A large decorative graphic consisting of several thick, wavy, overlapping lines in shades of light blue and pink, set against a light beige background. The lines flow from the left side towards the right, creating a sense of movement and depth.

**The Business Leader's Guide to
Trans Equality
in the U.S.**



Introduction by Todd Sears, Founder and CEO, Out Leadership

Dear Leaders,

I'm proud to share this guide as a resource for the business community to better understand transgender issues and how to support the transgender community who are our employees, our children, our family, and our friends.

Three years ago, Out Leadership created and launched the first and largest global corporate statement for transgender equality. This guide continues that focus.

The genesis of this guide followed many phone calls and emails from senior business leaders at Out Leadership member firms asking for our help to understand the issues facing transgender people in America. With the intensifying attacks on transgender rights, targeting the most vulnerable among us, trans youth, it is more important than ever for us to ask questions, educate ourselves, and work together to fight discriminatory legislative bills and enact policies to protect and support all members of the LGBTQ+ community.



By May 15th, 2021, just five months into the current legislative session, there were over 130 bills filed in 35 U.S. State Houses.

This represents an intense escalation in anti-transgender discrimination. These proposals – whether they pass or fail – are doing real harm to some of the most vulnerable and under-protected people in the country. This impacts not only the wellbeing of youth, but also their families who are ostracized for supporting their children, and who may move to more inclusive communities for the wellbeing and protection of their children.

Much of the current proposed legislation around the U.S. specifically targets the physical and mental wellbeing of transgender youth. Despite human rights and medical organizations overwhelmingly condemning these bills as unnecessary and explicitly discriminatory, several of these bills have already been passed into law.

While the vast number of bills being proposed can feel overwhelming, business leaders around the country have spoken out forcefully about the harm that this explicit discrimination would do to their employees, their teams, and their ability to hire the best talent. Business leaders are rightly concerned about how to

uphold their corporate ethics and meet employee needs in states that have enacted such discriminatory laws. **Our society increasingly looks to leaders and businesses to make visible and vocal stances on these issues.**

Our hope is that this guide can help business leaders recognize the importance of protecting the rights of transgender people and provide direction and tangible steps that we, as business leaders, can take today. We hope that the information in this guide will empower you to take action and recognize the power you hold to make a difference.

This guide has been created from the combined effort of many organizations who are doing the work, year-round, to support transgender people. I want to thank them each for their commitment, dedication, and willingness to work together in creating this important document.



“ We're proud that the business community is raising its voice to defend some of the most vulnerable members of our society. As we see in our work all around the world, businesses are serving as a backstop for hard-earned progress toward LGBTQ+ equality – because it's the right thing to do, and because they see their inclusive cultures as good investments worth protecting. ”
-Todd Sears



Thank You to Our Partners

This guide was created with support from the following nonprofit partners who are working tirelessly for transgender equality in the United States.



About Out Leadership

Out Leadership is the oldest and largest global LGBTQ+ business advisory. We partner with the world's most influential companies to build business opportunities, cultivate talent, and drive LGBTQ+ equality forward. We believe that LGBTQ+ inclusion positively impacts business results, and that including LGBTQ+ people at the most senior level of executive leadership builds business. We call this idea Return on Equality.™

Thank you to our members as of June 1, 2021:



Join our global movement. If your company is not a member, email info@outleadership.com

Executive Summary

This guide has been created in response to the overwhelming number of anti-transgender bills proposed across the United States.

In collaboration with ten nonprofit partner organizations, Out Leadership has created this response specifically for business leaders to understand the issues and know how to make an impact. It is no accident that these bills have surfaced in 35 states across the United States. It is a collective effort by certain anti-LGBTQ+ organizations and political strategists to use a vulnerable population to make families and communities afraid of those who are different.

What is trans?

The term “transgender” refers to a person whose sex assigned at birth (i.e. the sex assigned by a physician, usually based on external genitalia) does not match their gender identity (i.e., one’s psychological sense of their gender).

Some people who are transgender will experience “gender dysphoria,” a psychological distress that results from an incongruence between one’s sex assigned at birth and one’s gender identity. Though gender dysphoria often begins in childhood, some people may not experience it until after puberty or much later.”¹

Many transgender people are prescribed hormones by their doctors to bring their

bodies into alignment with their gender identity. Some undergo surgery as well. But not all transgender people can or will take those steps, and a transgender identity is not dependent upon physical appearance or medical procedures.² Others understand their identity to be outside the binary of male or female. Many of those individuals identify as gender non-binary.

Why now? What is the current situation?

These bills are not new. What is new is their number, and their focus on denying basic rights to trans people, and particularly trans youth.

Anti-LGBTQ+ laws have long been weaponized by organizations and politicians to create a culture of fear around a non-existent problem. From anti-sodomy laws that were still in place less than 20 years ago, to the so-called “bathroom bills,” most notably in North Carolina in 2016, that sought to create unfounded fear of men wearing women’s clothes to gain access and assault women and girls in bathrooms.

A similar narrative is now happening with youth sports. **There is no evidence that any, let alone large numbers, of cis-gender boys are moving to identify as girls to be more competitive or gain an unfair advantage in sports.** The truth is that transgender children want to live their lives, free from discrimination, and some just want to play sports with their friends.”³



Trans Demographics

"I think transwomen, and transpeople in general, show everyone that you can define what it means to be a man or woman on your own terms . . . moving outside of roles and moving outside of expectations of who and what you're supposed to be to live a more authentic life."

