



Members | Advisory | Careers

# End of Year 2024 Redefining the Future

[lgbtgreat.com](https://lgbtgreat.com)

December 2024



# Welcome and Opening Remarks



**Jon Mann (he/him)** – Managing Director, BNY Asset Servicing Head of Banks, Broker-Dealers and Insurance, Client Coverage at BNY

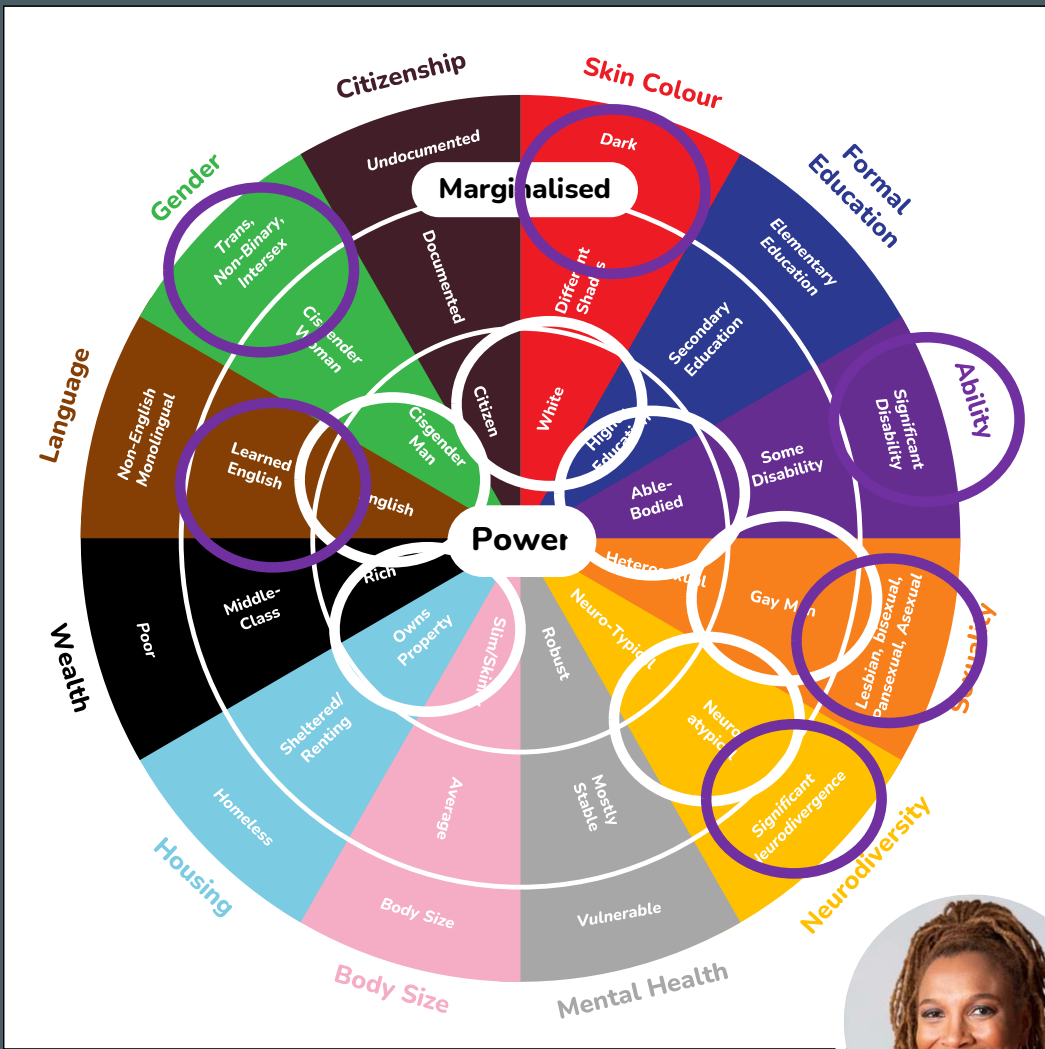
# Reflecting on 2024



Matt Cameron (he/him)  
CEO, LGBT Great



DO SOMETHING GREAT



Kimberlé Williams Crenshaw

**slido**

Please download and install the  
Slido app on all computers you use



**What are some of the factors  
that influence your decision  
when choosing a new  
employer?**

① Start presenting to display the poll results on this slide.



# Who Are We

## Our Vision

Our vision is to see business lead the world in LGBTQ+ inclusion by 2035.

## Our Mission

To empower 5000 organisations and 5 million people by 2035.

## Our Purpose

We help workplaces become authentically inclusive. Because when your people prosper, everyone thrives.



