

The Importance to Business of LGBT+ Inclusion

Organizations that are LGBT+ inclusive are...

More successful at recruiting and retaining top talent

LGBT+ inclusive organizations have an increased ability to attract and retain talent, innovate and build loyalty and brand strength.

— “The Economic case for LGBT+ Inclusion in Central and Eastern Europe.”

Better innovators

Organizations with anti-discriminatory policies based on sexual orientation and gender identity were more likely to experience innovation and increased performance.

— “Do LGBT Workplace Diversity Policies Create Value for Firms?”

More reputable

The highest-ranking organizations on inclusion and diversity outperform the lowest-ranking companies.

— “The Business Case for More Diversity.”

Better financial performers

LGBT+ inclusive organizations have better share price performance, higher return on equity, higher market valuations and stronger cash flows.

— “The Economic case for LGBT+ Inclusion in Central and Eastern Europe.”

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