

MAX OUT

10 WAYS TO MAKE THE
MOST OF OUT LEADERSHIP



This simple guide is intended to help you get the best out of Out Leadership. Sometimes we find that leaders aren't aware of the scope of what we do and all the possibilities of engagement with us, so we wanted to highlight them in a way that's easy to understand.

You may not know that everything Out Leadership does around the world, that every event, every publication, every piece of research, every convening, talent program and advocacy initiative, is solely funded through

annual membership and key sponsors. So we'd like to take this opportunity to thank you, we are truly grateful for your support.

We hope this inspires you to do more with us, and we encourage you to get in touch if there's anything you'd like to pursue, or even just to talk through what options might be best for your company.

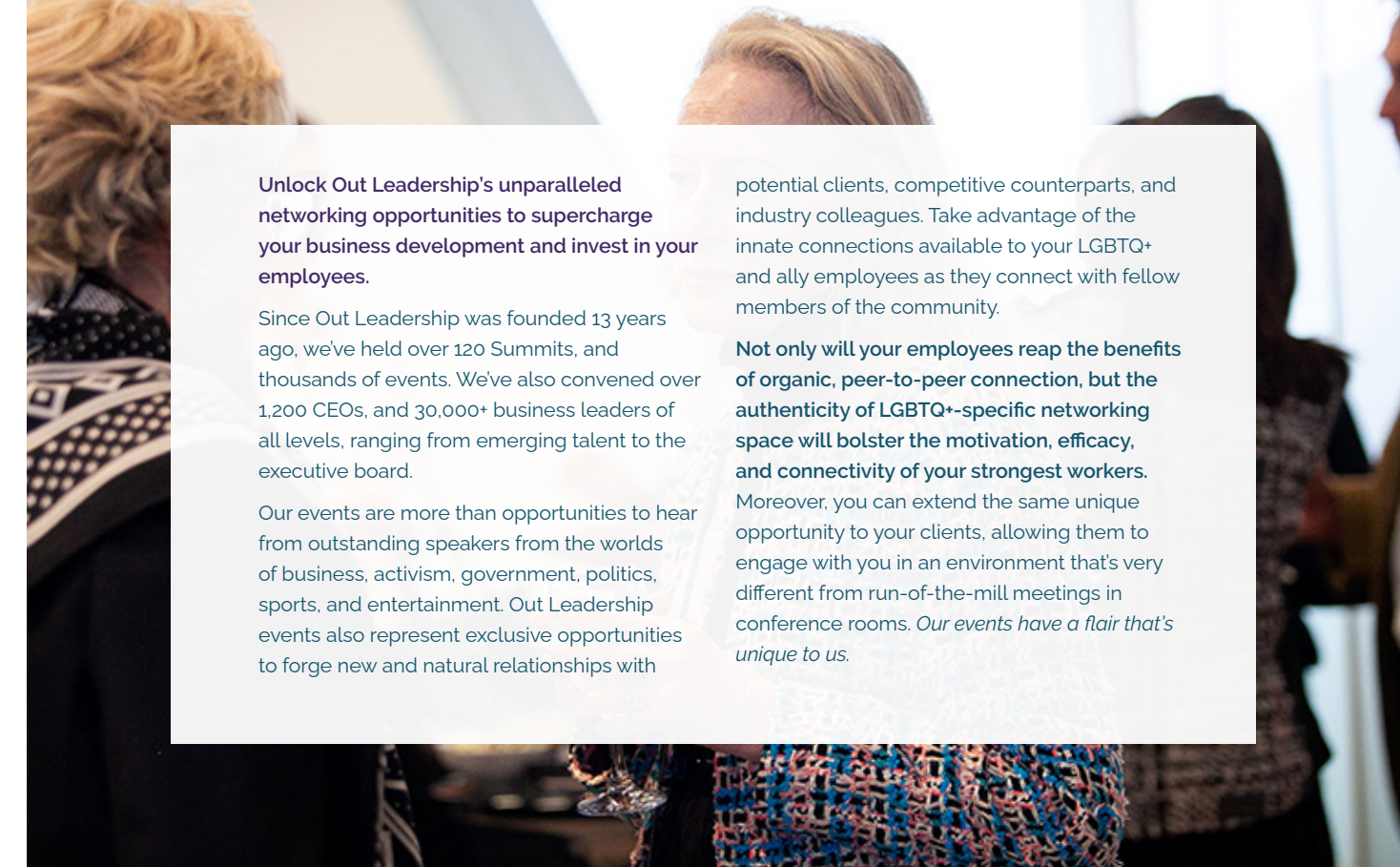
Todd Sears,
Founder & CEO,





1

Ignite incomparable connections for your people and your clients.



Unlock Out Leadership's unparalleled networking opportunities to supercharge your business development and invest in your employees.

Since Out Leadership was founded 13 years ago, we've held over 120 Summits, and thousands of events. We've also convened over 1,200 CEOs, and 30,000+ business leaders of all levels, ranging from emerging talent to the executive board.

Our events are more than opportunities to hear from outstanding speakers from the worlds of business, activism, government, politics, sports, and entertainment. Out Leadership events also represent exclusive opportunities to forge new and natural relationships with

potential clients, competitive counterparts, and industry colleagues. Take advantage of the innate connections available to your LGBTQ+ and ally employees as they connect with fellow members of the community.

