



Pride Month: A workplace inclusion toolkit

The Global
Inclusion Company



This toolkit is designed to empower organisations to meaningfully acknowledge and celebrate Pride Month while promoting LGBTQ+ inclusion all year round. It contains guidance with actionable takeaways to engage employees with respect and intention.

Why Pride matters

Pride Month is more than just an annual celebration – it's an acknowledgement of the LGBTQ+ community's ongoing plight for respect, visibility, safety and equality. Pride month began as a protest following the 1969 Stonewall Uprising, an LGBTQ+ rights movement that took place in America. It continues to highlight systematic stigma and inequities and seeks to promote human rights.

Why Pride matters in the workplace

- **Visibility:** Pride Month brings attention to experiences of those that have historically been marginalised
- **Belonging:** Workplaces that promote inclusivity benefit from increased performance, employee engagement and retention
- **Representation:** Visibility of LGBTQ+ employees in all roles helps to reduce bias

Did you know?

39% of LGBTQ+ employees feel the need to hide their identity at work, with over half experiencing discrimination or feeling excluded (Stonewall, 2025).

For organisations, Pride Month offers the chance to demonstrate authentic commitment to LGBTQ+ inclusion, promote belonging and meaningfully connect with diverse employees and communities. True celebration of Pride is not seasonal, but is year-round, and recognises that, despite progress being made, there is still work to do.

What do the letters in LGBTQ+ mean?

L

Lesbian – A woman who is attracted to women. Some non-binary people also identify with this term

G

Gay – A man who is attracted to men. Some non-binary people also identify with this term. It is also an umbrella term for lesbian and gay sexuality

B

Bisexual – A person who is attracted to more than one gender

T

Transgender – A person whose gender identity does not match the gender they were assigned at birth

Q

Queer / Questioning – A reclaimed word that can refer to anyone within the LGBTQ+ community. It can also refer to someone who is questioning their sexuality

+

Additional identities – The acronym sometimes includes additional letters (LGBTQIA+) to include intersex (people born with both male and female chromosomes / sex characteristics); ace (people who feel a lack of - or low - sexual attraction), and other identities, such as non-binary, pansexual and genderfluid



Inclusive language guide

Language is powerful, and the language we use can shape workplace culture by being inclusive or exclusionary. Inclusive language affirms identities and avoids ‘othering’ or marginalisation. Core principles for inclusive language include:

Avoid assumptions

Don't jump to conclusions about gender, sexual orientation or relationship status

Keep it neutral

Use gender-neutral language when gender is not relevant

Respectfully ask if you're unsure

“How would you like to be referred to?”

Acknowledge and learn from mistakes

It's OK to make mistakes. Correct yourself and apologise if necessary

Language evolution

Language changes over time. Staying current will help you avoid outdated language

The table below offers examples of exclusionary language, with alternative options that promote inclusion.

Instead of this	Say this	Why?
Homosexual	Gay, lesbian	'Homosexual' has clinical origins and has been used pejoratively. Instead, use specific terms
Sexual preference	Sexual orientation	'Preference' implies a choice, which is inaccurate
Wife / husband	Spouse, partner	Gender-neutral terms are more inclusive
Transsexual	Transgender	'Transsexual' is outdated and focuses on medical aspects
Admitted / confessed to being gay	Came out, disclosed	Removes negative connotations
Queer (when unsure)	LGBTQ+	While 'queer' has been reclaimed by many, it originated as a pejorative term and many still find it offensive
Hermaphrodite	Intersex or differences of sex development (DSD)	'Hermaphrodite' is outdated, scientifically inaccurate, and stigmatising

Allyship in action

Being an authentic ally means going beyond passive support. It requires commitment to making change.

What is allyship?

Allyship refers to the act of collaborating and standing in solidarity with a group of individuals who are marginalised. The aim is to support the removal of the barriers that prevent that group from enjoying equal access to opportunities and basic rights in our society. [Read our full definition here.](#)

How to be an effective LGBTQ+ ally

- **Listen and learn** – remember, it's up to you to educate yourself, without relying on members of the LGBTQ+ community
- **Speak up and challenge** – consistently call out inappropriate or offensive comments, jokes or behaviours
- **Create safety** – respect confidentiality and signpost to support resources
- **Take meaningful action** – for example, engage in LGBTQ+ initiatives and advocate for members of the community

Allyship resources

- ☐ Download our [allyship checklist](#)
- ☐ View our [allyship training](#)
- ☐ Read our article, [How to be a trans ally](#)
- ☐ Read our article on [allyship and activism](#)

Celebration and engagement ideas

Meaningful Pride celebrations create opportunities for connection, learning and understanding. We've put together a list of ideas to help you celebrate the LGBTQ+ community in your workplace.

Top tip

LGBTQ+ inclusion should be year-round. You don't need to wait until Pride Month to engage in inclusion activities.