- Laverne Cox, Actress & Activist

Roughly 1.4 million adults, or 1 in every 200 adults, identifies as transgender. For youth ages 13-17, that increases to as many **as 1 in 50, a similar percentage of the population that has red hair.**⁴

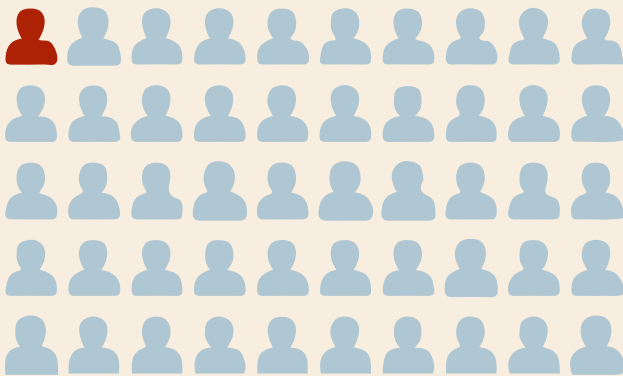
It is becoming more and more common for Americans in every part of the country to know a family member, friend, or colleague who is transgender or non-binary. Likewise, parents are increasingly learning that their

children might have questions about their gender identities.

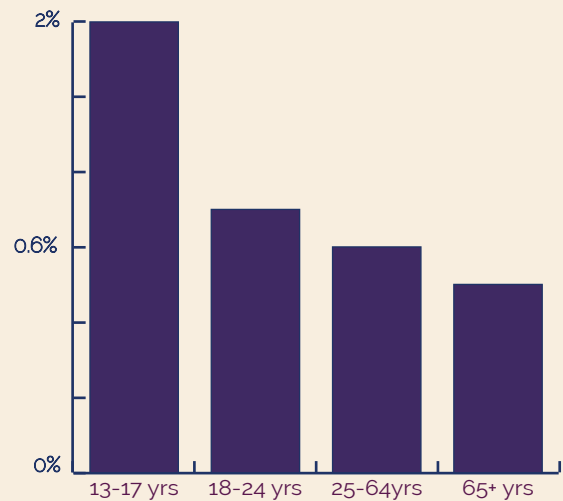
As acceptance and visibility of trans people has increased, so has the number of people who are likely to feel comfortable or safe enough to acknowledge that they have questions about their gender identity. As society continues to move toward equality, it makes sense that trans youth feel more confident to tell us who they really are.

1 in 200 adults identify as transgender

For 13-17 year olds that number goes up to 1 in 50⁵



Percentage of age group identifying as transgender⁶



“ With growing trans visibility in the United States, some youth might find it safer to come out and talk about gender exploration ”

- Nic Rider PHD., University of Minnesota



Trans Youth

*"I want to make sure that people understand that, behind this national conversation around transgender rights, there are real people who hurt when they're mocked, who hurt when they're discriminated against, and who just want to be treated with dignity and respect."
- Delaware State Senator Sarah McBride*

According to the Trevor Project, there are over 75 pieces of legislation currently targeting trans youth, primarily around two issues:

Anti-trans athlete bills: These bills seek to ban transgender women and girls from playing on school sports teams that correspond with their gender identity (though some states prohibit all trans youth from participating on teams consistent with their gender identity).⁷

Anti-gender-affirming healthcare for trans youth: These bills seek to criminalize the provision of best-practice, gender-affirming care (medical procedures, access to hormones, etc.) for transgender and non-binary youth. In some cases, these bills seek to classify parents who provide gender-affirming care to their children as child abusers.⁸

While seeking to solve a problem that does not exist, these bills are having a direct impact on the mental well-being of trans and non-binary youth around the country. These bills increase the likelihood that trans youth will face discrimination in schools and that they will be unable to obtain or continue life-saving gender-affirming healthcare, leading to mental health deterioration, stigmatization, and social isolation, all of which contribute to a very high rate of suicide ideation and attempts among trans and non-binary youth.⁹

Trans Youth Need Our Attention & Advocacy


**More than
1 in 2**

trans and non-binary youth seriously considered suicide in the past year¹⁰

40%

reported being physically threatened or harmed in their lifetime


1 in 3

trans youth reported being a victim of sexual violence in the past year

27%

trans youth felt unsafe going to school in the previous 30 days

Trans and non-binary youth who reported experiencing discrimination based on their gender identity had more than **2X** the odds of attempting suicide in the past year¹¹

But there is hope. . .

Transgender and non-binary youth with at least one gender-affirming space had **25%** reduced odds of attempting suicide in the past year.¹¹



Call Me By My Name

"It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences." - Audre Lorde

We often use a pronoun based on assumptions about someone's gender identity driven by their appearance or name, but these assumptions can be incorrect and harmful.

Using correct pronouns can help create an inclusive environment in which transgender and non-binary people can feel visible and respected. This signals to all employees an overall inclusive approach to gender identity.

Common Pronouns:

- She/Her/Hers
- He/Him/His
- They/Them/Theirs (gender-neutral)
- Ze/Hir (gender-neutral)

Other pronouns can also be used and more will likely be added as our language evolves. The important thing is to be aware, listen, and use the terms that people use for themselves.

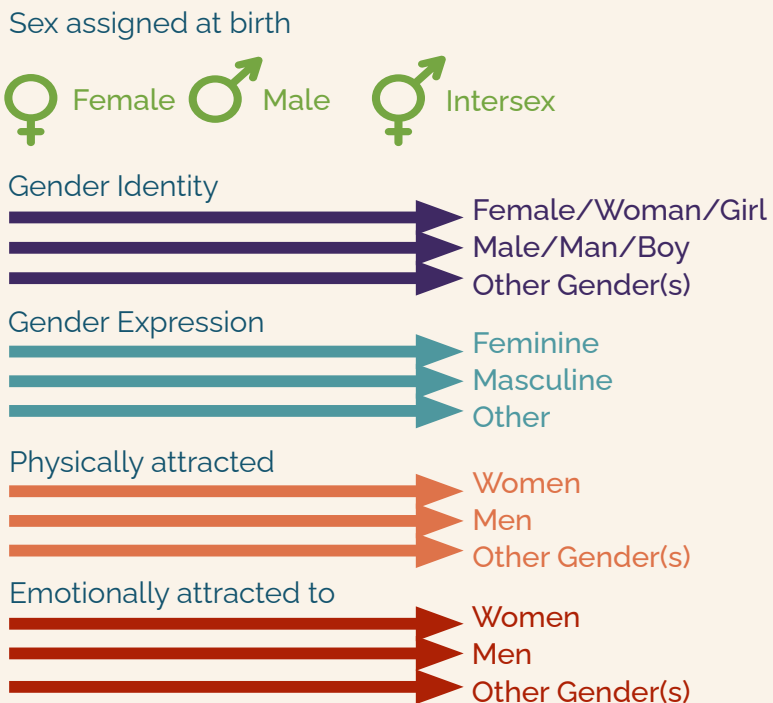
They/them has been used in the singular, for hundreds of years, with examples from Shakespeare, the Brontë Sisters and many others.