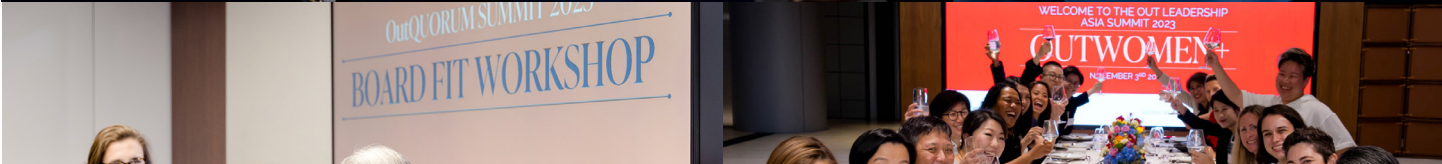
Not only will your employees reap the benefits of organic, peer-to-peer connection, but the authenticity of LGBTQ+-specific networking space will bolster the motivation, efficacy, and connectivity of your strongest workers.

Moreover, you can extend the same unique opportunity to your clients, allowing them to engage with you in an environment that's very different from run-of-the-mill meetings in conference rooms. *Our events have a flair that's unique to us.*



2

Engage your emerging, mid-level, and senior leaders in one of our talent programs around the world.



Thousands of leaders from all levels of business have participated in Out leadership's global talent programs since they began 12 years ago. And some of the world's greatest companies, like Citi and HSBC, have been proud sponsors and hosted programs all over the world.

These are Out Leadership's signature programs:

OutNEXT:

The world's leading talent program for emerging LGBTQ+ leaders with programs in New York, London, Hong Kong, Sydney, Toronto, and Los Angeles. OutNEXT is expanding rapidly and has become the go-to program for young leaders. Since starting 10

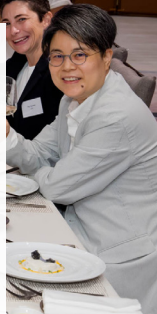
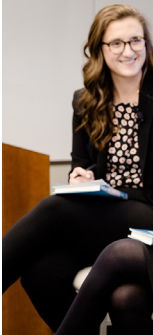
years ago, OutNEXT has welcomed over 9,000 young leaders.

OutQUORUM:

The world's first and only global board diversity initiative, developed in partnership with PwC, and leading the charge to advance LGBTQ+ inclusion on corporate boards with significant, measurable results since 2014.

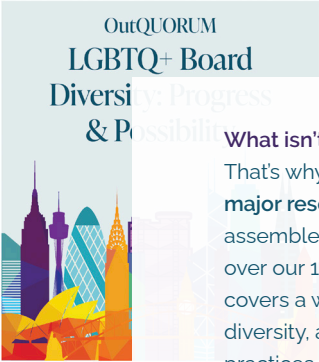




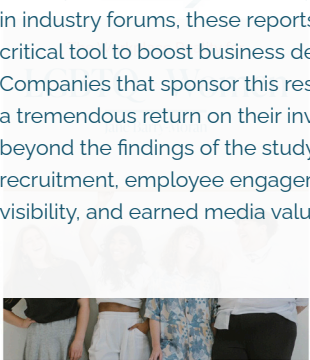

OutWOMEN+:

Out Leadership's pioneering program for out women and non-binary leaders in business is the only one of its kind. In 2023 alone, OutWOMEN+ convened 350 out women, non-binary individuals and allies for conversations on 3 continents.



3

Leverage our groundbreaking insights, best practices, and data.

 <p>OutQUORUM LGBTQ+ Board Diversity, Progress & Possibility</p>	<p>What isn't measured can't be changed. That's why Out Leadership publishes three major research studies every year and has assembled a massive bank of data and insights over our 13-year history. Our knowledge base covers a wide range of topics, including board diversity, allyship, next-gen talent, policy best practices, self-ID, gender equality, and more. This work provides leaders at our member companies with the facts and data they need to make the case that LGBTQ+ inclusion improves business outcomes.</p>	 <p>Out to Succeed 2.0 REALIZING THE FULL POTENTIAL OF LGBTQ+ TALENT</p> <p>reference guides to promote the belonging of transgender colleagues, insights to enhance the efficacy of Employee Resource Groups (ERGs), and forefront approaches to maximize corporate social responsibility.</p> <p>Thought leadership helps member companies position themselves at the vanguard of important cultural conversations. From demonstrating an inclusive vision to your employee base to showcasing your leadership in industry forums, these reports are a critical tool to boost business development. Companies that sponsor this research see a tremendous return on their investment beyond the findings of the study, from talent recruitment, employee engagement, brand visibility, and earned media value.</p>	 <p>Business Leader's Guide to Trans Equality in the U.S.</p>
 <p>ALLY UP Ally is a Verb.</p> <p>Todd Sears with Jane Barry-Moran</p>	 <p>2023 State LGBTQ+ Business Climate Index</p>	 <p>2023 State LGBTQ+ Business Climate Index</p>	 <p>2023 State LGBTQ+ Business Climate Index</p>



4

Host one of our summit events in Asia, Australia, Europe, and the US.