Workplace events	Community engagement	Virtual initiatives
Host LGBTQ+ speakers or panel discussions	Partner with local LGBTQ+ organisations	Share LGBTQ+ employee stories (with permission) on company platforms
Launch an inclusive language or <u>unconscious bias training</u> programme	Sponsor an LGBTQ+ charity or event	Create a virtual message board where employees can post messages of support, personal stories or Pride selfies
Create a book or film club featuring LGBTQ+ authors or stories	Showcase and celebrate LGBTQ+-owned business as vendors	Showcase and celebrate LGBTQ+ <u>employee resource groups</u> (ERGs) and their work
Host educational workshops on LGBTQ+ history and experiences	Mentor LGBTQ+ youth through non-profit programmes	Share company progress on LGBTQ+ commitments

How to avoid pinkwashing

Authentic Pride support goes beyond rainbow flags and logos. To avoid 'pinkwashing' (the act of superficially supporting LGBTQ+ rights to improve brand reputation or sales, without any meaningful contributions), explore our tips below:

- **Make an ongoing commitment**
 - Review company policies throughout the year
 - Set measurable goals for LGBTQ+ inclusion and share them publicly
 - Allocate resources to support LGBTQ+ initiatives
- **Align efforts with organisational values**
 - Ensure internal policies match external messaging
 - Listen to – and implement – feedback from LGBTQ+ employees
- **Avoid these common mistakes**
 - Using the Pride flag without taking any meaningful action ('rainbow washing')
 - Treating Pride as a marketing or brand-building opportunity ('pinkwashing')
 - Ignoring intersectionality – the LGBTQ+ community is a diverse one
 - Making assumptions about who identifies as LGBTQ+, or forcing members of the LGBTQ+ community to get involved



- **Make meaningful investments**

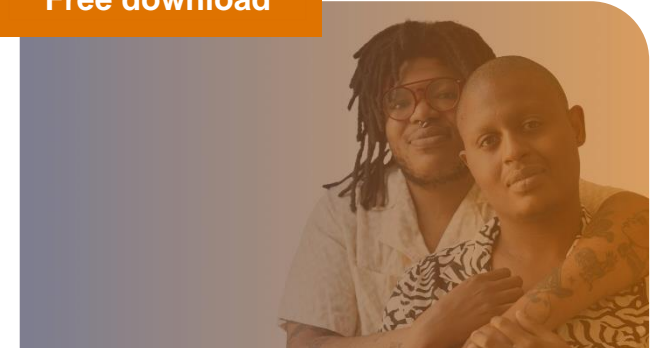
- Establish career development opportunities that include LGBTQ+ employees
- Review benefits to ensure they are equitable

7 questions to ask before launching a Pride campaign

Before launching a Pride event, consider these questions to ensure your organisation is acting with purpose:

1. Does our organisation have established LGBTQ+ inclusive policies year-round?
2. Have we consulted with LGBTQ+ employees about our Pride initiatives?
3. Does our initiative acknowledge the history of Pride?
4. Do our political values align with LGBTQ+ support?
5. Does our campaign represent a diverse LGBTQ+ community?
6. Do we have set plans to support the LGBTQ+ beyond Pride Month?
7. Do we have established KPIs to measure LGBTQ+ inclusion moving forward?

Free download



Our event-to-action worksheet can help your organisation stay intentional after celebrating each event.

Download the worksheet:

- [For HR and leadership](#)
- [For employees](#)

Support for LGBTQ+ employees

Creating authentically inclusive workplaces requires inclusive support structures. From equitable policies to inclusive wellbeing resources, explore ways to better support LGBTQ+ employees in the workplace.

Equitable benefits

- Inclusive family benefits (adoption, surrogacy, fertility)
- Healthcare coverage inclusive of transgender employees
- LGBTQ+ inclusive mental health support

Workplace culture and structural support

- LGBTQ+ employee resources groups
- Clear reporting procedures for discrimination
- Private spaces for employees who may need them
- Ensure all-gender restrooms are available

Inclusive policies

- Parental leave, regardless of family structure
- Gender-neutral uniforms and dress codes
- Anti-discrimination and anti-harassment policies

Training and education

- Unconscious bias and LGBTQ+ inclusion training
- Host inclusive language training
- Train managers on how to address microaggressions

Wellbeing support for LGBTQ+ employees

Click the links below to explore some of the wellbeing and mental health services that have experience in supporting and affirming LGBTQ+ communities.

LGBT Foundation

National LGBTQ+ health and wellbeing charity

[View website](#)

Switchboard

National LGBTQ+ support line

[View website](#)

MindOut

LGBTQ+ mental health service

[View website](#)

Stonewall

LGBTQ+ rights charity

[View website](#)

Free download



It's important to consider intersectionality when addressing mental health challenges. That's why we've put together a directory of inclusive mental health resources, offering tools and support services that cater to diverse groups.

[View the directory](#)



FAIRER Consulting

To find out how we can support
your diversity and inclusion
aspirations please contact us:

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