



The Unity campaign helps you become more supportive of 2SLGBTQI+ communities.

# Quick-start checklist

Let your employees and customers know that your business is working to be inclusive and welcoming to everyone.

Use this checklist to help you get started.

- Do your research:**  
Visit [Canada.ca/Unity](https://Canada.ca/Unity) and other trustworthy Canadian sources to learn more about how stigma is affecting 2SLGBTQI+ communities and what you can do about it.
- Develop and share your Pledge of Inclusion:**  
Add it to your employee handbook, post it in shared spaces, and share it in a company-wide email. You can also review it at staff meetings and orientations.
- Update your email signature:**  
Include your pronouns, such as he/him, they/them, or she/her. This helps employees and customers know that you're a safe and respectful person to talk to.
- Check your signage:**  
Pride flags or "Everyone is welcome" stickers show customers your business is open to everyone. You can add them to your website, front window, and marketing materials.
- Use inclusive language:**  
Try using gender-neutral terms when speaking to your team. It can be as simple as replacing "Hey guys" with "Hey folks."
- Review your job postings:**  
Use gender-neutral job titles, such as "sales associate" or "custodian." Clearly state that your company values diversity and is committed to creating inclusive environments.
- Listen to your team:**  
Ask for their ideas on how to make your workplace more inclusive, and act on their suggestions. This shows that you value their experiences and are committed to real change.

## A note on this quick-start checklist:

This is only the beginning. Addressing the issues that drive discrimination and exclusion in an organization is an ongoing process. If you show that your company is inclusive, follow through by building a welcoming culture. Your employees, colleagues, and customers will notice the difference.