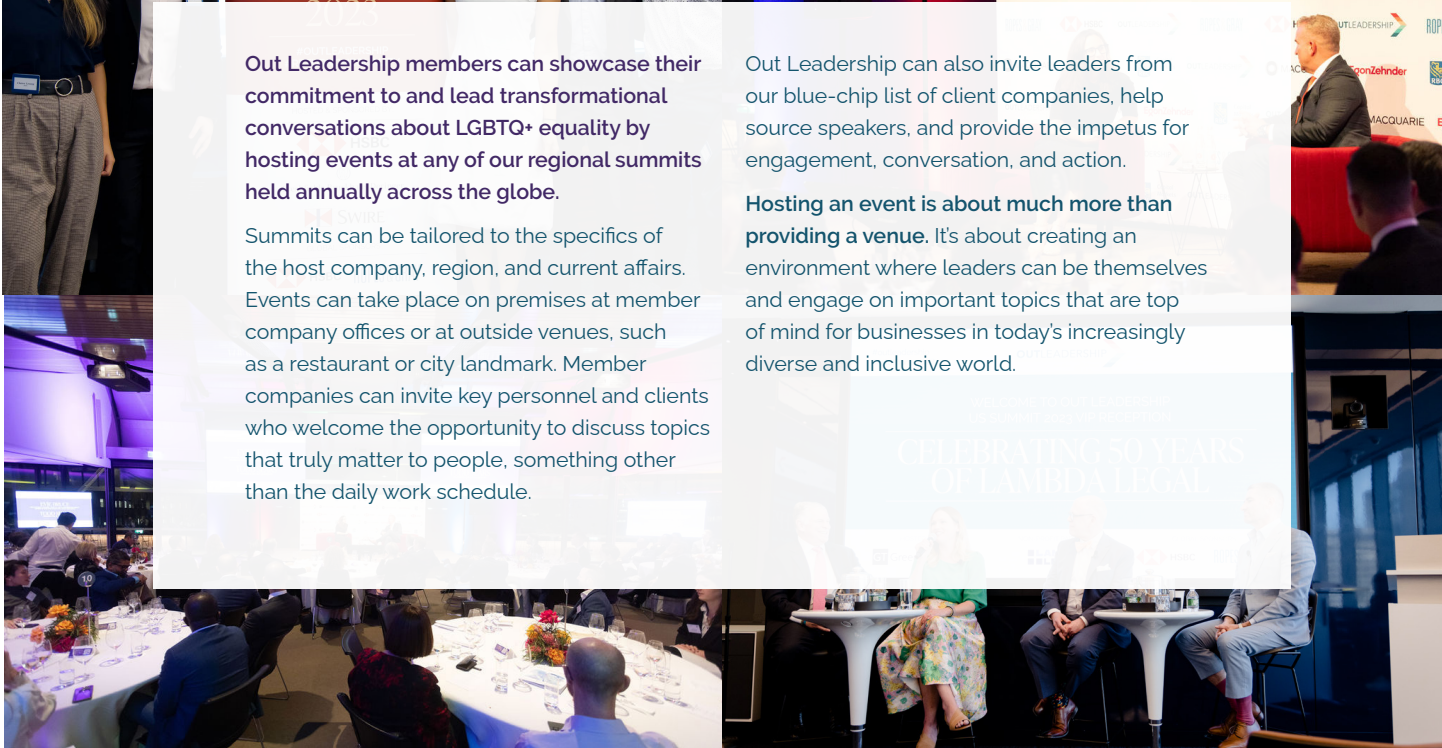


Out Leadership members can showcase their commitment to and lead transformational conversations about LGBTQ+ equality by hosting events at any of our regional summits held annually across the globe.

Summits can be tailored to the specifics of the host company, region, and current affairs. Events can take place on premises at member company offices or at outside venues, such as a restaurant or city landmark. Member companies can invite key personnel and clients who welcome the opportunity to discuss topics that truly matter to people, something other than the daily work schedule.

Out Leadership can also invite leaders from our blue-chip list of client companies, help source speakers, and provide the impetus for engagement, conversation, and action.

Hosting an event is about much more than providing a venue. It's about creating an environment where leaders can be themselves and engage on important topics that are top of mind for businesses in today's increasingly diverse and inclusive world.





5

Exhibit your expertise to 30,000 leaders in our global network.



Bloomberg



MATT O'CALLAGHAN
MANAGING PARTNER
PRESHIP, OS HONG KONG

Speakers at Out Leadership events have the ears of both CEOs and board members as well as the next generation of leaders from a wide range of businesses and backgrounds. There's no better way to generate positive visibility for your work than for a leader in your organization to speak at one of our events.

For 13 years, enterprising leaders have leveraged our unique platform to communicate their values and mission to high-value audiences from Out Leadership's member

company cohort. Many of our speakers return year after year to take advantage of this rewarding experience and continue reaping the benefits of an increased profile.

Let us help you find the right opportunity to showcase your brightest leaders. Who will you nominate?

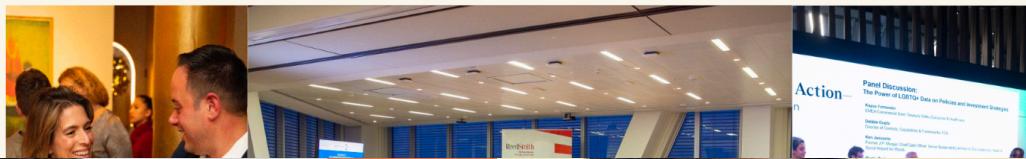
Dear Leaders,

6

We live in unprecedented times where companies are being attacked from two sides. On one side: by the LGBTQ+ community for 'pink washing' when they are perceived as not putting in any real effort at support. On the other: more recently - by conservative activists for 'woke capitalism', by focussing on things like... With the recent spat between the Florida governor and the CEO of Disney serving as a stark example, now is not the time to start "pink hushing", it's a time to double down and for many companies to take their ESG reports to the next level.

