Raising The Bar:
iiBT Member Toolkit

LGBTGREAT

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Overview

LGBT Great helps workplaces to become authentically inclusive. Because when your people prosper, everyone thrives. Everything we do is data and evidence-based and intentionally designed to deliver tangible, measurable impact. The Inclusion Index Benchmarking Tool ("iiBT") is our proprietary organisational maturity framework established to support and empower organisations to progress their LGBTQ+ strategies with impact. The tool provides you with a means to assess the current standing, maturity, and completeness of LGBTQ+ Diversity, Equity, and inclusion ("DE&I"), offering a critical opportunity to pinpoint areas of success and progress and those ripe for improvement across all parts of your organisation.

Becoming formally assessed for LGBTQ+ inclusion is increasingly important. Our recent talent attraction research tells us that 63% of LGBTQ+ respondents and 55% of allies report being more likely to apply to and share data with organisations that have undergone an LGBTQ+ assessment. Additionally, more than 1 in 2 LGBTQ+ respondents also said they would actively consider leaving their company for a more LGBTQ+ inclusive organisation.

TIPS FOR COMPLETING THE IIBT

Assign an overall project manager and create a small task force team. You can use this as a strategic tool to involve and engage your employees.

Ensure you have stakeholders from across your organisation's departments, not just DE&I or Network Leaders. Share a list of stakeholders based on the pillars of the iiBT.

Accessing the Tool

Each organisation completing the iiBT is issued with a user ID (iiBT/[organisation name]) and password which is shared with the primary point of contact. If you have not been issued with these credentials or have misplaced them, please contact info@lgbtgreat.com for a replacement.

1. Follow this link to access the iiBT platform.
2. Once logged in, select the survey you wish to submit.

3. Complete the survey by clicking on each section. Your progress updates on each section are shown under "status". Remember save your progress by clicking "save and continue" regardless of whether or not you have completed the section.

4. The questions are clear and easy to navigate. Qualitative questions such as this require evidence to be submitted as demonstrated below and supporting narrative in the comments section.
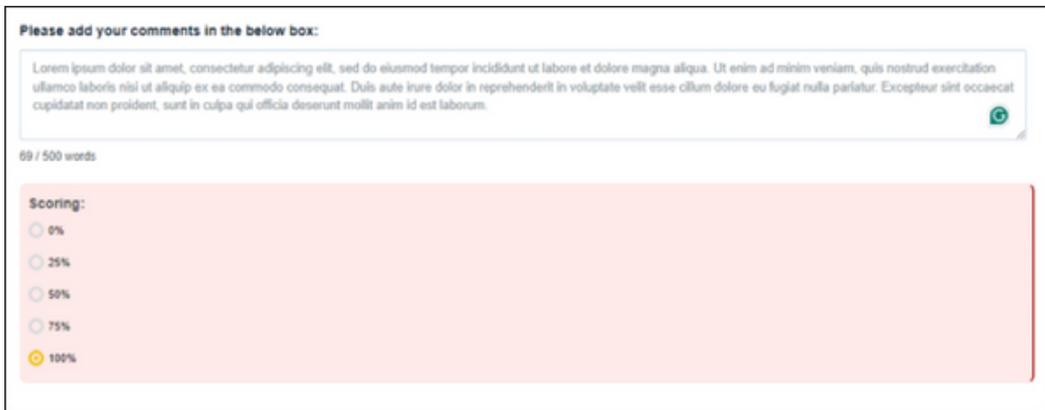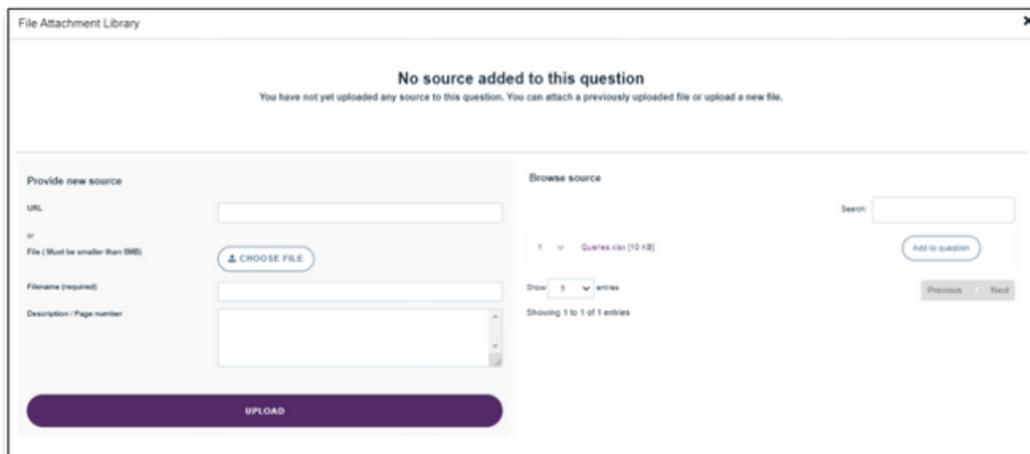

5. Evidence can be uploaded for each qualitative question as seen below. Please refer to Evidence Based Assessment on page 5 for types of evidence necessary to support your answer.

