

## Your Business and LGBT Public Policy

Corporations are facing a challenging environment with lesbian, gay, bisexual and transgender (LGBT) issues in the workplace. Management must balance sound business practices and marketing opportunities with equitable employment policies. Should your company take a position on state or federal legislation related to marriage equality or sexual orientation non-discrimination? How does it impact your business? With same-sex marriage now legal in five states and the District of Columbia, any multistate company today must consider its strategic positioning if they are to ensure their ability to recruit and retain the best and brightest employees from all walks of life.

While extremist forces try to block corporate America's progress with threats, public support is on the side of progressive corporations and favors fairness for LGBT employees:

- 78% of heterosexual adults agree that an employee should be judged based upon one's job performance rather than one's sexual orientation.
- Large majorities of gay and lesbian adults (77%) and heterosexuals (52%) also say it is extremely important or very important that their employer offers equal health insurance benefits to all employees.
- 62% of heterosexual adults agree that, regardless of one's sexual orientation, all employees are entitled to equal benefits on the job.
- 90% of heterosexual adults agree they would feel positive or neutral of a coworker who came out to them as gay or lesbian; only 8% say they would feel negative.

Source: *Out & Equal Workplace Advocates/Harris Interactive/Witeck-Combs Communications Survey (2010)*.

### Executive Assessment and Briefing

This working session will help executives from human resources, legal, marketing, government affairs, administration, diversity and communications assess the impact and any exposures related to the varying legal recognition afforded to same-sex couples within the U.S. and abroad. Tailored for each client, the Executive Assessment and Briefing will include but not necessarily be limited to these primary subjects:

- 1. Overview of LGBT Public Policy and Marketing Climate:**
  - a. The status of LGBT workplace policies broadly and within a specific industry;
  - b. Domestic partner legislation in place today as well as the various same-sex marriage laws and other initiatives and their impact on business once enacted;
  - c. The niche marketing efforts of companies in the LGBT segment, including how the company compares to others in their competitive set; and
  - d. Areas of a company that will be impacted by the changing public policy landscape relating to same-sex marriage, legal recognition, and parenting rights.
- 2. Legal and Political Assessment:** Working with senior members of legal and government affairs, this portion of the assessment will provide a snapshot of same-sex relationships, benefits, parenting trends, and developments including constitutional, legislative and judicial highlights. This overview will also provide the audience with future trends and predictions of business impact from various scenarios.
- 3. Corporate Risk Assessment and Crisis Planning:** We will conduct a confidential and interactive session with senior management and human resource professionals about specific business risks, involving legal affairs, human resource and diversity management, corporate communications and marketing.
- 4. Market Opportunities:** Working with corporate marketing and communications teams, we will provide a high-level assessment of LGBT market opportunities for the company.

### Deliverables

Witeck-Combs Communications will provide you with a written plan summarizing the briefings and will present a summary of the plan via a PowerPoint presentation that can be delivered in person.



**Witeck-Combs Communications** is the nation's premier strategic public relations and marketing communications firm with unmatched expertise in the LGBT community.

For the past 17 years, Witeck-Combs Communications has pioneered strategic communications and marketing consulting in the LGBT market for many brand leaders, helping company executives develop a productive balance between addressing the needs of their business and recognizing opportunities in the marketplace. It is no longer possible or prudent for a leading corporation to ignore LGBT issues and opportunities in today's marketplace.

To assist executives on the frontlines in a tested and very trusting way, Witeck-Combs Communications has developed a number of tools to help you not only prepare for today's challenges, but also make smart business decisions that positively impact your bottom line.

These include:

- **Communicating Effectively About LGBT Issues**
- **Your Business and LGBT Public Policy**
- **How to Tap the \$743 Billion Gay Market**

We welcome the opportunity to discuss how we can help guide you through this sometimes delicate process using experience, knowledge and trust. For more information, contact:

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