Develop engaging content to showcase your company's vantage point on our global platform.

Why companies should consider another key stakeholder: consumers. Gen Z look at a sustainability report as part of their job search and 2/3 consider a commitment to social equality when taking on a new role. Globally the LGBTQ+ population is growing rapidly. That means the LGBTQ+ population is a key stakeholder for many companies. Globally the LGBTQ+ population has an annual purchasing power of \$3.7 trillion and in the US its the fastest growing 'minority' segment at \$1.4 trillion yearly.



ARMY VETERAN
SUPER MOM
DE&I CHAMPION

Meet Geena Rocque

Promote your company's mission and flaunt your accomplishments to our thousands-strong network of business leaders.

OutNEWS is our weekly newsletter that reaches 20,000 CEOs, board members, business leaders, LGBTQ+ advocates, and community allies. Typically opening with an introduction letter from our Founder & CEO, Todd Sears, or a guest writer from a member company or partner organization, OutNEWS is a wonderful way to showcase your voice to influential leaders around the world every week. Topics range from advocacy issues, history, and current affairs to the latest on business practices, DEI, ESG, and Out Leadership events.

At every company, outstanding LGBTQ+ and

ally leaders understand that LGBTQ+ inclusion not only improves company culture but also improves bottom-line performance.

Our #OutEADER series is a wonderful way to showcase LGBTQ+ and ally leaders from member companies across our website, OutNEWS, and social media platforms.

Leaders can hail from any level of seniority. From a Managing Director proudly sharing the story of their gender transition to an associate who acts as a driving force in their company's ERG, all are welcome for recognition in the #OutLEADER program.

MODEL & DIRECTOR
TRANSGENDER ICON
STORYTELLER
#OUTLEADER

"Today, this very moment, is my real courage. I could no longer live my truth for and I want to do my best to help others live their truth without shame and terror. I am here exposed, so that one day, there will be no need for a November 20th Vigil" (Trans Day of Remembrance).

To dig deeper into her potential, her motivating mantra is "always up for a challenge."

AUTHOR
JURIST
SCHOLAR
#OUTLEADER


#OUTLEADER





7

Engage Out Leadership voices to speak at your company.

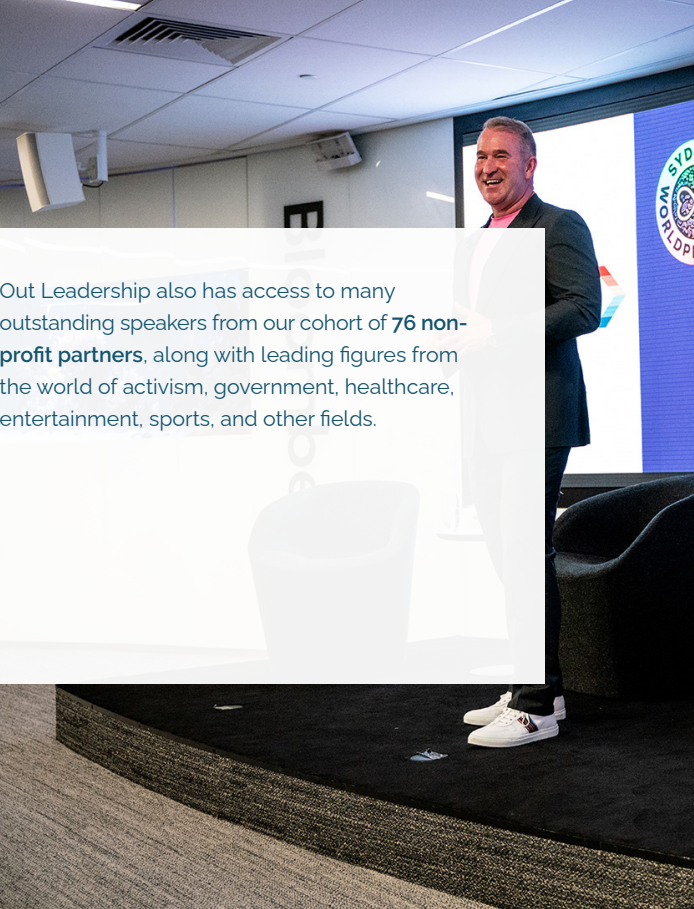


Out Leadership's team includes seasoned speakers with expertise on a multitude of LGBTQ+ equality and business topics: Allyship, Self-ID, Public Policy, Board Diversity, Transgender Issues, DEI, ESG, and more.