Understanding the scoring methodolody

The iiBT employs a robust and comprehensive scoring methodology designed to provide you with a nuanced assessment of an organisation's LGBTQ+ DE&I maturity. The benchmark incorporates a variety of question types, each assessed using tailored approaches to ensure accuracy and fairness.

Question Types and Scoring

Quant (Single Select):

These questions offer a single correct answer, typically "Yes" or "No." (sometimes followed by additional information). The iiBT's digital platform automatically scores these responses, awarding 1 point for the correct answer and 0 points for an incorrect or missing answer.

Quant (Multi-Select):

These questions allow for multiple correct answers from a list of options. The platform automatically calculates scores by awarding points for each relevant selection, divided by the total number of selectable options. This approach ensures proportional credit for partially correct answers.

Qual (Open Text):

These questions require written responses detailing specific policies, practices, or initiatives. The iiBT Assessor manually scores these responses on a scale of 0 to 1, considering the provided information's depth, detail, relevance, and impact. The Assessor should, wherever possible, also refer to supporting documents and evidence to validate the claims made in the written response.

Auto-Scoring vs. Manual Scoring

The platform streamlines the scoring process for quantitative questions. The platform's auto-scoring functionality ensures objectivity, consistency, and efficiency in evaluating single-select and multi-select responses.

However, the nuances of qualitative questions necessitate a human touch, therefore the LGBT Great iiBT Assessor brings their expertise and contextual understanding to the evaluation of open-text responses, ensuring a thorough and nuanced assessment of the organisation's LGBTQ+ DE&I practices.

Overall Scoring and Award Standards

The iiBT comprises 10 equally weighted sections, with each section contributing to the organisation's overall score by 10%. Each standard encourages organisations to strive for higher levels of inclusivity, providing a roadmap for continuous improvement. These awards not only recognise the efforts of the organisations but also help set benchmarks for others aiming to create a more inclusive work environment. The final score, ranging from 0 to 100, determines the award level:

- **0-39:** No award
- **40-59:** Bronze Award for LGBTQ+ DE&I Excellence
- **60-79:** Silver Award for LGBTQ+ DE&I Excellence
- **80+:** Gold Award for LGBTQ+ DE&I Excellence

Evidence Based Assessment

Evidence is crucial in substantiating your claims and responses made in iiBT submissions and ensuring an accurate assessment of your organisation's LGBTQ+ DE&I maturity. The range of evidence submitted is vast and varies between organisations. Please refer to the below examples for the types of evidence that your peers commonly provide:

Types of Evidence

Policies and Strategy Documentation: These can include formal policies, guidelines, handbooks, training materials, codes of conduct, and internal communications related to LGBTQ+ DE&I. Look for evidence that these documents are comprehensive, up-to-date, accessible to employees, and aligned with the best practices.

Quantitative Data: This can include statistics on LGBTQ+ representation at different levels of the organisation, employee engagement survey results, performance reviews, and other relevant metrics. Assess the data quality, the methodology used to collect it, and how it is used to inform DE&I decision-making. We may engage with you directly to understand more nuanced elements. We typically receive data that has already been visualised/tabulated or converted into a graphic. We are unable to accept raw XLS or other files.

Qualitative Data: This can include testimonials from LGBTQ+ employees, feedback from ERG studies, and other anecdotal evidence. If possible, we encourage you to provide screenshots of the statement, quote, or other information that has been used in official documentation (internally / externally) or even for email receipts/screenshots can be submitted to strengthen the quality of the evidence.

Social Media Posts / Visibility Campaigns: Screenshots or links to social media posts, campaigns, or hashtags that promote LGBTQ+ inclusion or showcase the organisation's involvement in Pride events or other LGBTQ+ initiatives.

Videos: Videos featuring interviews with LGBTQ+ employees or allies, testimonials about the organisation's inclusive culture, or recordings of DE&I training sessions or events. These are likely to be posted online externally or accessible via an intranet page. The full video may not necessarily be shared, merely a screenshot. This is sufficient.

Photos: Photos of LGBTQ+ ERG events, Pride celebrations at the workplace, or visible signs of LGBTQ+ inclusion in the office environment (e.g., rainbow flags, inclusive signage).

Internal Communications: Screenshots of internal newsletters, emails, or intranet articles that highlight LGBTQ+ DE&I efforts or share personal stories of LGBTQ+ employees.

External Communications: Examples of advertisements, marketing materials, or website content that feature LGBTQ+ representation or promote an inclusive message.

External Validation / Awards: This can include awards, certifications, or recognition from external organisations for the organisation's LGBTQ+ DE&I efforts. Note that previous iiBT submissions may be used here as evidence. Whilst this is fine, ensure that the relevant actions have been undertaken in the last 12 months. Evidence from previous submissions may be deemed inappropriate if it relates to activities, actions or data from more than 18 months old.

