

work stream: corporate perspective

(virtual: Angela Fleischlig-Tangl, VIG)



Companies' approaches

- Company is already open, but wants to expand efforts to address LGBTQI+ community
- Diversity should not only be part of HR, but part of company strategy!
- Openness of community member – we find ourselves reflecting on own surprise!

Target groups and their expectations

- Candidates
- New generations: it is seen as normal!
- Annual acceptance and not annual poster-boy

Essential for successful positioning and risks

- Corporate wording, direct communication with customers
- Honest internal analysis of status quo
- Honest and effective approach: come and work for us, help us create culture
- Risk: pink-washing

How do achieve word of mouth

- Employees as ambassadors



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(on location: Marijn Pijnenburg, IBM)



- 1) align with different departments within the company
- 2) you don't have to be perfect, but you have to be committed and open to listening & learning (to your employees) →
- 3) connect with other companies, NGOs, civil societies → learn from each other form coalitions
- 4) install a strategic approach (TOP-DOWN) that fits your own structure