



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

Inclusive workplaces are more attractive workplaces

Creating an inclusive workplace is more than doing the right thing—it's a smart business decision. It can help you hire skilled people, keep employees, and build a strong reputation with customers and clients.¹

How does inclusion affect hiring?

When you work to create an inclusive workplace, you welcome more qualified candidates. Many 2SLGBTQI+ professionals actively look for safe workplaces where they know their rights are respected and protected.

If your job postings and workplace culture show you value inclusion, you are more likely to attract strong candidates that your competitors might overlook.² Inclusive hiring practices help you attract the best talent.

How does inclusion impact employee retention?

Employees are more likely to stay when they feel respected and see that you are committed to a safe workplace. When 2SLGBTQI+ employees can be their authentic selves, they are often more engaged, productive, and loyal.³

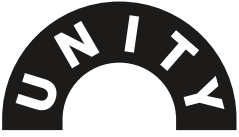
Actions that build trust and belonging can include having a clear Pledge of Inclusion or offering inclusive benefits.

Turnover is costly. Recruiting, hiring, and training new employees takes time and money. Small and medium-sized employers who build inclusive workplaces often see higher employee engagement and lower turnover.⁴

How do we start building an inclusive workplace?

Starting can feel overwhelming, but you don't need to do everything at once. Begin with small, meaningful actions that show your commitment.





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

First steps:

- Review your current policies. Do they protect 2SLGBTQI+ employees from discrimination?
- Add pronouns to email signatures and encourage your team to do the same.
- Display visible signs of welcome, such as Pride flags or art by a local 2SLGBTQI+ artist.

Build from there:

- Create a Pledge of Inclusion that clearly explains expected inclusive behaviours.
- Review your hiring practices to ensure they are inclusive (refer to the Inclusive Hiring Processes document).
- Listen to your team and create space for feedback about what helps them feel welcome.

Remember: Building inclusion is an ongoing process. Start where you are, be authentic, and keep learning. Your efforts will create a stronger, more resilient, and more inclusive workplace.

¹Diversity, Equity, and Inclusion Research, CPHR, 2023.
<https://cphr.ca/wp-content/uploads/2023/04/CPHR-All-Canada-Insights-Report-final64.pdf>

²LGBTQ2S+ voices in employment: Labour market experiences of sexual and gender minorities in Canada, Social Research and Demonstration Corporation, 2022. <https://www.srdc.org/publications/LGBTQ2S-Plus-voices-in-employment-Labour-market-experiences-of-sexual-and-gender-minorities-in-Canada-details.aspx>

³LGBTQ2S+ voices in employment: Labour market experiences of sexual and gender minorities in Canada, Social Research and Demonstration Corporation, 2022. <https://www.srdc.org/publications/LGBTQ2S-Plus-voices-in-employment-Labour-market-experiences-of-sexual-and-gender-minorities-in-Canada-details.aspx>

⁴Optimizing Workplace Culture for Peak Performance, BDC, 2024.
<https://www.bdc.ca/globalassets/digizuite/53416-dei-practices-report-1224.pdf>