*"There's not a man I meet but doth salute me
As if I were **their** well-acquainted friend"*
-Shakespeare, Comedy of Errors, 4.3.1-3

What if I make a mistake?

Misgendering a person by using an incorrect pronoun can be harmful, but the best way to address a mistake is to apologize and thank the person for their correction, and move forward using the correct pronoun.

Defining the Spectrum of Gender & Sexuality¹²



Defining Gender

Gender identity is not the same thing as sexual orientation. While the diversity of the LGBTQ+ community is inclusive of both gender and sexual orientation diversity, gender identity and sexual orientation are independent identities lived and expressed in different ways.¹³

CISGENDER/CIS

Someone who exclusively identifies as their sex assigned at birth. The term cisgender is not indicative of gender expression, sexual orientation, hormonal makeup, physical anatomy, or how one is perceived in daily life.

GENDER IDENTITY

One's internal sense of being male, female, neither, or both. Everyone has a gender identity. For transgender people, their sex assigned at birth and their gender identity are not necessarily the same.

SEX ASSIGNED AT BIRTH

The assignment and classification of people as male, female, or intersex at birth often based on physical anatomy.

TRANSSEXUAL

Generally considered an outdated term to be avoided unless asked to use the term by someone who identifies as **transsexual**. Indicates a difference between one's gender identity and sex assigned at birth. Transsexual often – though not always – implies hormonal/surgical transition from one binary gender (male or female) to the other. Unlike transgender/trans, transsexual is not an umbrella term, as many transgender people do not identify as transsexual.

GENDER FLUID

A changing (“fluid”) gender identity and/or presentation.

INTERSEX

A person whose chromosomal, hormonal, and/or anatomical sex characteristics fall outside the conventional classifications of male or female. There are many examples such as Klinefelter Syndrome, Androgen Insensitivity Syndrome, and Congenital Adrenal Hyperplasia. Parents and medical professionals usually coercively assign intersex infants a sex and have, in the past, been medically permitted to perform surgical operations to conform the infant's genitalia to that assignment. This practice is defined by Human Rights Watch as genital mutilation without patient consent and must be stopped. Out Leadership continues to support Human Rights Watch and other organizations in ending this practice. The term intersex is not interchangeable with or a synonym for transgender (although some intersex people do identify as transgender).

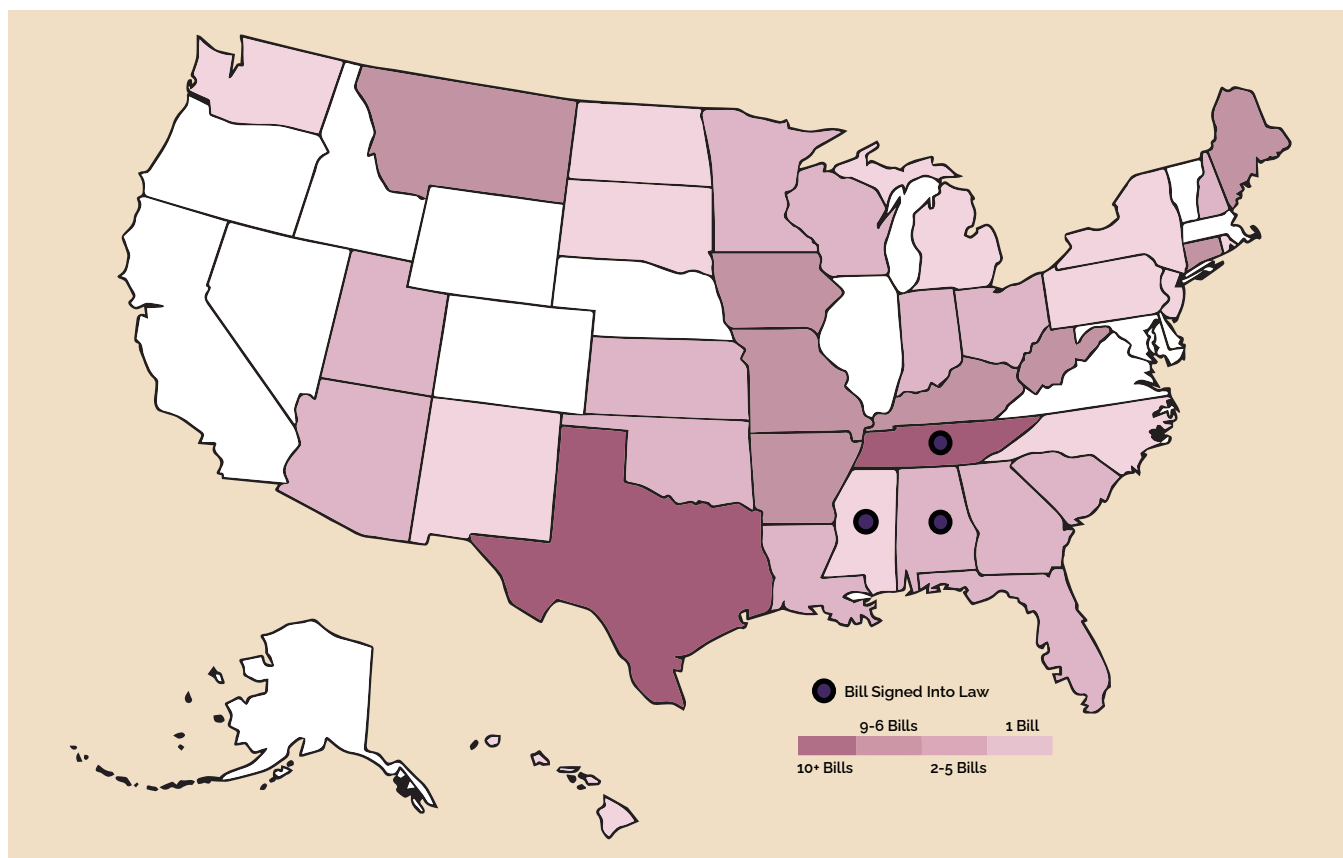
NON-BINARY (OR NONBINARY)