Todd Sears, Founder & CEO

Jane Barry-Moran, Managing Director,
Programs & Research

Mila Jam, Senior Adviser for Transgender
Initiatives

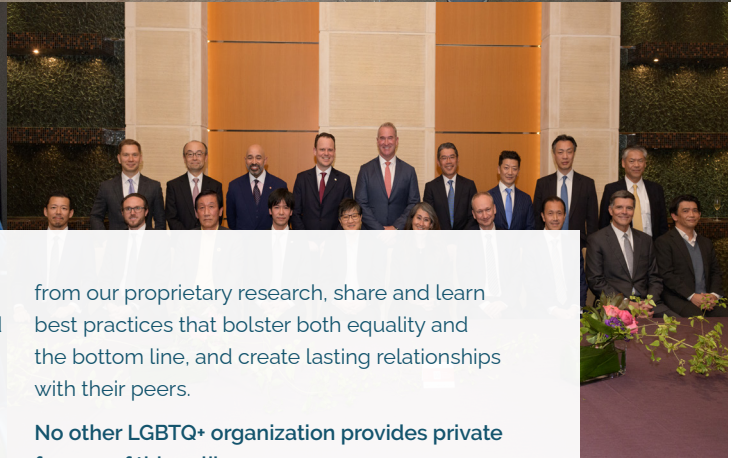


Out Leadership also has access to many outstanding speakers from our cohort of **76 non-profit partners**, along with leading figures from the world of activism, government, healthcare, entertainment, sports, and other fields.



8

Invite your CEO to join one of our legendary CEO dinners.



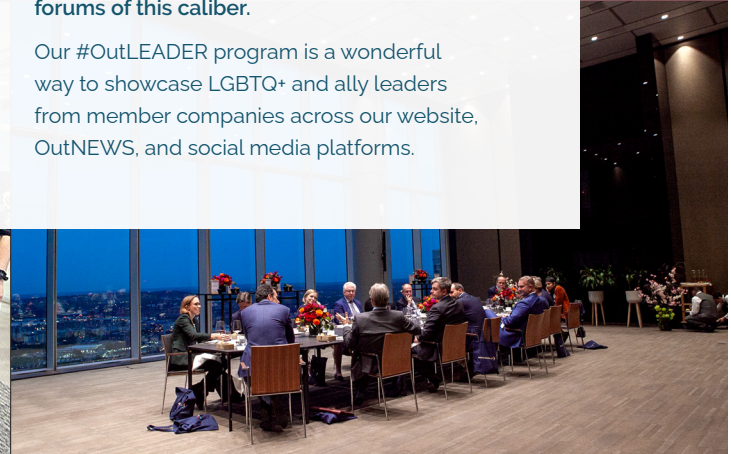
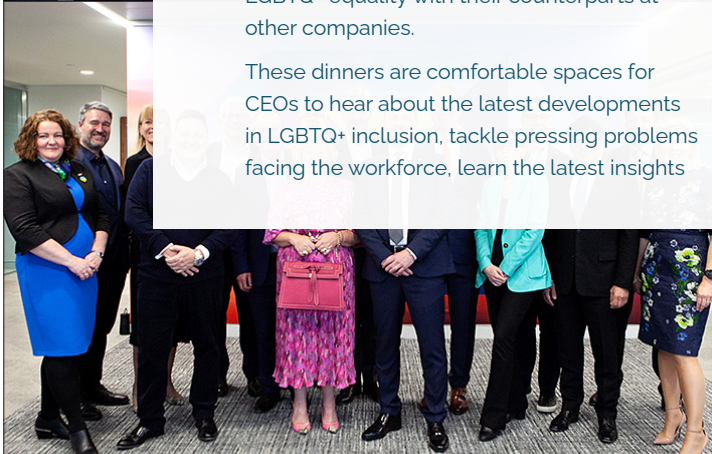
CEO dinners are a signature Out Leadership event. Since 2013, Out leadership has convened over 1,200 CEOs at intimate, invitation-only dinners, allowing CEOs to discuss important topics at the intersection of business and LGBTQ+ equality with their counterparts at other companies.

These dinners are comfortable spaces for CEOs to hear about the latest developments in LGBTQ+ inclusion, tackle pressing problems facing the workforce, learn the latest insights

from our proprietary research, share and learn best practices that bolster both equality and the bottom line, and create lasting relationships with their peers.

No other LGBTQ+ organization provides private forums of this caliber.

Our #OutLEADER program is a wonderful way to showcase LGBTQ+ and ally leaders from member companies across our website, OutNEWS, and social media platforms.




The logo for OL-iQ, with 'OL' in red and 'iQ' in blue.

GLOBAL LGBTQ+ INCLUSION DIAGNOSTIC
FOR BUSINESS IMPACT


9

Use our unique diagnostic tool to provide a confidential understanding of how your company is doing on LGBTQ+ inclusion.

A close-up photograph of a microscope, symbolizing diagnosis and analysis.

Creating an inclusive working environment starts with understanding your company's LGBTQ+ community.

OL-iQ is the world's first global LGBTQ+ inclusion diagnostic tool. It provides a comprehensive, market-contextualized snapshot of companies' actual performance on LGBTQ+ inclusion benchmarks while identifying the specific measures companies can take to improve their performance and drive business results.

A close-up photograph of a man with short dark hair and glasses, looking slightly to the side.

"We pride ourselves on incorporating LGBT+ inclusion into everything we do, because we know it drives better business results and employee performance; OL-iQ is the first dynamic tool that validates how and where we can enhance programs." Samantha Santos, Head of Diversity and Inclusion Americas BLOOMBERG LP



10

Join an advocacy initiative.



The LGBTQ+ community is under renewed attack (500+ anti-LGBTQ+ bills introduced in the US alone this year!). Out Leadership uses the “soft power” of the business community to advance LGBTQ+ equality around the world by convening and guiding business leaders to push for LGBTQ+ equality policies and by supporting the efforts of our nonprofit partners.

