



# Hugh Lane Wellness Foundation

## Center of Excellence in Gender & Sexuality

### Corporate Gains on LGBTQ+ & Equity Investments

#### **The bottom line: More profitable and higher performance**

LGBTQ+ workplace diversity policies for firms spur innovation, which ultimately leads to higher firm performance. Many of the highest scoring companies on the Corporate Equality Index (CEI) published by the Human Rights Campaign (HRC) are also some of the most profitable and highest performing.

#### **Reducing legal risk and improving compliance**

Structural empowerment is one of the pillars of employee retention and can help with reducing legal vulnerability due to employees feeling disenfranchised.

#### **Everyone wins in the company**

Implementation of LGBTQ+-affirming policies contributes to a company's recruitment and retention capabilities both within and beyond the LGBTQ+ community. Employees' commitment to "go the extra mile" for company success is more than 10% higher at affirming companies than at companies with a negative attitude toward LGBTQ+ employees.

#### **Happy Employees want to stay and recruit their friends**

It seems common sense that employees who are fully supported in expressing their authentic self are happier. They are more likely to align with the company's core values, more open to collaboration and more engaged. LGBTQ+ and allied employees at inclusive companies are significantly more likely to say they are proud to work for their employer (+15%).

#### **Client and Consumer loyalty**

71% of LGBTQ+ respondents and 82% of allies across a multimarket sample say they are more likely to purchase from a company that supports LGBTQ+ equality — critical majorities, given that global LGBTQ+ buying power is estimated at \$3.7 trillion.

Talk to us about it:  
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