Note: A higher degree of detail is outlined in the Gold Standard section across each section as this represents the level of LGBTQ+ DE&I maturity and commitment that is expected to achieve such a high score. It should be noted however that the examples provided in these sections are expected at some degree across all standards. The quality of evidence paired with the maturity and exhaustiveness of the policies, practices and initiatives implemented in each submitting organisation is what sets each standard apart. Organisations aiming for a Bronze Standard for example should aim to implement at least some of the examples outlined in Gold.

Section Overview

Standard	Section 1: Leadership & Accountability
Gold (80- 100%)	• Evidence of **multiple stakeholders** having very **clear LGBTQ+ goals** and **accountabilities**, i.e. an ERG Chair/Co-Chair with operational and engagement-specific accountabilities, while a/several senior/executive sponsors have very clearly defined goals and objectives, which may crucially be tied into formalised performance management and bonus/remuneration considerations. • Comprehensive and integrated approach to **recognising and rewarding LGBTQ+ DE&I efforts**, embedded in the organisation's culture and values and reflected in formalised performance management tailored at different levels. • Showcases a comprehensive and multi-faceted approach to **leadership development on LGBTQ+ issues** and provides compelling evidence of both individual and organisational initiative, demonstrating a culture of continuous learning and allyship with overt commitment. • Highlights **LGBTQ+ role models and supportive allies** from all levels, including leadership, both internally and externally through several channels frequently.
Silver (60-79%)	• Evidence that the **Board is committed to LGBTQ+ DE&I** specifically and that specific accountabilities have been formalised. • Clear evidence provided of **LGBTQ+** specificity being **integrated into** accountability and **R&R frameworks**. • (Based on firm size/maturity) Dedicated **DE&I/L&D teams** with **clear** set of **goals and objectives** with evidence of how they interface with other stakeholders. • Wide range of formal or informal **rewards and recognition** mechanisms tied to specific and measurable LGBTQ+ DE&I goals and outcomes. • Wider range of mechanisms in place accompanied by evidence which demonstrates **sustained engagement from leadership on LGBTQ+ DE&I** initiatives and a clear commitment to learning and development. • Highlights, both internally and externally, **LGBTQ+ role models** and supportive **allies** from **several** organisational **levels**.

Bronze (40-59%)	• Sponsors from **at least one** stakeholder group **leading on DE&I** and/or involved in steering groups in your organisation. • Advocacy with **clear goals, objectives and accountability frameworks** from Senior Leadership on LGBTQ+ DE&I. • Some evidence of **rewards** and **recognition** with link to **LGBTQ+ DE&I goals** and outcomes. • Several mechanisms in place accompanied by specific examples of actions on an organisational and individual level to **support leadership in LGBTQ+ DE&I initiatives.** • Highlights LGBTQ+ **role models** and **supportive allies** internally.

Standard	Section 2: Policy & Strategy
Gold (80- 100%)	• Centralised DE&I strategy which is reviewed bi-annually with evidence of LGBTQ+ specific strategic aspects as well as clear implementation and commitment across the entire organisation. Furthermore, a Gold Standard DE&I strategy includes: (i) **Workforce planning** that integrates intersectional LGBTQ+ data, sets ambitious targets, and outlines clear action plans with assigned responsibilities and timelines. (ii) A highly effective and innovative **LGBTQ+ recruitment strategy** with evidence of success in attracting and hiring diverse talent. (iii) A comprehensive and ongoing **commitment to LGBTQ+ learning and development**, with innovative internal and external programs, robust evaluation, and clear links to behaviour change and organisational culture. (iv) A clear data-driven approach to LGBTQ+ DE&I by **collecting** a wide range of intersectional **data** and **setting** ambitious, multifaceted **KPIs** which measure qualitative and quantitative elements of DE&I. (v) A data-driven approach to **internal and external communications** which uses storytelling/ lived experiences, actively seeks feedback/input from LGBTQ+ employees and measures impact. • Evidence of a wide **range** of comprehensive **LGBTQ+ policies** implemented. We expect Gold Standard firms to have all or most of the following in place: (i) Discrimination based on sexual orientation policy based on gender identity and expression policy. (ii) Transitioning at work (or equivalent) policy (iii) Support for non-binary employees at work policy (iv) Inclusive parental leave policy (v) Adoption leave policy (vi) Gender expression guide
Silver (60-79%)	• Evidence/documentation of a **centralised DE&I** strategy which is **reviewed regularly** with clearly defined **OKRs** aligned to specific business areas. • **Workforce planning** which sets clear LGBTQ+ representation **targets**, multiple LGBTQ+ DE&I-specific **training opportunities**, robust **data capture** and analysis methods and well-structured internal and external **communications plan** with regular and **targeted messaging** towards the LGBTQ+ community. • Set of robust and comprehensive **LGBTQ+ specific policies** in place which include **discrimination** based on **sexual orientation** and/or **gender identity**, **transitioning** at work (or equivalent) policy and **support** for **non-binary** employees at work.