Out Leadership’s work has helped move the needle on dozens of critical issues and many of our member companies have taken an active role in these efforts, including:

Same-Sex Equality: Out Leadership mobilized the business community to support same-sex marriage and partnership rights in the United States, Australia, Ireland, and Hong Kong.

Board Diversity: Out Leadership has led the board diversity conversation since 2014,

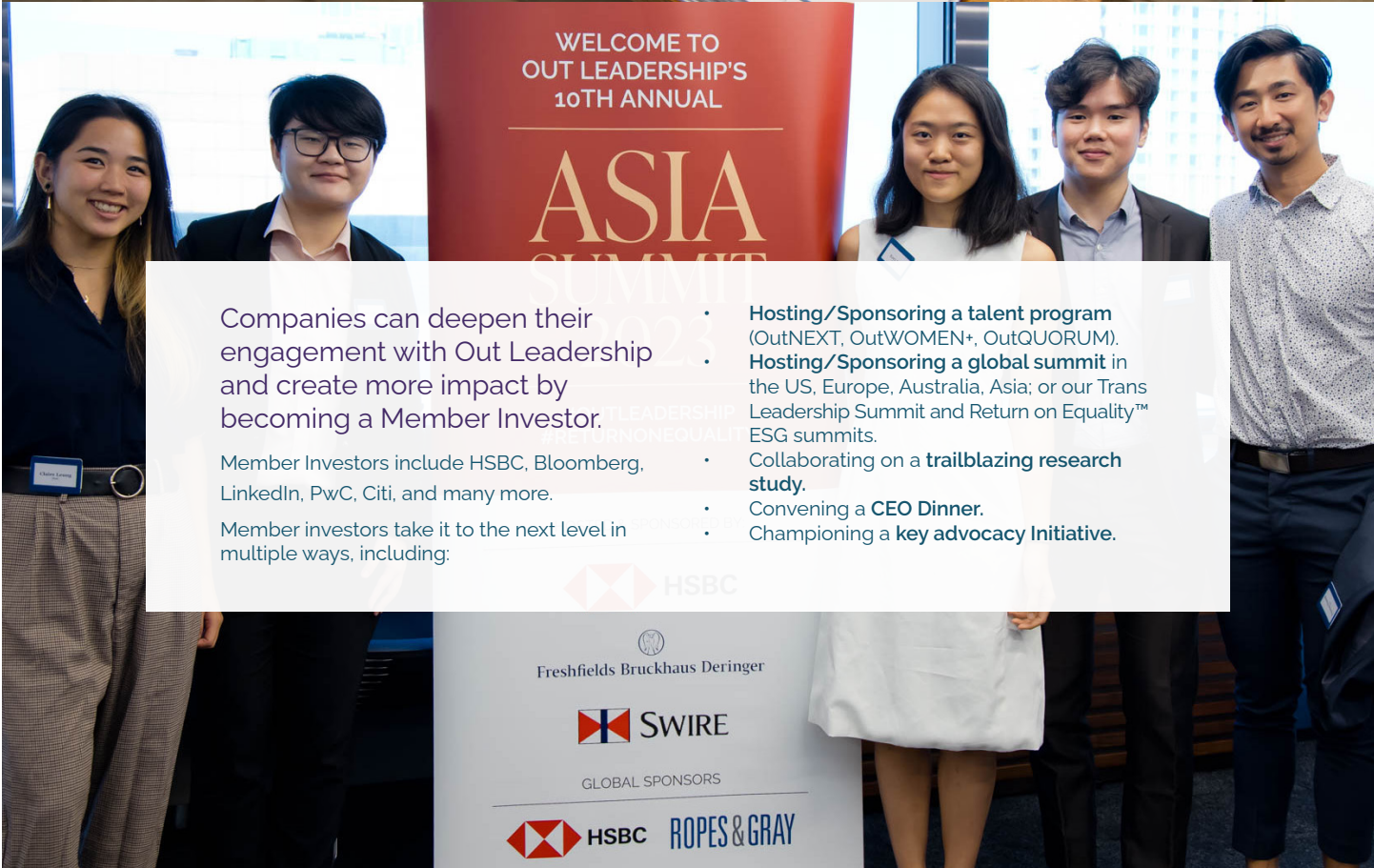
publishing ground-breaking research and board diversity guidelines for the United States, the United Kingdom, and Australia. The initiative has led hundreds of companies to adopt LGBTQ+ inclusive board diversity policies.

Trans Rights: From convening companies to sign the Business Statement for Transgender Equality to publishing the first-ever Business Leader’s Guide to Trans Equality and planning the inaugural Trans Business Summit in 2024, Out Leadership is leading the way for the inclusion of gender-diverse people.

Talent Development: Out Leadership has spent 12 years cultivating the careers of LGBTQ+ professionals at all levels, from emerging leaders to executives and board members across a spectrum of identities.



Go further and become a Member Investor.



Companies can deepen their engagement with Out Leadership and create more impact by becoming a Member Investor.

- **Hosting/Sponsoring a talent program** (OutNEXT, OutWOMEN+, OutQUORUM).
- **Hosting/Sponsoring a global summit** in the US, Europe, Australia, Asia; or our Trans Leadership Summit and Return on Equality™ ESG summits.
- Collaborating on a **trailblazing research study**.
- Convening a **CEO Dinner**.
- Championing a **key advocacy Initiative**.