Preferred umbrella term for all genders other than female/male or woman/man, used as an adjective. Not all non-binary people identify as trans and not all trans people identify as non-binary.



The Current Situation: The Anti-LGBTQ+ Legislative Landscape

There have been a record number of bills targeting transgender people this year. The status of these bills is being tracked by several organizations. To see an up-to-date list please visit [Freedom for All Americans](#).



Data as of 05/19/2021 adapted from [freedom for all Americans data here](#).

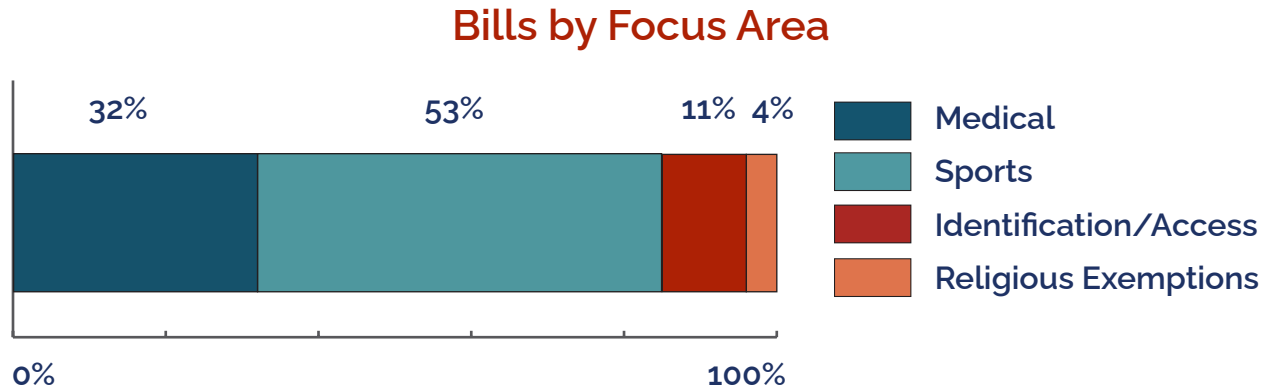
Legislative attacks on trans people, and trans youth in particular, are not new. It is the sheer volume of proposals across the country over the past year that is notable. According to the Trevor Project, "while proponents of these bills try to give the impression of a national, grassroots movement to "protect women's sports," the truth is these bills are part of a coordinated

strategy by anti-LGBTQ organizations, including the Alliance Defending Freedom, Family Policy Institute, and Heritage Foundation. They call their campaign "Promise to America's Children," and have set up a website where anti-LGBTQ lawmakers can download draft legislation to introduce."



What Do These New Bills Claim?

Of the more than 130 bills proposed in the current legislative session, the majority fall within three categories:



* Data as of 5/13/21 from Freedom For All Americans Legislative tracker

Medical access for trans youth

Many of the bills aim to make it illegal for trans youth to receive the medical care necessary to support their gender identities and attempt to criminalize health providers and parents for providing gender-affirming care and treatments.

Why is this wrong?

There is consensus among medical organizations and providers that transgender adults and youth should have access to appropriate medical care, free from discrimination.

The American Association of Pediatrics (AAP) supports a "gender-affirmative care model" and recently released a statement strongly opposing the current bills aimed at denying rights and medical care to transgender youth.¹⁴

From that statement:

"Several state legislatures have introduced bills that would prohibit gender-affirming

care for gender-diverse and transgender youth and forbid transgender youth from participating on sports teams according to their gender identity. These bills are dangerous. If left unchallenged, **there will be transgender teens in certain zip codes who will be unable to access basic medical care**, and pediatricians in certain zip codes who would be criminalized for providing medical care. And, transgender youth would be denied the ability to participate in sports according to their gender identity.

"The American Academy of Pediatrics recommends that youth who identify as transgender have access to comprehensive, gender-affirming, and developmentally appropriate health care that is provided in a safe and inclusive clinical space. We also recommend that playing on sports teams helps youth develop self-esteem, correlates positively with overall mental health, and appears to have a protective effect against suicide."¹⁵



What Do Medical Professionals Have to Say?

Organizations that work with youth around the country released a statement strongly supporting the rights of trans youth to receive appropriate health and medical care in a non-discriminatory setting.

“As organizations committed to serving the best interests of all youth, we are deeply alarmed at the torrent of bills introduced in state legislatures around the country this year that would directly harm transgender people, and particularly transgender youth.

These appalling proposals would compromise the safety and well-being of the young people we all have the duty and obligation to support and protect. All of our nation's children deserve equal protection and treatment when accessing health care, and when attending school.