Bronze (40-59%)	• Centralised **DE&I strategy** which is **reviewed annually** which involves **tracking** specific LGBTQ+ DE&I **data**, LGBTQ+ **talent attraction** initiatives, **learning and development** programmes and regular internal **communication** initiatives with evidence of some specific actions or initiatives. • Some LGBTQ+ DE&I policies in place such as anti-discrimination, support for trans/non-binary employees, inclusive parental/ adoption leave and guidance on gender expression**.**

Standard	Section 3: LGBTQ+ DE&I Data
Gold (80- 100%)	• **High** sexual orientation, transgender and non-binary **disclosure rates (76-100%)** • Evidence of a comprehensive, multi-channel approach to **collecting LGBTQ+ DE&I data** such as **sexual orientation**, **gender identity** data including **transgender and non-binary** diversity data **at all levels** and business verticals, providing an exhaustive list of options with additional open text 'other please specify' fields. • Demonstrate not only a commitment to collecting LGBTQ+ diversity data but also a proactive and comprehensive approach to creating a **safe and trusting environment** where **employees** feel empowered to **share their information.** Furthermore, Gold standard firms should provide evidence of: (i) Implementing a range of **evidence-based strategies** that address all the common barriers to disclosure. (ii) Provide robust **evidence of the effectiveness** of these strategies. (iii) Demonstrate a commitment to **continuous improvement** by **regularly reviewing and refining** its approach based on feedback and data analysis.
Silver (60-79%)	• **Good** sexual orientation, transgender and non-binary **disclosure rates (41-75%).** • Collects LGBTQ+ **DE&I data** such as **sexual orientation, gender identity** data including **transgender and non-binary** diversity data at several business levels, including leadership. • Evidence of a comprehensive and sophisticated approach to **data analysis** using a variety of **quantitative and qualitative** methods whilst articulating a clear connection between data insights and specific actions/impact on LGBTQ+ DE&I. • Demonstrates a multi-faceted approach to **improving disclosure rates**, with a range of **targeted strategies and initiatives.** Furthermore, provide detailed examples of **communication campaigns, training programmes,** and **feedback mechanisms** specifically designed to address the concerns of LGBTQ+ employees and allies with evidence of the impact of these initiatives.
Bronze (40-59%)	• **Medium** sexual orientation, transgender and non-binary **disclosure rates (0-40%)** or no monitoring. • **Collects some LGBTQ+ DE&I data** such as disclosure rates or **plans on implanting** the infrastructure to do so in the **next 12 months.** • Evidence of some **diversity data** analysis to identify trends and disparities in **representation** and/**or using data** to inform specific DE&I initiatives. • Outline **some specific actions** to either commit to in the next 12 months or strategies in place to **improve comfort around self-disclosure DE&I data** whilst also demonstrating understanding towards any current barriers to disclosure rates.

Standard	Section 4: Talent Attraction & Retention
Gold (80- 100%)	• Evidence of not only a **range of initiatives**, but also **clear mechanisms** for **tracking and monitoring** the **effectiveness**, impact and ROI on these initiatives, e.g. (i) Establishing **formal partnerships** with **LGBTQ+ organisations** to access diverse talent pools. (ii) Participation in **LGBTQ+ careers fairs.** (iii) Targeted **advertising and recruitment campaigns.** (iv) **Inclusive employer branding** and messaging. (v) Taking a **data-driven approach to LGBTQ+ inclusive recruitment** by **tracking and analysing diversity data** and setting ambitious goals for increasing representation. (vi) Implementing a **blind recruitment** process. (vii) Providing DE&I and **unconscious bias training** for recruiters, hiring managers and interviewers. • Organisation is able to demonstrate a proactive and comprehensive approach to positioning itself as an **LGBTQ+ inclusive employer**, integrating this message into all aspects of its **external communication** and **employer branding** through compelling and authentic **storytelling**, providing strong evidence of **partnerships with LGBTQ+ organisations**, evidence of proactive participation **at LGBTQ+ events and initiatives** and highlighting **awards and recognition** (including the iiBT) received for being an LGBTQ+ inclusive employer. • Provides opportunities for applicants to **voluntarily disclose** their **gender identity** and **sexual orientation** at multiple stages of the **recruitment** process. • Demonstrate a data-driven and comprehensive approach to **reviewing and improving LGBTQ+ inclusivity** at all stages of the **recruitment process** by providing **evidence of actions** taken, **qualitative** and/or **quantitative evidence** to support impact and show a clear commitment to continuous improvement through learning from the review process.
Silver (60-79%)	• Demonstrate a **multi-faceted approach** to **LGBTQ+ talent attraction** with a range of **targeted strategies and initiatives**, **partnerships** with LGBTQ+ **recruitment partners** or job boards (including LGBT Great Careers) and clearly articulate commitment to LGBTQ+ inclusion by implementing inclusive **employer branding and messaging**.

