



INNOVATION & GROWTH

Diverse companies are **70%** more likely to capture a new market and **45%** more likely to report increased market share year-over-year (Harvard Business Review)

EMPLOYER OF CHOICE

67% of job seekers see a diverse workplace as an important factor when considering job offers (Glassdoor)



EMPLOYEE ENGAGEMENT

83% of millennials say they're actively engaged when they believe their organization fosters an inclusive culture (Deloitte)

POWERFUL DECISION-MAKING

Teams that are inclusive make better decisions up to **87%** of the time (Forbes)



DID YOU KNOW?



Fewer than **0.3%** of Fortune 500 board directors were openly LGBTQ+ in 2020 (Catalyst)

In Canada, **only 43%** of LGBTQ+ workers say they are out professionally (Canadian Aviation Pride)



BEST PRACTICES FOR INCLUSIVITY

- Use inclusive language in company documents. Consider the use of “they”, or “s/he” rather than assuming a male-dominant approach to wording
- Remember that “coming out” isn’t a one-time event; virtually every time an LGBTQ+ person encounters a new person or situation, there is a choice to reveal something personal about themselves, and often there is a fear of the reaction

WHAT CAN YOU DO TODAY?

- 1 Certify yourself with the [LGBTQ+ Workplace Inclusion Certificate](#) offered by Pride at Work Canada. Use the code PRIDE@CAAM to take 25% off your purchase!
- 2 Read your [1 pager](#) on how to be an ally in aviation from Aviation Pride
- 3 Women and Drones is collaborating with P3 Tech Consulting and the Diversity Development Network of Canada (DDNC) to understand the current DEI benchmark. Take a quick [Diversity, Equity and Inclusion Survey](#) on how your organization stakes up in terms of EDI from the Diversity Development Network of Canada
- 4 Explore how organizations are benchmarking equality for the LGBTQ+ community with the [Human Rights Campaign Foundation's Corporate Equality Index](#)