These anti-transgender bills promote discrimination and do harm to students, their families, and their communities.”¹⁶

Signed by:

American Association of Child and Adolescent Psychiatry
American Association of Colleges for Teacher Education
American Association of School Librarians
American Counseling Association
American Public Health Association
American School Counselor Association
American School Health Association
Association of Title IX Administrators
Child Welfare League of America
Mental Health America
National Association for College Admission Counseling
National Association of School Nurses
National Association of School Psychologists
National Association of Secondary School Principals
National Association of Social Workers
National Education Association
Society of Pediatric Nurses
School Social Work Association of America
Social Work Association of America

American
Academy of
Pediatrics



American Association of
Child & Adolescent
Psychiatry

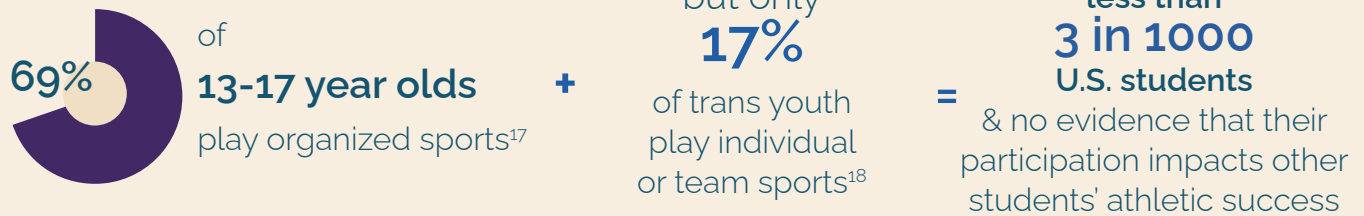
National
PTA

everychild.one voice.



Sports & Trans Youth

The Facts:



Children just want to play sports with their friends

Sports and trans youth

The majority of bills aimed at trans youth focus on banning trans girls and young women from participating in girls and women's sports. These bills claim that the physiological differences between males and females hurts cis-gender girls and young women.

Why is this wrong?

There are a number of reasons why this argument is flawed and frames the issue in a way that doesn't take into account the full range of issues and research into trans girls' participation in sports. There is no evidence that trans youth's inclusion in sports negatively impacts other student's access or success.¹⁹

The NCAA, the national organization that controls collegiate sports in the U.S. believes that transgender people should be allowed to play on teams and in sports that align with their gender identity. Their

[comprehensive policy paper](#) debunks these claims point by point and shows that the claim of an **"unfair competitive advantage" is not accurate and not an issue.**¹⁹

Research has shown that participating in sports promotes positive mental health outcomes for all youth. LGBTQ+ youth who participated in sports reported nearly 20% lower rates of depressive symptoms compared to those who did not, and more than a quarter of transgender and non-binary youth (27%) who participated in sports reported their grades as being mostly A's compared to 19% who did not.²⁰

While Republican lawmakers seek to make trans youth and sports a big issue, it actually isn't. The numbers of trans girls and young women trying to compete in sports is very small, and in the cases where trans girls and women are competing, they aren't winning everything, as proponents of the bills seem to believe they would.

"Only one known transgender woman has competed at the Division I level in the NCAA. And though legislators in around 30 states have introduced legislation to ban or limit transgender athletes from competing on teams that align with their gender identity, few lawmakers have been able to cite specific cases in their home states where it became an issue."²¹



Debunking Myths

“A person’s genetic make-up and internal and external reproductive anatomy are not useful indicators of athletic performance. For a trans woman athlete who meets NCAA standards, there is no inherent reason why her physiological characteristics related to athletic performance should be treated differently from the physiological characteristics of a non-transgender woman.”

- *Dr Joshua D Safer, Icahn School of Medicine at Mount Sinai*

Trans women and girls face enormous disadvantages that make it difficult for them to stay in school, let alone play sports. In their unpacking of the conversation around trans youth in sports, the ACLU debunks four common myths around trans women’s participation in sport.²²

Myth:

The participation of trans athletes hurts cis women

Fact:

Including trans athletes benefits everyone

This myth invites gender policing of any woman who is deemed “too masculine” or “too good” at their sport and reinforces stereotypes about women being weak and needing protection.

The inclusion of trans athletes promotes values of non-discrimination and inclusion, while banning some girls from sports undermines cohesion and the benefits that are intended to be derived from sports.

As longtime coach and sports policy expert Helen Carroll explains, efforts to exclude subsets of girls from sports “can undermine team unity and also encourage divisiveness by policing who is ‘really’ a girl.”

Myth:

Trans students need separate teams

Fact:

Trans people belong on the same teams as their peers

For the past nine years transgender athletes have been able to compete on teams at NCAA member colleges and universities consistent with their gender identity like all other student-athletes with no disruption to women’s collegiate sports.²³

Dr. Adkins of Duke University says excluding trans athletes “condones, reinforces, and affirms the transgender students’ social status as outsiders or misfits who deserve the hostility they experience from peers.”



Myth:

Sex is identifiable through singular biological characteristics at birth and is binary

Fact:

**Trans girls are girls
Trans boys are boys**

There is no one way for women's bodies to be. All women, including trans women and intersex women, have a range of physical characteristics.

"A person's sex is made up of multiple biological characteristics and they may not all align as typically male or female in a given person," says Dr. Safer of Icahn School of Medicine at Mount Sinai.

Many people who are not trans can have hormone levels outside of the range considered typical of a cis person of their assigned sex. As some organizations push for testosterone level testing for female athletes, experts are united that this is both unnecessary and inaccurate.

"Men usually have higher levels of testosterone in the blood than women, but not always, since hormone levels in the blood depend on a lot of different factors such as age, health conditions, other medications, menstrual cycle and stress,"

- Dr. Sheree Bekker, an applied health scientist at the University of Bath.

Myth:

Trans athletes' physiological characteristics provide an unfair advantage over cis athletes

Fact:

Trans athletes do not have an unfair advantage in sports

Trans athletes vary in athletic ability just like cisgender athletes.

Physical attributes only account for part of success in sports. Support from team members, coaches and others, as well as access to coaching and equipment can have an equally large impact, and trans girls are less likely to have that support and access.