Silver **(60-79%)**	• Evidence of **DE&I and unconscious bias training** for hiring managers. • Evidence of commitment to creating a brand as an **LGBTQ+ inclusive employer** by providing **clear and consistent messaging** in external **communications**, communicating **detailed information** about LGBTQ+ specific content such as **policies, benefits and initiatives** and facilitating visible LGBTQ+ representation by **spotlighting LGBTQ+ employees and allies.** • Collects some applicant DE&I data during the recruitment process. • Provide detailed descriptions of actions taken to **review recruitment process** for LGBTQ+ talent attraction whilst clearly articulating the rationale behind each action and **how they address LGBTQ+ inclusion** alongside some **qualitative** or **quantitative evidence** to support impact.
Bronze **(40-59%)**	• Provide evidence of some LGBTQ+ **targeted outreach methods**, use of **inclusive branding and messaging** in the recruitment process, **DE&I** support/ **training for hiring managers** and highlight LGBTQ+ employee testimonials (if available) as a strategy for attracting LGBTQ+ talent. • Evidence of positioning your organisation as an **LGBTQ+ friendly employer** by explicitly **referring to LGBTQ+ DE&I** on your **website/job posting**, advertising LGBTQ+ content on website/**social media** page and some **visibility** of LGBTQ+ employees and/or **active allyship**. • **Review process** in place for **recruitment** to gauge focus on LGBTQ+ talent attraction with specific **examples** provided of actions taken such as **reviewing job descriptions**, attending **diversity events**, etc.

Note: Please click the following link to find out more about how **LGBT Great Careers** can help your organisation attract LGBTQ+ talent.

Standard	Section 5: Training & Development
Gold (80- 100%)	• Can demonstrate with clear evidence that a **robust training policy** is in place across the **entire organisation** on a broad and expansive **range of topics** and that **participation levels** are **high**. Gold standard firms will also provide **evidence** of the **range of themes** and specific **training materials.** Examples of suitable evidence include: (i) **Internal Delivery:** Training materials, schedules, or agendas for sessions facilitated by internal stakeholders. Feedback or evaluations from participants about the quality of the training. (ii) **External Delivery:** Contracts or agreements with external providers, biographies of facilitators, or marketing materials for the training programmes. (iii) **On-Demand Platform:** Screenshots or links to the platform, course descriptions, or completion reports for employees who have taken the training.
Silver (60-79%)	• Evidence of a training policy in place and implementation of LGBTQ+ **insights training** (see suitable evidence above) to **multiple stakeholder groups** on a range of topics. A silver standard requires **evidence of specific themes** addressed.
Bronze (40-59%)	• Demonstrate, with evidence (see above), implementation of **some LGBTQ+ awareness training** or can demonstrate plans to do so in the next 12-18 months.

Note: To find out more about how your organisation can utilise trainings offered by LGBT Great, please click the following link to view our series of 12 Insights & Awareness Trainings on a wide range of LGBTQ+ and intersectionality issues.

Standard	Section 6: Procurement & Suppliers
Gold (80- 100%)	- Provide clear evidence of a comprehensive and detailed **procurement policy** in place which requires **suppliers** to **align with** the organisation's **LGBTQ+ DE&I goals** as well as outlining outcomes and accountabilities, e.g. provide evidence of a comprehensive procurement RFP or process. - The **policy** should **explicitly address LGBTQ+ inclusion** and outline expectations for suppliers. - Evidence of outcomes and responsibilities can include: - Supplier **adherence** to the organisation's **LGBTQ+ inclusive procurement** policy. (i) Supplier **diversity data**, including LGBTQ+ representation in their workforce and leadership. (ii) Supplier **engagement in LGBTQ+ DE&I initiatives** or community partnerships. (iii) Supplier **performance on DE&I-related** key performance indicators **(KPIs).**
Silver (60-79%)	Can demonstrate evidence of a **procurement policy** in place which **encourages LGBTQ+ DE&I** amongst suppliers and detail outcomes and accountabilities (see suitable evidence above)
Bronze (40-59%)	Can demonstrate evidence of a **procurement policy** in place which **encourages LGBTQ+ DE&I** with **suppliers.**