# What We Do



Insights and  
Data Access



Community  
Building



Recruitment and  
Talent Attraction



Role Models and  
Mentoring



Awareness  
Training

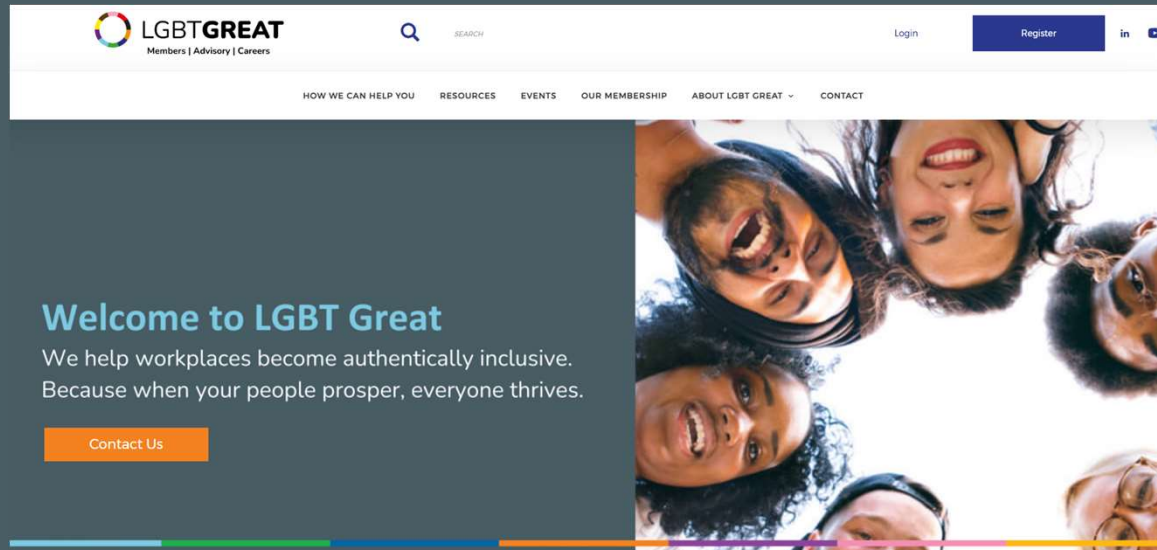


Workplaces and  
Policies





# We've Rebranded!



Go take a look – we have a new look and feel,  
new messaging and user-friendly journey.

[www.lgbtgreat.com](http://www.lgbtgreat.com)

### Resources

Our resources provide executive stakeholders, network leaders and organisations, with the information, tools and initiatives they need to enhance their diversity, equity / inclusion strategies and keep up to date of important LGBTQ+ issues. From work shopping ideas, peer group networks, leveraging our proprietary data, thought leadership and so much more.

**Inclusion Benchmarking**  
Inclusion Index Benchmarking Tool to establish your baseline. Identify opportunities and develop targeted action plans across your organisation.

[More...](#)

**Training**  
Unlock the power of change, elevate your LGBTQ+ inclusion through impactful, accredited training. Rated 4.7/5 by our members.

[More...](#)

**Thought Leadership**  
Our industry leading reports and guides provide informed expertise and knowledge, useful research and data, along with frameworks and case studies to role model success and gain a competitive advantage.

[More...](#)

**Project 1000: Role Models & Allies**  
Improving awareness and visibility. Project 1000 is a five-year drive to spotlight 1000 LGBTQ+ and supportive allies working within professional services.

[More...](#)

**Mentoring Programme**  
Our programme can empower talent and leadership. It is a quantifiable way to increase organisational commitment to the community and enrich learning.

[More...](#)

**Visibility Calendar**  
Throughout the calendar year, there are many days that celebrate members of the LGBTQ+ community. Find collated resources and information here.

[More...](#)

**Bi-Weekly News Digest**  
Published biweekly - read about our latest initiatives and updates, along with the top five LGBTQ+ news stories from around the world. Rated 5/5 by our members.

[More...](#)

**Blogs**  
View our blogs on a myriad of LGBTQ+ related topics, stay informed and up-to-date.

[More...](#)

# Welcome to our new members!

**NOMURA**

AL3ÖURNE

trinnovo  
group



XL Insurance  
Reinsurance

Novuna®

ARROW  
GLOBAL



 RATHBONES

LIONTRUST 





# The First 70+ Members



# The Impact We Are Making Together

<b>10,000+</b> Community Members	<b>5000+</b> Training Attendees	<b>6500+</b> Digest Readers	<b>1,400+</b> Organisations	<b>3500+</b> Survey Respondents	<b>5*</b> Feedback Rating
<b>500,000+</b> Employees Represented	<b>100+</b> Training Deliveries	<b>35m+</b> Workable Visitors p/a	<b>60+</b> Corporate Members	<b>10</b> CPD Accredited Courses	<b>5300+</b> Talent Community
<b>500+</b> Hours of Engagement	<b>1.4m+</b> LinkedIn Impressions	<b>1803+</b> Job Applications	<b>20+</b> Focus Groups	<b>650+</b> Role Models	<b>37+</b> Careers Partners
<b>1000+</b> Report Launch Attendees	<b>Top 10</b> Trans and Non-Binary	<b>20+</b> Global Locations	<b>300+</b> Report Downloads	<b>Top 100</b> LGBTQ+ Gamechangers	<b>100+</b> Policies Reviewed
<b>5+</b> Insights Reports	<b>Top 100</b> Executive Allies	<b>50+</b> iIBT Reports	<b>40+</b> Webinars and Events		