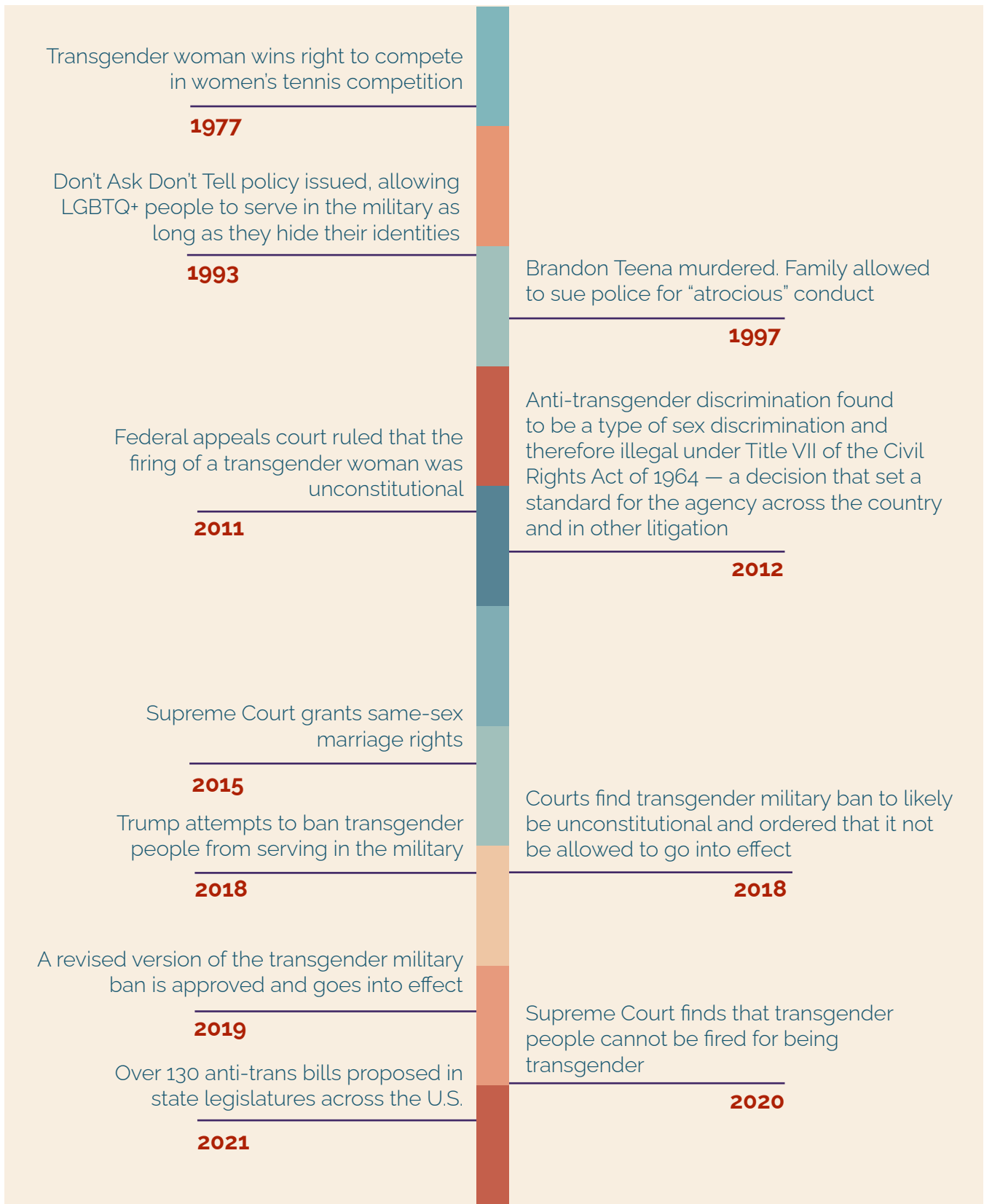
The cases attacking trans youth consistently use **2 out of hundreds of thousands** of trans athletes. Those 2 athletes outperformed their peers but across the country lawmakers are unable to point to consistent issues or medical support that trans athletes pose an unfair advantage.

"I know from experience with my patients that it can be extremely harmful for a transgender young person to be excluded from the team consistent with their gender identity."

- Dr. Deanna Adkins, Duke University



Timeline of Major Trans and LGBTQ+ Court Cases



Corporate Commitment to Equality

In 2018, Out Leadership convened more than 300 companies and 11 nonprofit partners to sign the **Business Statement for Transgender Equality** which was the first time that the private sector had collectively and publicly supported the rights of trans people. The companies that signed the statement represented almost 5 million employees in the U.S.; generated a collective annual revenue of more than \$2.4 trillion; and drew from a broad range of industries, including financial services, consumer products, and technology.

The **Business Statement for Transgender Equality** was launched on November 2, 2018, at Nasdaq, bringing the conversation around equality for trans people to the forefront of the corporate world for the first time.

The continuing attacks on transgender people, especially transgender youth, underscores the importance of an ongoing commitment from the business community to fight unjust laws and policies that specifically target these already marginalized groups.

If your company has yet to sign this commitment, email info@outleadership.com to become a signatory.



Business Statement for Transgender Equality

Launched - Nov 2, 2018

“ Responding to a rising tide of legislative and administrative attempts to further marginalize transgender, gender non-conforming and intersex people we are continuing to commit to **leveraging the power of the private sector to furthering human rights.**

We, Out Leadership and all of the organizations who have contributed to this guide, stand with the millions of people in America who identify as transgender, gender non-binary, or intersex, and call for all such people to be treated with the respect and dignity everyone deserves.

We oppose any administrative and legislative efforts to erase transgender protections through reinterpretation of existing laws and regulations. We also fundamentally oppose any policy or regulation that violates the privacy rights of those that identify as transgender, gender non-binary, or intersex.