Standard	Section 7: Communications & Partnerships
Gold (80- 100%)	• Evidence of a **centralised LGBTQ+ communications strategy** in place which specifically includes clear **goals and objectives, target audience**, key **messages and themes** established and infrastructure in place to **measure** and evaluate the **effectiveness of the strategy.** • Evidence that **policies** and communications are **LGBTQ+ inclusive**, use **inclusive language** and there is a robust formal **review** and feedback **process** in place to ensure consistency. Gold standard communications and policies use: (i) **Person-first language**, focusing on the individual rather than their identity, i.e. 'employees who are LGBTQ+ rather than 'LGBTQ+ employees'. (ii) **Inclusive terminology** that encompasses the **full spectrum** of **LGBTQ+ identities** by **avoiding binary terms**, using gender-neutral language and avoid assumptions. (iii) **Up-to-date** language*. (iv) **Positive and affirming** language. (v) **Active** rather than passive **voice** to **affirm accountability**, i.e. '<u>we</u> will not tolerate discrimination'. (vi) Language which **avoids stereotypes.** (vii) Evidence, such as **screenshots** of social media posts, online outreach, email comms or photos of events, of **clear set of goals, objectives, target audience** and schedule for **communicating** both internally or externally, a wide variety of **LGBTQ+ visibility days.** • Evidence, such as **screenshots** of **social media** posts, **engagement metrics** and **testimonials** that your organisation has **featured LGBTQ+ role models** in the past 12 months in a way that goes beyond simply featuring role models but rather has committed to **spotlighting their lived experiences** and sharing their stories to underpin the value visible role models play in accordance to the **centralised DE&I strategy.** • Evidence that your organisation is associated with a range of **other DE&I organisations** and/or has been nominated for any other DE&I awards.
Silver (60-79%)	• Evidence of a communications strategy **sensitive to LGBTQ+ issues** in place with clear **goals and objectives**, themes and target audience. • Evidence that policies and communications are **LGBTQ+ inclusive** and use **inclusive language**, e.g. **gender-neutral language, avoid stereotypes**, is **up-to-date**, and can **resonate with all employee**s and not just a single group i.e. 'parents and guardians' rather than 'mothers'. • Evidence of a **communications strategy** to mark several **LGBTQ+ visibility days** internally or externally. • Evidence, such as screenshots of social media posts, engagement metrics and testimonials that your organisation has featured LGBTQ+ role models in the past 12 months in an earnest and meaningful way. • Evidence of association with other DE&I organisations and/or recognised for DE&I awards.

Bronze (40-59%)	• Centralised **communications strategy** or evidence of an overarching inclusive communications strategy which includes **LGBTQ+ sensitivities.** • Demonstrate that **policies and communications** are inclusive and use **LGBTQ+ inclusive language.** • Provide evidence of some **LGBTQ+ visibility days** being recognised either internally or externally. • Evidence of spotlighting LGBTQ+ role models either internally or externally.

Note:*For guidance on up-to-date language, please see the [LGBT Great Inclusive Language Guide.](#)

Standard	Section 8: Employee Engagement
Gold (80- 100%)	• Evidence of the most recent internal **employee feedback survey** which demonstrates **anonymity**/confidentiality, **accessibility, high frequency** (annual or bi-annual), **high participation** rate and comprehensive **results metrics.** • Evidence of a proactive **LGBTQ+ focused** Employee Resource Group **(ERG)** which is an **active force for change** within the organisation and has clear **goals and objectives** and a diverse range of perspectives from its members. Evidence of **minutes, objectives and testimonials** will strengthen this answer. • Demonstrate several ways your organisation **encourages non-LGBTQ+ employees** at various levels to become **visible allies** and **role models**, for example through: (i) Widely **accessible training programmes** such as LGBT Great's Seeing is Believing, Introduction to Allyship or 5 Traits of Allyship trainings, for example. (ii) **Unconscious bias** training. (iii) **Training** for **managers/leaders** on how to **encourage allyship** amongst employees. (iv) **Internal communications** campaigns.
Silver (60-79%)	• Evidence of the most recent internal **employee feedback survey** which demonstrates with some detail of **results metrics.** • Demonstrate a **proactive LGBTQ+ ERG** which is a positive force for change. • Demonstrate how your organisation **encourages non-LGBTQ+ employees** at all levels to become **visible allies and role models** through training and communications campaigns.
Bronze (40-59%)	• Evidence of employee feedback through an **internal feedback survey**. • Demonstrate a proactive **LGBTQ+ ERG** which is a positive force for change or plans to establish one in the next 12-18 months. • Demonstrate some **employee benefits** which are LGBTQ+ inclusive. • Demonstrate commitment to encouraging **non-LGBTQ+ employees** to become **visible allies and role models**.

Note: To find out more about LGBT Great's drive to spotlight LGBTQ+ and supportive allies, click the following link to get involved with our Project 1000 campaign.

