WHO ARE WE?

Q@haas serves as a community for lesbian, gay, bisexual, transgender, queer (LGBTQ) and straight students to promote diversity and inclusion of LGBTQ within the Berkeley-Haas School of Business.

Four main goals make up our mission:

1. To **build and support lasting connections** between and among Haas’ students, faculty, staff, and alumni.

2. To **build a pipeline of prospective students** that are interested in attending the Berkeley-Haas School of Business.

3. To **foster dialogue around diversity and inclusion** within our classrooms as well as the broader Haas environment.

4. To build **awareness around issues and challenges** that the LGBTQ community faces.
WHY AN ALLY GUIDE?

This guide was created to help allies better understand what they can do to support their LGBTQ friends, peers, colleagues, and family members everyday:

1. **What’s at stake**
   - Allies are critical for equality
   - LGBTQ issues in the workplace
   - Understand unique issues faced by LGBTQ

2. **The power of your voice!**
   - Talk the talk
   - Speak openly
   - Be a vocal advocate for change

3. **Come out as an ally!**
   - Be visible
   - Share your ally story
   - Support LGBTQ in the workplace

4. **Three steps to take now!**
WHAT’S AT STAKE
ALLIES ARE CRITICAL FOR EQUALITY

What is an ally?

Allies are **straight individuals who support equal rights** for the LGBTQ community

Why is being an ally important?

In the US:

- Lesbians, gays, and bisexuals aren’t covered under workplace discrimination laws in 29 states, and can be fired for their sexual orientation
- Transgendered people aren’t covered under workplace discrimination laws in 34 states, and can be fired for their gender orientation

Globally:

- There are ~80 countries with anti-LGBTQ laws
- In ~10 countries, proper punishment for the “crime” is execution
Despite increasing support for full LGBTQ rights in the workplace, many LGBTQ individuals do not feel comfortable being open at work.

**Americans in favor of equal employment rights for the LGBTQ community (%)**

- 1982: 0%
- 1992: 20%
- 2002: 40%
- 2009: 89%

**LGBTQ experiences in the workplace**

- 50% don’t feel they can be out at work
- 2 of 3 are not comfortable having a photo of their significant other on their desk at work
- 11% bisexual people polled said most of their closest coworkers knew about their sexual orientation, compared to 48-50% of gay & lesbians

Sources: Gallup Poll’s “Pulse of Democracy” Survey (2009); Movement Advancement Project (2009); Stonewall Workplace Equality Index (2011); Straight for Equality; Pew Research Center (2013); Clorox Ally Guide
UNDERSTAND UNIQUE ISSUES FACED BY LGBTQ

LGBTQ colleagues may be confronted with professional and personal issues you’ve never thought about – learning about them can help you support your colleagues.

**Professional**

- Should I come out to my new client/colleague? How?
- Will my orientation have a negative impact on my career at this company?
- Am I protected legally as an LGBTQ employee?
- Will they view me or my work differently knowing that I am LGBTQ?
- Does the company’s benefit policy cover my partner?
- Can I trust my colleagues not to out me to other people in the company that I’m not close with?

**Personal**

- What if I’m not out to my other friends and family?
- Will I legally be able to make decisions for my partner if he/she becomes unable to make their own end-of-life decisions?
- When I mention my partner’s gender or bring them to an event, will everyone assume that I am gay/lesbian/bisexual?
- How do I tactfully explain to colleagues that my transition process is personal and not an appropriate topic of conversation?
- How can I reconcile my sexual orientation with my (and other’s) religious beliefs?
THE POWER OF YOUR VOICE!
**Talk the Talk**

Becoming an ally often means acquiring some new vocabulary – your efforts can go a long way toward making your LGBTQ friends, family, and coworkers feel supported.

**Sexual Orientation**

**Sexual orientation** refers to emotional, romantic, spiritual or sexual feelings toward other people. This term is often preferred over *lifestyle* or *sexual preference*, which imply an element of choice.

- **Straight** people experience these feelings primarily for people of the opposite sex
- **Lesbian** and **gay** individuals experience these feelings primarily for people of the same sex
- **Bisexual** individuals experience these feelings for people of both sexes

**Gender Identity**

**Gender identity** refers to a person’s internal, personal sense of being a man or a woman, or something in between. Gender identity does not denote sexual orientation (e.g. being transgender does not mean that person is lesbian, gay, or bisexual)

- **Cisgender** people’s birth-assigned sex and internal sense of gender identity match
- For **transgender** people, their birth-assigned sex and their own internal sense of gender identity do not match. Transgender people may or may not decide to alter their bodies hormonally and/or surgically

**LGBTQ**

**LGBTQ** refers collectively to lesbian, gay, bi, transgender, as well as both queer and questioning individuals. Queer is an umbrella term that refers to anyone who a) wants to identify as queer and/or b) who feels outside of the societal norms in regards to gender or sexuality. Sometimes there’s an added A for allies (LGBTQA).  