In the last two decades, dozens of federal courts have affirmed the rights and identities of transgender people. Cognizant of growing medical and scientific consensus, courts have recognized that **policies that force people into a binary gender definition determined by birth anatomy fail to reflect the complex realities of gender identity and human biology.**

Recognizing that diversity and inclusion are good for business, and that discrimination imposes enormous productivity costs (and exerts undue burdens), hundreds of companies, including the undersigned, have continued to expand inclusion for transgender people across corporate America. Currently more than 80 percent of the Fortune 500 have clear gender identity protections; two-thirds have transgender-inclusive healthcare coverage; hundreds have LGBTQ+ and Allies business resource groups and internal training efforts.

Transgender people are our beloved family members and friends, and our valued team members. What harms transgender people harms our companies.

We call for respect and transparency in policy-making, and for equality under the law for transgender people.”



Out Leadership & our partner organizations convened 330 companies to support transgender rights.

143Social
Accenture
ADP
ADP France
Agilian
Airbnb
All Good Dog Food
Amazon
Aspen Skiing Company
athenahealth, Inc
Atthis Arts
Bain & Company
Ballard Spahr LLP
Bayer
Bell Ripper PLLC
Belly Girl Films, Inc.
Big Cartel
Bloomberg LP
BNP Paribas
Booz Allen Hamilton
BumbleApps
Cargill
Chelsea Animal Hospital
CiesaBlend
Cision
Cloudreach
Clutch
CNA Financial Corporation
Cohere
Compost Queens LLC
Deloitte
Deutsche Gesellschaft
Digital Impact & Domino's
Easy Expunctions
Ecolab, Inc.
EcoPlanet
Edelman
EJP Events LLC
Elastic
Epicodus
Equality Institute
Equitas Health Institute
Ernst & Young LLP
Eversheds Sutherland (US) LLP
Experian
Experiential Everything
EY
FCB
Fifth Third Bank
Five Stride Skate Shop
Fox Grove Homes, LLC
Freshfields Bruckhaus Deringer
FullContact
Fundors for LGBTQ Issues
Gender Confirmation
GitLab
GoDaddy
Gleason Chiropractic
Greater Seattle Business Association
Hawaii Health & Harm Reduction Health
Heart and Soul Counseling
Heather Marie Photographs
HP
iHug
Innocenti Jones PLLC
Interana, Inc
Intersport Group
Jellyvision
Johnson & Johnson
Juniper Networks
Karma+
Kua'ana Project
Levi Strauss & Co
LGBT Great
Liberty Pediatrics PLLC
Life Transitions Photography
Marsh
Measure + Fit
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Michigan Aerospace Corporation
MINDBODY, Inc.
monroe.com
Morgane Oger Foundation
Nasty Pig
National Diversity Council
Newsela
NJDOT
Nuance
OHSU
OppenheimerFunds, Inc.
Oracle
Out in Tech
Portland LGBTQ Chamber of Commerce
Peace on the Prairie
Progressive
Progressive Insurance
Provincetown Magazine
PSFK
Pure
Purism, SPC
PwC
PwC LLP
Relay Resources
Rep Cap
Riot Games
S&P Global
SellMax
Shire
Siemens
Slalom
SmithGroup, Inc.
Solstice
Splendid Colors
Storganise Ltd
SYNAXIS Meetings & Events, Inc.
Table XI
Telstra
Tesla Inc.
The Brave Heart Foundation of Pittsburgh
The Personal Stories Project
The Transgender Resource Center of Long Island
The Weekly Issue/El Semanario Inc.
ThoughtWorks
Transformation Journeys Worldwide
Transgender Network Switzerland (TGNS)
Transgender Veterans Support Group-Virginia
Treehouse
Trillium Creative Solutions
TVision Insights
Under 1 Sky Village Foundation
Wells Fargo
Western Digital
Wilbanks Partners LLC
Williams Business Services LLC
windata GmbH & Co.KG
Wonderful and Wild
Workshop 3D
Yelp, Inc.
Zynga

Is Your Company a Signatory?



The Business Case for Equality

The business community has long known that discrimination is bad for business, which is why business continues to be a driving force for equality.

With the increasing size of the LGBTQ+ marketplace and what Out Leadership has coined "The Ally Marketplace," there is strong demand from stakeholders for organizations to show their values through advocacy on a variety of social issues, including trans rights.²⁴ (Read more about the Ally Marketplace in Our research [AllyUP](#))

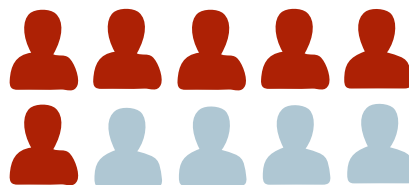


Why diversity and inclusion are good for business:

- Recruit and retain top talent in a competitive market
- Generate innovative ideas by drawing on a greater breadth of perspectives, characteristics, and lived experiences
- Attract and better serve a diverse customer base
- Increase productivity among employees who experience their workplace as a place where they are valued and respected.