- ✓ Increasing Awareness
- ✓ Building Visibility
- ✓ Enhancing Workplaces



# What did we find out?

## Redefining the Future: LGBTQ+ Talent Attraction and Perception



- 64% of LGBTQ+ talent and 55% allies report being more likely to apply to employers that have undergone an LGBTQ+ assessment.
- 1 in 2 LGBTQ+ professionals would consider leaving their employer for a more inclusive firm.
- 40% of Gen Z LGBTQ+ talent believe leaders in the financial services sector are not effective allies to the LGBTQ+ community.
- LGBTQ+ talent is 2.5x more times likely to have concerns around submitting their DE&I data compared to non-LGBTQ+ talent.



Shreyas Dutta (he/they) – Insights and Research Consultant, LGBT Great



## Live Discussion



Georgina (George) Hayes (she/her) – Conduct Risk & Compliance Consultant, Legal & General



Kayus Fernander (he/him) – Senior Vice President, EMEA Treasury Sales Consumer & Healthcare Lead, Citi



Emma Cusdin (she/her/hers) – Director, Global Butterflies

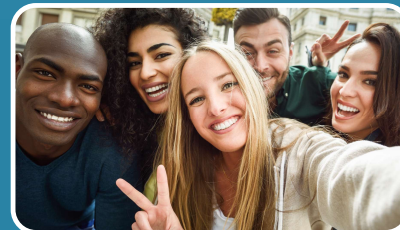


Steven Porter (he/him) – Asset Servicing Client Experience



Shreyas Dutta (he/they) – Insights and Research Consultant, LGBT Great

# 2025 - The Inclusion Advantage



## Insights

Allyship Research  
iiBT and Awards  
Awareness Training  
Talent Insights  
Toolkits

## Visibility

Top Executive Allies  
Top 30 Gamechanger  
Top 30 LGBTQ+ Women  
LGBT Great Careers  
'Starting Out' Prog.

## Community

16+ Events  
Partnerships  
Ambassadors  
Global Roadshow  
Symposium


Senior Leadership. Intersectionality. Visibility.




# 2025 - Annual Programme and Cadence

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Webinar and Virtual Events		Legacies of Leadership				Pride with Purpose			iiBT		Allyship Advantage	
In-Person Events			Mentoring Reception				Together with Pride			Research Launch		End of Year
Allyship Roadshows			San Diego	Boston New York	Edinburgh Manchester		Singapore Hong Kong		Liverpool Leeds			
All Member Meetings				Pride Focus						2026 Focus		
iiBT	2024 Consultations / New Framework Opens			Awards							Scoring	
Role Models and Allies	Top Allies Launch	Top 30 Nominations			Top 30	Top 30 Nominations			Top 30	Top 100 Allies Nominations		
Mentoring Programme	Starting Out Development			Starting Out Cohort 1 Moving Up Development					Moving Up Cohort 1			Review
Allyship Research	Seeing is Believing 2.0 - Field Work									Launch		

#TheInclusionAdvantage – not a member yet? Email us: [info@lgbtgreat.com](mailto:info@lgbtgreat.com)



In partnership with members,  
‘Seeing is Believing 2.0’ will be  
the first major multi-market  
study of its kind.



# 2025 – New Research

1	Conduct the first global market research to understand what makes an ally in the eyes of talent, clients and customers.
2	Conduct interviews with employees and business leaders around the world to understand their perspective(s) on allyship and visibility.
3	Develop a year-round allyship framework to cover personal qualities, actions, and skills which can be leverage by everyone.
4	Capture perspectives around real-world allies and how organisations can improve visibility and competitiveness.
5	Develop a series of interventions for effective allies, particularly, for white cis-gendered men to help drive and inspire change.

Seeing is Believing 2.0 – The Power of Allyship

# 2025 – New Research



## Research Partner Status

Logo Branding  
Report Visibility

## Branding Recognition

Feature  
Employees  
Include a Quote

## Roadshow Partnership

Roundtable  
Build Community

Seeing is Believing 2.0 – The Power of Allyship

Members benefit from Research Partner status. Email us: [members@lgbtgreat.com](mailto:members@lgbtgreat.com)







# Thank you

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Download the Exec Summary



Request the Full Report

[lgbtgreat.com](https://lgbtgreat.com)

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