Standard	Section 9: Culture, Belonging & Benefits
Gold (80- 100%)	• Outline how your organisation **reviews** its **dress code** to ensure that it is LGBTQ+ inclusive, i.e. it allows **individual expression** of gender identity, **avoids** reinforcing **stereotypes** and is **flexible** to meet individual's needs, bearing in mind the **context of** your organisations **industry** and **workplace** culture. • Evidence of **LGBTQ+ inclusive** and progressive **employee benefits** and benefit policies worded using **inclusive language** so that they can be interpreted as **universally beneficial.** Examples of LGBTQ+ specific benefits include: (i) Trans-inclusive healthcare. (ii) Fertility and family-building benefits. (iii) Equal access parental and spousal benefits. (iv) Inclusive family leave. (v) LGBTQ+ specific mental health support. (vi) Gender-neutral bathroom facilities. (vii) Domestic partner relocation assistance. (viii) Adoption assistance. • Evidence that your organisation **offers support to Board, Executive and Non-Executive Management** on developing a comprehensive **understanding of LGBTQ+ issues** through training, mentorship programmes, etc. • Demonstrate with evidence on how your organisation invites employees to **provide feedback on LGBTQ+ DE&I,** for example though formal and informal feedback channels such as engagement and pulse survey, focus groups, suggestion boxes, exit interviews, ERG/committee feedback and one-to-one meetings.
Silver (60-79%)	• Demonstrate how your organisation **reviews** its **dress code** to ensure it is **LGBTQ+ inclusive.** • Evidence of **LGBTQ+ inclusive** and progressive **employee benefits** (see above examples) or **benefit policies** worded using **inclusive language** so that they can be interpreted for **universal benefit.** • Evidence that your organisation offers **support** to **Board, Executive and Non-Executive Management** on **understanding LGBTQ+ issues.** • Demonstrate formal and informal channels for **collecting employee feedback on LGBTQ+ DE&I.**

Bronze (40-59%)	• Demonstrate how your organisation reviews its dress code to ensure it is LGBTQ+ inclusive. • Provide an overview on how your organisation's benefits are LGBTQ+ inclusive or demonstrate a commitment to implementing them in the next 12-18 months. • Evidence that your organisation offers support to Board, Executive and Non-Executive Management on understanding LGBTQ+ issues. • Evidence of mechanisms in place to collect employee feedback on LGBTQ+ DE&I.

Standard	Section 10: Social Impact & Community
Gold (80- 100%)	• Provide clear evidence on how **LGBTQ+ issues** are deliberately and comprehensively **integrated** to your organisation's Environmental, Social and Governance **(ESG) strategy**, for example: • **Social** (S): setting **measurable** representation and DE&I **goals**, policies which **support LGBTQ+ employee well-being, supplier diversity** and ensuring that the end-to-end **supply chain** respects the **human rights** of LGBTQ+ individuals. • **Governance** (G): Promoting **Board diversity**, implementing policies which **prohibit LGBTQ+ discrimination** (explicitly trans and non-binary) and public **reporting** of the organisation's LGBTQ+ DE&I progress and challenges. • Detail with evidence how your organisation **tailors its products and services** towards the **LGBTQ+** community, for example: (i) **Financial education** resources on LGBTQ+-specific financial planning (e.g., adoption, fertility treatments). (ii) **Partnerships** with **LGBTQ+** owned **businesses** or charities for exclusive discounts or offers. (iii) **Savings accounts** or investment plans **designed for LGBTQ+ couples** or individuals planning to start or expand their families through **adoption, surrogacy, or fertility treatments.** (iv) **Mortgage lenders** with a proven track record of **serving LGBTQ+ clients**, demonstrating **non-discrimination** in their **policies** and practices and expertise in navigating **unique challenges** faced by LGBTQ+ borrowers, such as **income disparities** or **legal recognition of relationships.** (v) Specialised **loan** programmes or **funding options** for **LGBTQ+** entrepreneurs and small businesses, recognising the **unique barriers** they may face in accessing capital (vi) **Life insurance** policies that offer **equal coverage** for **same-sex** partners and spouses • Provide clear evidence on how your organisation **engages** with **clients** on **LGBTQ+ issues** in a meaningful way, for example: (i) Hosting educational **workshops.** (ii) Providing clearly signposted **online resources.** (iii) Publishing or sponsoring **thought leadership.** (iv) Conducting **surveys** or **focus groups** with **LGBTQ+ clients/customers.** (v) Hosting **panel discussions**, open forums or **Q&A sessions** where **perspectives** can be **shared** and/or **progress/difficulties in LGBTQ+ DE&I** can be communicated. (vi) **Sponsoring** LGBTQ+ events and initiatives. (vii) Collaborating with **LGBTQ+ organisations.** (viii) Using **inclusive language and imagery** in marketing and internal communications. • Outline with evidence ways your organisation has been involved in LGBTQ+ focussed research, thought leadership, philanthropic causes, advertising and/or promotion in the past 12 months, for example: (i) **Conducting** or **funding research** on LGBTQ+ issues. (ii) **Publishing** or **sponsoring thought leadership** on LGBTQ+ topics.