The evolution of trans acceptance and inclusion:

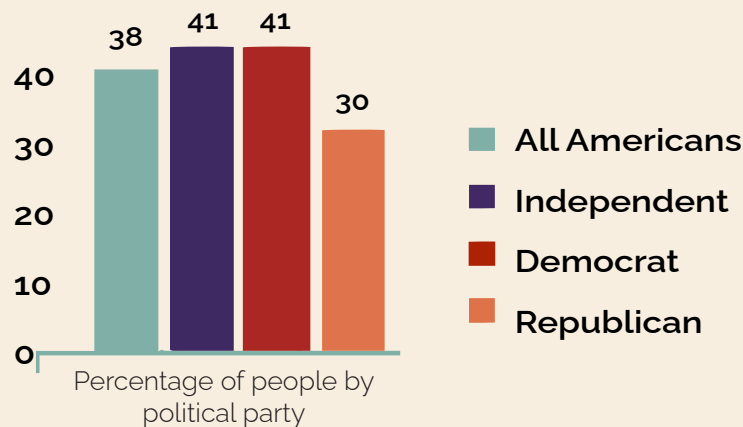
Similar to the broader acceptance of LGBTQ+ equality in society, views towards equality for transgender people have also shifted rapidly, with **six in ten Americans saying that they are more supportive of transgender rights now than five years ago.**²⁴



"The paradox of education is precisely this - that as one begins to become conscious one begins to examine the society in which they are being educated. "

-James Baldwin

Percentage of these groups who think that trans people face stigma or negative social judgment in their community:



The onslaught of anti-transgender bills being proposed contradicts recent polling that shows that a majority of Americans support transgender rights, with 85% of respondents in a March 2021 study from Hart Research Associates supporting the idea that transgender people should be able to live freely and openly according to their gender identity.²⁵

In the same study,

92% said that transgender people should have equal access to medical care.

69% said that transgender youth should be able to access medication that delays puberty if they have advice from their doctors and consent from their parents to do so.

Given that consumers are increasingly caring about transgender equality, it's imperative that organizations take steps to ensure they are supporting their staff, having reflective internal policies, and communicating their support in the community at large.



What You & Your Company Can Do

We call on you to use the power of your voice as a business leader to oppose any administrative and legislative efforts to erase transgender protections through the introduction of new legislation or the reinterpretation of existing laws and regulations. We also fundamentally oppose any policy or regulation that violates the privacy rights of those that identify as transgender, gender non-binary, or intersex.

1 Create visibility:

- Uplift the voices of transgender people within your organization
- Encourage company leadership to be visible and vocal allies
- Ensure that signage, titles, policy language and physical spaces (e.g. bathrooms, gyms) are inclusive and safe for transgender and non-binary employees

2 Educate:

- Educate yourself and others within your organization through training programs and discussion
- Model inclusive language, greetings and pronoun use and give employees the tools and education to do the same

3 Advocate:

- Use your economic power to advocate for trans rights in places you do business
- Find local organizations to partner with to uplift the stories and voices of trans youth and families

Action Steps

- ✓ Sign the Out Leadership Business Statement for Transgender Equality
- ✓ Sign the Business Statement on Anti-LGBTQ State Legislation from Out Leadership partners HRC and Freedom for All Americans
- ✓ Ask your state business coalitions to draft letters opposing state-specific pieces of legislation.
- ✓ Deploy your government relations teams to oppose these anti-trans bills. Ask them to communicate directly with lawmakers and governors. Stop contributions or threaten to stop contributions to lawmakers who support these anti-trans bills.
- ✓ Contemplate business decisions that reflect your values, including not hosting conferences or events in states where these laws pass and making those decisions known

Endnotes

- 1 American Psychological Association
- 2 <https://www.glaad.org/reference/transgender> <https://www.childstats.gov/americaschildren/tables/pop1.asp>
- 3 <https://www.aspenprojectplay.org/state-of-play-2020/ages-13-17>
- 4 <https://www.glaad.org/reference/transgender>
- 5 <https://www.healthline.com/health/red-hair-blue-eyes>
- 6 <https://www.thetrevorproject.org/2019/01/24/new-federal-survey-shows-2-of-us-high-school-students-identify-as-transgender/>
- 7 <https://williamsinstitute.law.ucla.edu/publications/age-trans-individuals-us/>
- 8 <https://www.thetrevorproject.org/2019/01/24/new-federal-survey-shows-2-of-us-high-school-students-identify-as-transgender/>
- 9 <https://www.thetrevorproject.org/2019/02/22/research-brief-data-on-transgender-youth/>
- 10 <https://www.thetrevorproject.org/2019/02/22/research-brief-data-on-transgender-youth/>
- 11 <https://www.thetrevorproject.org/2019/02/22/research-brief-data-on-transgender-youth/>
- 12 Adapted from the Gender graphic popularized by transstudent.org found here: <https://transstudent.org/gender/>
- 13 All definitions are from : <https://transstudent.org/about/definitions/> and <http://www.children.gov.on.ca/htdocs/English/professionals/LGBT2SQ/guide-2018/notelanguage.aspx>
- 14 <https://services.aap.org/en/news-room/news-releases/aap/2021/american-academy-of-pediatrics-speaks-out-against-bills-harming-transgender-youth/>
- 15 <https://services.aap.org/en/news-room/news-releases/aap/2021/american-academy-of-pediatrics-speaks-out-against-bills-harming-transgender-youth/>
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- 18 <https://www.childstats.gov/americaschildren/tables/pop1.asp>
- 19 <https://www.abc10.com/article/news/politics/national-politics/lawmakers-local-examples-problems-transgender-girls-sports/507-17dfb298-e774-4788-9819-dc704496f73b>
- 20 https://www.ncaa.org/sites/default/files/Transgender_Handbook_2011_Final.pdf
- 21 <https://www.thetrevorproject.org/2020/08/31/research-brief-the-well-being-of-lgbtq-youth-athletes/>
- 22 <https://www.nbcnews.com/nbc-out/out-news/prospects-dim-passage-lgbtq-rights-bill-senate-rcna879>
- 23 <https://www.aclu.org/legal-document/hecox-v-little-carroll-declaration>
- 24 <https://www.prii.org/research/americas-growing-support-for-transgender-rights/>
- 25 <https://www.prii.org/research/americas-growing-support-for-transgender-rights/>

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Disclaimer:

Out Leadership has made all efforts to ensure that the information contained within this guide is accurate and up to date as of June 1, 2021. This guide is provided for educational and informational purposes only, and should not be construed as legal advice. The information is not guaranteed to be correct, complete or current. If you would like to suggest an edit to this guide, please contact info@outleadership.com.



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