To understand even more about queer, go here.
## SPEAK OPENLY

Get used to openly discussing the everyday lives of your LGBTQ colleagues, friends and family members

<table>
<thead>
<tr>
<th>Tip</th>
<th>Instead of...</th>
<th>Say...</th>
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<tbody>
<tr>
<td><strong>Openly talk about your gay family members or friends</strong> to signal your personal support for LGBTQ colleagues</td>
<td>“What did I do this weekend? Oh, I saw a movie with my best friend and one of her friends”</td>
<td>“I hung out with my best friend and her partner this weekend”</td>
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<tr>
<td>Don’t avoid saying “gay,” “lesbian,” “bisexual,” and “transgender” out loud...and <strong>use these terms comfortably</strong></td>
<td>“I heard that’s a really, uh, alternative neighborhood”</td>
<td>“It’s a really gay-friendly neighborhood”</td>
</tr>
<tr>
<td>Use <strong>inclusive language</strong> (and get used to hearing it!), even when talking with allies</td>
<td>“What does your girlfriend do?”</td>
<td>“What does your significant other do?” (other options: partner, boyfriend or girlfriend)</td>
</tr>
<tr>
<td><strong>Talk about the everyday aspects of life with your LGBTQ colleagues</strong> (e.g. relationships, special events) as you do your own</td>
<td>“Did you hang out with your friend this weekend?”</td>
<td>“What did you and your partner do this weekend?”</td>
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</table>
BE A VOCAL ADVOCATE FOR CHANGE

Speak up when you hear misperceptions, stereotypes, or misguided jokes – a proactive comment from an ally can be powerful in challenging these comments. It can be awkward to challenge someone’s comment, but here are a few tips for how to handle uncomfortable situations:

**Use facts**

“I’m not sure you know this but I was just reading this article and…”

**Make it individual**

“I don’t think that’s because she’s a lesbian – that’s just her personality”

**Explain impact**

“How would you feel if…”

**Use humor**

“Not to be a downer, but…”

**Highlight universal behavior**

“I don’t think that’s a gay thing – I know a lot of people like that”

**Ask a question**

“What makes you think that?”

Q@haas Ally Guide v1.1

October 2014
COME OUT AS AN ALLY!
BE VISIBLE

Showing **visible signs of support** is crucial to **building a positive environment** for LGBTQ, particularly for those who do not feel comfortable being out.

- Put a sticker on your desk, laptop, or nameplate
- Wear a t-shirt or carry a tote bag that signals your support
- Talk about your involvement as an ally at a recruiting event
- Write about your experiences in a newsletter or blog
SHARE YOUR ALLEY STORY

Your authentic story of why you became an LGBTQ ally can inspire allies, comfort LGBTQ, and persuade new allies to support inclusion

Common Concerns

*I don’t want to impose my beliefs onto others.* LGBTQ advocacy is a response to the imposition of beliefs that marginalize individuals on the basis of sexual orientation and gender expression through laws and public policy. Being open about how you act on your beliefs isn’t the same as demanding that others believe or act in a certain way.

*I’m worried about how others will treat me.* This is a common fear for allies and LGBTQ people alike. Instead of letting fear limit you, use it to build common ground. Everyone has felt the pain of being different at some point in their lives.

*I’m not ready to answer questions or respond to challenges.* Being a voice for any group can be intimidating. You can turn to lots of resources to arm yourself with information, but remember that you don’t need to have the answers for everything. Just talk honestly about the experiences that led you to think the way you do.

*I’m not LGBT, so why would anyone listen to me?* Your experience as a straight ally can carry more weight than LGBTQ voices outside the LGBTQ community. Take advantage of your powerful voice.

*I don’t have an interesting story.* Many allies feel like their story isn’t important. But consider: What happened in your life that spurred you to become an LGBTQ ally? What have you learned or done differently? Your answers may be more inspirational than you realize, so share!

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Support LGBTQ in the Workplace

Many companies have employee resource groups (ERGs) for LGBTQA – consider joining to support their efforts and to learn more about workplace equality.

<table>
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<tr>
<th>Objectives</th>
<th>Activities</th>
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| Change company policies                    | • Make sure non-discrimination policy protects sexual orientation and gender identity  
• Work to improve the company’s rating on the Human Rights Campaign’s (HRC) Corporate Equality Index, which rates companies on LGBTQ equality efforts |
| Improve organizational culture            | • Engage allies across the organization through relevant training sessions  
• Work with senior leadership to drive culture change |
| Provide a safe space for LGBTQ            | • Create networking opportunities for LGBTQ across the company, especially for those in smaller offices |
| Increase LGBTQ visibility in recruiting and hiring process | • Attract LGBTQ talent by developing inclusive marketing materials and ensuring diverse presence at recruiting events |
| Build business development opportunities   | • Network with potential clients and peer corporations at conferences (e.g. Out & Equal Workplace Summit) |
THREE STEPS
TO TAKE NOW!
THREE STEPS TO TAKE NOW!

1. Keep improving your awareness

Even for experienced allies, it is critical to keep expanding your awareness. Ask questions, and stay informed. The following are resources you can use to stay up-to-date on LGBTQ equality issues:

- **PFLAG** (family and ally network) – [http://community.pflag.org/](http://community.pflag.org/)
- **FriendFactor** (LGBTQ equality on campus) – [http://friendfactor.org/](http://friendfactor.org/)

2. Share your ally story

You may think that you don’t have a compelling story to share, but there is someone out there waiting for the spark that only your story can provide. One person can make a difference, and it can start with you. Sharing your ally story signals to those around you that you support the LGBTQ community, and it helps to start conversations around LGBTQ equality.

3. Embrace advocacy

Be the change that you want to see. Your presence as an ally goes far in challenging our collective culture to embrace a more expansive sense of what equality means. You can be an advocate for equality in the workplace, education, religion, and legislation, to name a few.

Source: Clorox Ally Guide
THANK YOU

This guide is a work in progress – found an error? Comments? Questions? Other resources, tips, or thoughts we should think about? Please e-mail us at Q@haas.berkeley.edu so we can add them to the next version!

This guide would not be possible without these amazing resources:

- PFLAG, Guide to Being a Straight Ally, 2012
- GLSEN, Safe Space Kit, 2013
- Oliver Wyman, GLOW Ally Kit, 2013