Member Investors include HSBC, Bloomberg, LinkedIn, PwC, Citi, and many more.

Member investors take it to the next level in multiple ways, including:





Case Study: FCB



The first ever Global Ally Research highlighting the importance of Allies in business.

LinkedIn Summit, and SXSW, along with multiple FCB client forums, generating opportunities to deepen engagement with clients and build relationships with prospects.

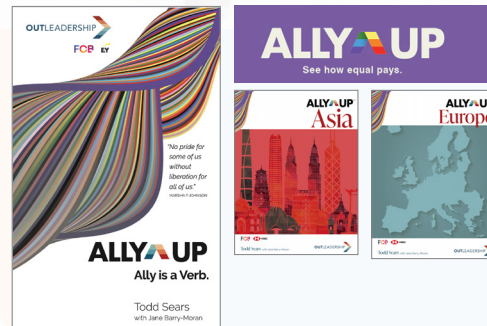
Bespoke Engagement:

Out Leadership and Global Agency FCB conducted AllyUp, a pioneering study of how Allies can make a difference in the workplace.

5,000 participants, 11 countries, multiple local and regional reports in Asia, Australia, Europe, US, and Latin America.

IMPACT:

Study led to internal Ally programs, was presented at Cannes Advertising Festival,



But on

56%

of straight people identify as LGBTQ+ allies

Breaking Down Walls:
The Benefits of Business Partnerships for LGBT
Inclusion

SPEAKER
Liu Xia
CEO and President, Standard Chartered Thailand

Case Study: HSBC



10 Year Partnership
100+ Events
100+ Speakers
3000+ Leaders participating

HSBC hosted Out Leadership's first Asia Summit, the first ever LGBTQ+ Business Summit in Asia.

The Summit featured HSBC's **largest press event ever**, turning HSBC's iconic building into a giant rainbow, and fuelling debate about LGBTQ+ equality in Hong Kong.

Client Engagement:

In 2020 HSBC became the **first ever Global sponsor of all Out Leadership events**, including summits, co-hosted CEO dinners and roundtables in Europe, Asia, the US, and Australia.

Executive Leadership:

Wide-ranging C-Suite involvement including **Global CEO and Out Leadership Board Member, Noel Quinn**.

Advisory:

In 2018, with the help of Out Leadership's expertise, HSBC Life expanded its Life Insurance Policies to include same-sex couples. This was a **game-changing product** that created competitive business advantage for HSBC, which has been adopted by many other financial institutions.

IMPACT: On HSBC's reputation, and on HSBC as a driver of LGBTQ+ Equality.

- Partnership has positioned HSBC as a **leading voice** driving LGBTQ+ equality in Asia.
- Has provided HSBC's senior leaders with **significant visibility opportunities**, has welcomed thousands of employees to attend and participate in our events and programs.
- Generated significant **new connections** and relationships globally for HSBC Leaders.
- Has produced some of the world's most notable and **award-winning LGBTQ+ equality events** in the US, Europe, Asia, and Australia.
- Has engaged **thousands of employees** attending and participating in our events and programs, creating a culture of inclusion.
- Partnership helped **grow the insurance category** and made a huge step for LGBTQ+ equality in Hong Kong.

Case Study: PwC



Leveraging Core Strengths to Drive Engagement and Impact

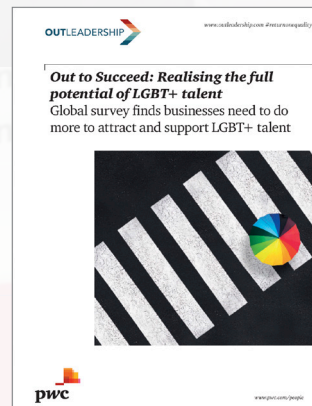
Out leadership leveraged PwC expertise in leadership development and research to create the first ever Millennial Research Study of LGBTQ+ Leaders: "Out to Succeed."

This Global Study surveyed high performing individuals from the US, Europe, Asia, and Australia from a diverse array of businesses in Out Leadership's wide-ranging Membership portfolio.

IMPACT: On PwC brand, engagement with client/prospects, and LGBTQ+ equality

- Study was shared Globally in **industry-leading forums** as diverse as Milken, LinkedIn, and Coca-Cola Conferences, as well as Out Leadership Summits.
- Study was promoted on **social media channels**, creating conversation around the content and media visibility for PwC.
- Study became a core element integrated into both PwC's **Global Leadership Development Curriculum**, and Out Leadership's OutNEXT Global Curriculum.

- Study was featured at multiple private PwC events creating **engagements with current PwC clients and prospects**.
- Successful events included one with Barclays, PwC's biggest client.
- Study became a **model for understanding and engaging with LGBTQ+ talent**, and driving equality.



<https://www.pwc.com/gx/en/services/workforce/publications/out-to-succeed.html>

Reputation as a fair and equal employer (e.g., known for being LGBTQ+ friendly)

99%

Flexible working arrangements and a culture of work-life balance

97%



Out Leadership Membership Benefits Summary.

Membership of Out Leadership provides our member firms with access to several benefits. We normally start membership with new firms with a kick-off meeting, where we discuss goals for the next 2-3 years, so we can strategize how best to leverage the membership to achieve these goals, and then complement these goals with results from our private OL-iQ Diagnostics tool. We then have regular check-ins (usually monthly with new member firms) to make sure the strategy is on track and that members are taking full advantage of the programming and resources offered.

