OUT IN THE WORLD: SECURING LGBT RIGHTS IN THE GLOBAL MARKETPLACE

LGBT PEOPLE AROUND THE WORLD CONTINUE TO FACE PREJUDICE AND PRESSURES REGARDING THEIR SEXUAL ORIENTATION OR GENDER IDENTITY

Although many multinational corporations (MNCs) enact protective policies to attract and keep top LGBT talent, such measures are often in conflict with local laws and cultures.

- 93% of Fortune 500 corporations prohibit discrimination on the basis of sexual orientation
- But 75 countries have laws criminalizing same-sex sexual conduct
- 75% have nondiscrimination policies relating to gender identity
- And in 8 countries same-sex sexual conduct is punishable by death

THE MATURITY CURVE: A JOURNEY TO INCLUSION

Societies around the world ask that LGBT people...

Mature societies no longer make these demands
The world is a dangerous place for LGBT individuals

Arrested, criminally prosecuted, harassed by government
(own experience or know someone with this experience)

LGBT-hostile: Homosexuality is criminalized
INDIA, RUSSIA, SINGAPORE

25% 26%

LGBT-unfriendly: Discrimination is not prohibited
CHINA, HONG KONG, TURKEY

20% 22%

LGBT-friendly: Laws are protective
BRAZIL, S.AFRICA, UK, US

14% 27%

Physically assaulted
(own experience or know someone with this experience)

As a result, in every market, LGBT employees remain closeted or cover

Employees who are ‘out’ in their professional lives but cover (downplay their LGBT identity) (%)
Employees who are not ‘out’ in their professional lives (%)
THE WORKPLACE IS NO REFUGE

Passing and covering carry costs for both LGBT employees... and their employers

People who change how they act in order to pass

- 34%

People who change how they act in order to cover

- 39%

Avoid or engage less with colleagues

- 26%

Feel nervous or sad at work

- 26%

Feel that they have sacrificed their personal authenticity at work

- 32%

THE BUSINESS CASE FOR ADVANCING LGBT EQUALITY

To win in the marketplace, multinational corporations need to...

- attract and retain top talent from around the world

- woo LGBT consumers, a $3.72 trillion market

72% of allies say they are more likely to accept a job at a company that’s supportive of LGBT employees

71% of LGBT individuals and 82% of allies say they are more likely to purchase a good or service from a company that supports LGBT equality
innovate goods and services that lever open new markets or grow old ones

At companies with a supportive attitude toward LGBT employees

62%

of LGBT employees say their team is not afraid to fail

At companies with a negative attitude toward LGBT employees

47%

of LGBT employees say their team is not afraid to fail

HOW MNCs CAN MAKE A DIFFERENCE

Vested in the growth of emerging and developing markets, multinational corporations can use their market muscle to spur LGBT inclusion globally

Actions are described by three models:

WHEN IN ROME

Adhere to the norms of the jurisdiction

EMBASSY

Implement and enforce protective policies and LGBT-supportive measures on corporate campuses

ADVOCATE

Support local LGBT activism and lobby local legislators to enact protective laws

To learn more about this study, please visit www.talentinnovation.org

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