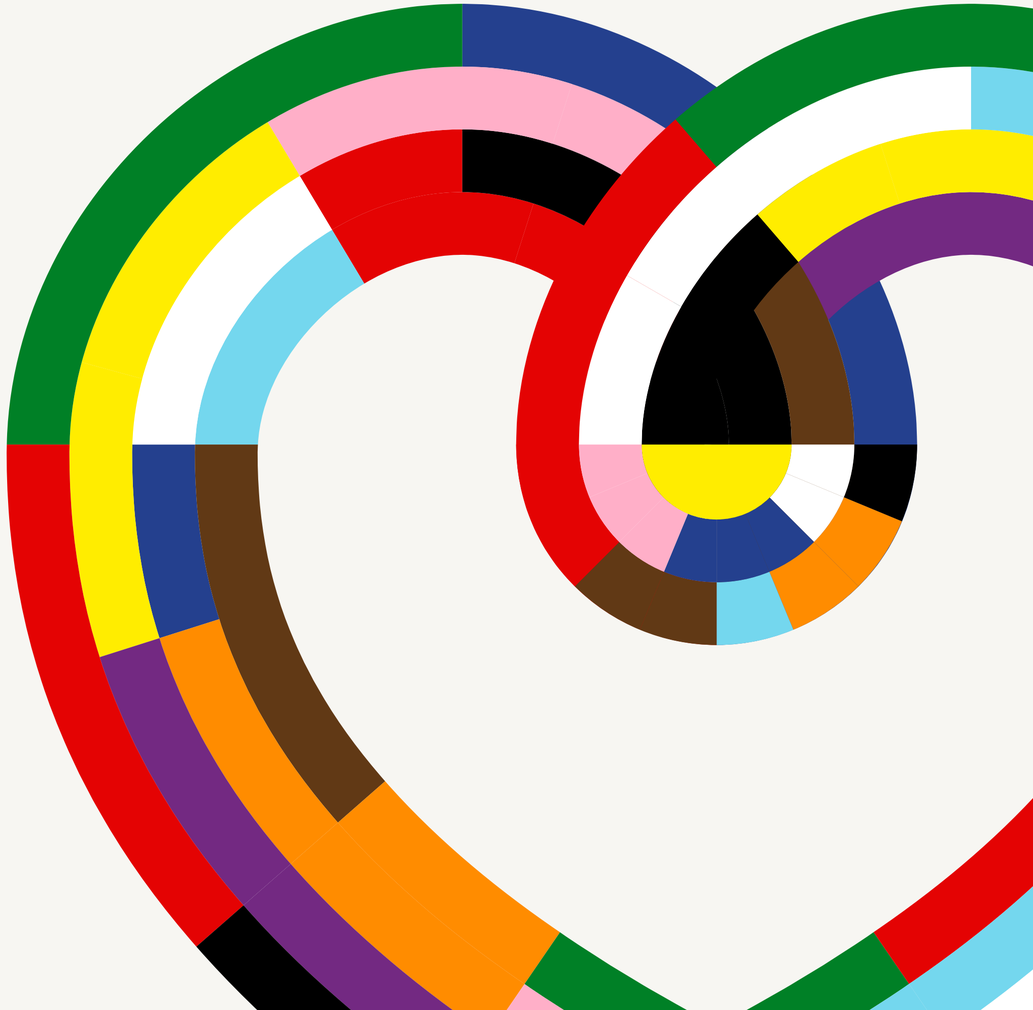
Representation matters. Avoid unintentionally making 2SLGBTQI+ customers feel invisible or unwelcome.

Solution:

- Choose images that reflect a range of couples, so more customers feel seen.
- Use neutral, welcoming language like “date night for two” or “celebrate with someone special.”
- Intentionally review promotional materials with your team to check for unintended assumptions or unconscious bias.

Remember: Inclusive marketing helps everyone feel welcome. When your materials reflect the diversity of your customers, you help make your space feel safer.

Putting it into practice
Retail



Scenario:

A customer is shopping in your store. You want to help them find the perfect item, but you're worried you might say the wrong thing.

Pause:

You don't want to assume what section or products they're interested in based on their appearance. Gendered language or assumptions can make customers feel uncomfortable or unwelcome.

Solution:

- Use a neutral greeting like “Hi, how can I help you today?” instead of directing them to a section based on their appearance.
- Try to use neutral language, such as “Are you looking for something specific today?”
- Make sure fitting rooms offer enough privacy and use neutral signage, so it’s clear they’re accessible to all.

Remember: Listen to your customers. They will guide you to what they need.

Putting it into practice
Small organizations

Scenario:

You’re creating an application form and need to collect client information.