Standard	Section 9: Culture, Belonging & Benefits
Gold (80- 100%)	• Developing and implementing LGBTQ+ inclusive marketing campaigns. (i) **Sponsoring** LGBTQ+ events. (ii) Employee **volunteer** programmes • Provide examples of your organisation's visible advocacy for LGBTQ+ human rights, for example: (i) Issuing **press releases** or statements **supporting LGBTQ+ rights**, **condemning discrimination** and expressing solidarity. (ii) Running **social media** campaigns to **raise awareness** on LGBTQ+ issues. (iii) **Engage** with **policy makers** or legislators to advocate for laws and policies to protest LGBTQ+ equality. • **Donating** to LGBTQ+ organisations.
Silver (60-79%)	• If an **ESG strategy is in place**, provide evidence on how **LGBTQ+ issues** are **integrated** with regards to social and governance goals. • Provide evidence of how your organisation **tailors** its **products and services** towards the **LGBTQ+ community** to address **unique needs and challenges** faced by this diverse group, fostering financial inclusion and wellbeing. • Provide evidence on how your organisation **engages with clients** and customers on LGBTQ+ issues through **education, communication, advocacy** and **collaboration** in order to prove your organisation's **commitment** to fostering truly a **inclusive environment.** • Detail any **involvement** your organisation has had in **LGBTQ+ focussed research, thoughts leadership, philanthropic causes, advertising** and/or promotion with evidence such as links to **research publications**, copies of **LGBTQ+ focussed advertisements, descriptions of events**, etc. • Detail, using appropriate examples, ways in which your organisation has **engaged in advocacy** for **LGBTQ+ human rights,** i.e. **legislation**, external **communications**, charitable **donations**, etc.
Bronze (40-59%)	• If an ESG strategy is in place, provide evidence on how LGBTQ+ issues are integrated. • Demonstrate your organisation's commitment to ensuring that some products and services are tailored towards the LGBTQ+ community. • Outline some ways your organisation engages with customers and clients to foster LGBTQ+ inclusion. • Provide details of any LGBTQ+ focussed thought leadership, marketing campaigns, research and/or philanthropic causes your organisation has been involved with in the past 12 months and provide evidence. • Provide some details of visible LGBTQ+ human rights advocacy efforts your organisation has made.

Frequently Asked Questions

How can the iiBT help my organisation?
Completion of the iiBT enables organisations to affirm what they are doing well and spot areas for strategic focus. The process of completion is a key way to engage stakeholders across an organisation and focuses hearts and minds on the change actions which will make a difference. Several members have engaged junior LGBT+ talent and allies to help pull information together, empowering them with the opportunity to support their organisation's progress.

Is completion of the iiBT a requirement of membership of LGBT Great?
Yes. LGBT Great recommends that all members complete the iiBT within the first six months of joining membership. The purpose of this is do determine the stage of LGBT+ DE&I maturity and provide a base line for improvement.

Should the iiBT be completed globally or at a country level?
The iiBT is principals based and can be completed at a country or regional level, depending on the member's priorities. Some members select to complete separate submissions for different offices in the USA and Asia for example.

How are iiBT submissions assessed?
Submissions are assessed by LGBT Great using a marking framework. Each indicator is given a percentage score and aligned to a level on the maturity model and scores are aggregated to provide an overall score. Please refer to Understanding the Scoring Methodology on page 4.

Once the iiBT is completed what next?
Each completing organisation has access to a 1:1 consultation with LGBT Great in which we share a detailed breakdown of the result with key stakeholders. During this session, organisations are presented with the overall and individual scores across all ten sections, reporting metrics which benchmark your score across each section with that of the aggregate average score for all completing organisations that year and a pack which details key strengths, areas of strategic focus and a plan of action for how your organisation will work with LGBT Great to implement continuous improvement measures to further develop your LGBTQ+ DE&I maturity.

What is the reporting period for the iiBT?
The reporting period for the iiBT is 12-18 months from the submission deadline. All evidence, initiatives and commentary must have occurred within this time period or else it cannot be considered for that iiBT cycle.

Is my iiBT Score Public?
No. Your individual iiBT score, submission and all data submitted as evidence is completely confidential between your organisation and LGBT Great. Your score will be communicated to you during the 1:1 consultation session. Should you consent, LGBT Great may publish your iiBT Award Standard, i.e. Gold, Silver or Bronze on social media which does not include your score percentage or any reporting metrics.

Are all firms required to aim for a Gold, Silver or Bronze award?
No. The iiBT is an intuitive and multi-faceted tool which can be used purely for diagnostic purposes. This is particularly prevalent for firms early on in their LGBTQ+ DE&I journey who may wish to use the tool to gain a deeper understanding of their current LGBTQ+ DE&I maturity and ways they can improve.

Is my iiBT score final?
No. The score that is communicated to you during the 1:1 consultation session is the preliminary score based on the initial evidence provided in the survey. Where possible, we point out areas where scores can be enhanced with the provision of further evidence and context which means your overall iiBT result can be adjusted in some cases.

How often should the iiBT be completed?
LGBT Great recommends that firms complete the iiBT every two years to allow enough time between reporting periods to elapse. Furthermore, the two-year cycle better encapsulates your organisation's sustained commitment to continuous improvement and actively fostering LGBTQ+ DE&I across your organisation.

Thank you - together we can help workplaces become authentically inclusive. Because when your people prosper, everyone thrives.

Contacts:
Clara O'Connor (she/her), Workplaces and Data Consultant, clara@lgbtgreat.com
Shreyas Dutta (he/they), Research and Insights Consultant, shreyas@lgbtgreat.com
Matt Cameron (he/him), Chief Executive, matt@lgbtgreat.com
General enquires: members@lgbtgreat.com

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