Membership of Out Leadership includes:

Access for employees to Out Leadership's Global Summits.

We have four per year in each region: the US, Europe, Asia, and Australia. We are currently considering Canada.

Our summits are normally 4-5 days long, and usually consist of events throughout the day targeted at different cohorts of our members' employees. For instance, we'll generally have a Welcome Reception open to allies and LGBTQ+ employees, a session specifically for emerging leaders, a session for out women, a session on talent and diversity, a session on Board diversity, a roundtable on ESG and usually a CEO dinner. Depending on the venue size, firms can usually send 5 employees to each session (except C-Suite dinners, usually one representative). It doesn't have to be the same 5 employees to all events, they could be different ones. And we do not sell tickets. All attendance is included with membership.

Access to employees to our talent development programs.

- **OutNEXT** - Targeted to LGBTQ+ employees that are 3-8 years into their careers. We deliver a curriculum and program specifically designed for this cohort and that focuses on leveraging your being LGBTQ+ to advance your career. Modules include self-branding, storytelling, leading with inclusion, etc. Member firms can usually send 5 employees to this program, normally in NYC, and it lasts 2-3 full days. In addition, we also run shorter versions of OutNEXT (the OutNEXT Salons) throughout the world. We did 6 cities in 2023: Toronto, LA, London, HK, Sydney, and NY.
- **OutWOMEN+** - Targeted to LBTQ+ women, this program was created to have a space specifically for LGBTQ+ Women and

non-binary individuals. Normally it consists of discussion panels and networking opportunities, and it's also open to all levels of seniority. Usually, member firms send 5 representatives to each of these sessions. We usually have 5-6 sessions around the world per year.

- **OutQUORUM** - Targeted to senior LGBTQ+ employees that are interested in learning about or joining corporate boards. This is part of our efforts to increase LGBTQ+ representation on corporate boards. Normally an annual summit, where again, member firms can send 3-5 representatives. The OutQUORUM program includes the BoardFit program, where attendees learn about how to join corporate boards and what to expect as a board member.

Research and Ad-Hoc Webinars: we publish 3-5 pieces of research per year, all centered around the LGBTQ+ experience in the workplace. Our member firms have unlimited access to our research and can request ad-hoc webinars on specific pieces of research. A very popular one was our research on allyship. We have done several webinars for our member firms, and member firms are welcome to invite all their employees clients, peers, and connections, to attend.

Diagnostic Tool: OL-iQ is our proprietary and private diagnostic tool available to our member firms, that provides scoring on 7 dimensions on LGBTQ+ inclusion, including culture, communications, policies, leadership, etc. Several of our member firms take this diagnostic tool annually to track progress, and it can also be taken by region. Once taken we'll prepare a presentation with the scores, and recommendations for improvement.

Member Portal: Everyone with a member firm email address (or any subsidiary companies) will have access to our member portal which contains all our resources, digital content, recordings of selected past events, research, upcoming events, and registrations, etc.

Visibility Opportunities: Our member firms can be featured in our newsletter OutNEWS, or select a leader and we can create and distribute an #OutLeader profile highlighting the work of someone in the company advancing LGBTQ+ inclusion. Our newsletter reaches 20,000 subscribers.

Networking Opportunity: Generally, all Out Leadership events include a networking reception or component at the end or beginning of the program, usually lasting 1 to 2 hours, and where representatives from all our member firms are encouraged to build new relationships, business prospect or deepen their existing connections.

Strategic Insights

Member companies have full access to Out Leadership's strategic insights and content, as outlined below:

- **CEO Business Briefs:** member companies have access to our tactical primers that contain key information for business leaders operating in countries with laws that discriminate against LGBTQ+ people and explain how business can help change policy for the LGBTQ+ community.
- **Leadership Council:** Out Leadership member companies select one or two senior leaders to serve on our Diversity

Leadership Council and Leadership Council. These committees, which are our main points of contact, are regularly convened to seek feedback around Out Leadership programming or current events, and to provide opportunities for business development.

- **OutNEWS:** Every week, Out Leadership digests the most important news at the intersection of LGBTQ+ and business, and shares events and updates from our member companies.
- **#OutLeader:** Out Leadership's ongoing recognition program (instead of a once a year list) for outstanding LGBTQ+ and ally leaders around the world. We take nominations on a rolling basis throughout the year.
- **Public Policy Advisory:** Out Leadership advises where equality advocacy has a business purpose.
- **Equality Engagements:** Out Leadership connects member firms to our partners in order to advance the equality conversation.

- **Speaking Sourcing:** Out Leadership Founder and CEO Todd Sears and other members of the Out Leadership team are available to speak around pressing issues at the intersection of LGBTQ+ and business issues for internal or external events hosted by our member companies.
- **On-call Intelligence:** Throughout the year and as pressing issues arise, Out Leadership convenes leaders from our member companies around pressing LGBTQ+ business issues.

Sponsorship

The opportunity to sponsor and host Out Leadership's events, talent accelerators, and research is only afforded to our member companies. Pricing varies depending on what is being sponsored and is in addition to the yearly membership fee. The benefits of sponsorship include branding, visibility, additional ticket allocations for events, and exclusive speaking opportunities just to name a few.



If you're interested in any of the ways
Out Leadership can help your business, contact:
marco.martinot@outleadership.com