Pause:

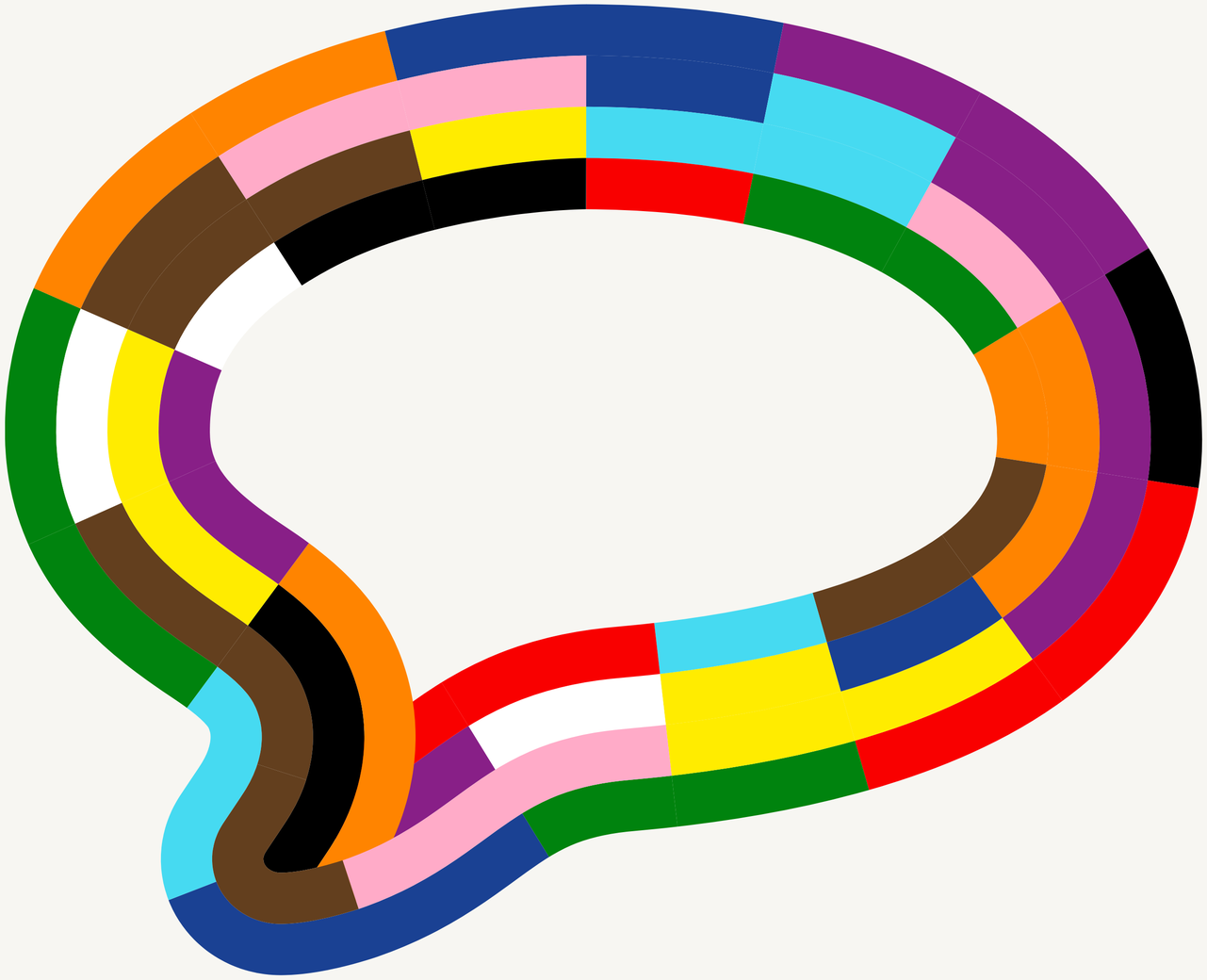
You want clients to feel as comfortable as possible. Sharing personal information can feel vulnerable.

Solution:

- Collect only the information you truly need.
- If asking about gender, include options such as Male, Female, Non-binary, and Other, with space for people to self-describe.
- Leave relationship fields open for emergency contacts so people can self-describe.
- Reflect on whether you need legal names or not. If necessary, include a “Preferred name” field.
- Add pronouns to email signatures or name tags.

Remember: Only ask for information if it’s truly relevant and necessary!

Ready to take action?



Ready to take action?

Thank you for helping make your workplace more inclusive and safer for 2SLGBTQI+ communities!

Remember:

- Stigma hurts. Unity heals.
- Inclusion is a journey, not a destination.
- Start small. Every action counts.
- You don’t need to be perfect. You only need to be willing to learn.
- Your efforts create safer spaces for everyone.

To learn more about being an ally to 2SLGBTQI+ communities, visit Canada.ca/Unity.

Thank you