

**WAY PAST WOKE:**

# MOSSIER

**2023** MOSSIER MEMBERSHIP

# DEI IS NOW THE ***FLOOR***

Employee engagement and **CULTURE** has never been more essential, especially when **RECRUITING** and **RETAINING** talented LGBTQ folks.

Good intentions don't cut it  
(***THEY NEVER DID***). Systemic-level change is expected.



## THE OPPORTUNITY IS *SUBSTANTIAL*:

**46%** of LGBTQ employees  
are closeted

Closeted employees are *10%  
LESS PRODUCTIVE* resulting  
in **\$1.1M LOST ANNUALLY**  
(per 1000 employees)

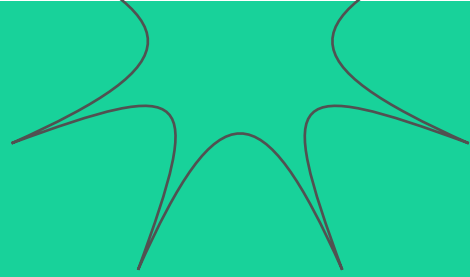
Turnover due to LGBTQ  
discrimination **COSTS \$144,000**  
annually (per 1000 employees)

**20%** of Generation Z  
identifies as Queer



# MOSSIER

OUR FORMULA FOR WORKPLACE *REVOLUTION*



Mossier is a community for people to listen, test ideas, learn, and grow. Mossier is **ADDITIVE** to your existing DEI efforts.

***THOUGHT LEADERSHIP:***

Keeping up with DEI best practices is hard, we'll help you ***STAY ON TOP.***

***RECRUIT TOP TALENT***

Mossier **COACHES** LGBTQ job seekers and **MATCHES** them with your open roles.

***BUILD COMMUNITY***

Let's be honest: this work can get lonely. Your change makers need a community to lean on when the going gets tough.

# WHAT WE'RE **WORKIN'** WITH

Mossier's 4W assessment looks at where you are and where to grow from there. We'll advise you on updates to your *POLICIES AND PROCEDURES*.

## ***PRACTICAL & TACTICAL***

Taking tangible next steps toward change can feel daunting, but not with Mossier by your side.

## 2023 GROWTH AREAS INCLUDE:

Mossier keeps you focused on key **GROWTH AREAS** where current and future employees are looking for positive change:

**CULTURE OF INCLUSION**

In this growth area, we deconstruct Queerness and all the identities that intersect with it—meaning that we approach *policy, training, and accountability* in different ways.

**EMPLOYEE RESOURCE GROUPS**

ERGs are the *heart and soul* of culture at work, providing space for career development, deconstructing work challenges, and much more. We'll show you tactics and strategies to produce **pride** in all of your ERGs.

# Putting the Work in “Do the Work”

**RECRUITING**

Inclusion begins with the recruitment process, and this growth area brings Queer equity to every step of your **candidate experience**.

**SELF-IDENTIFICATION**

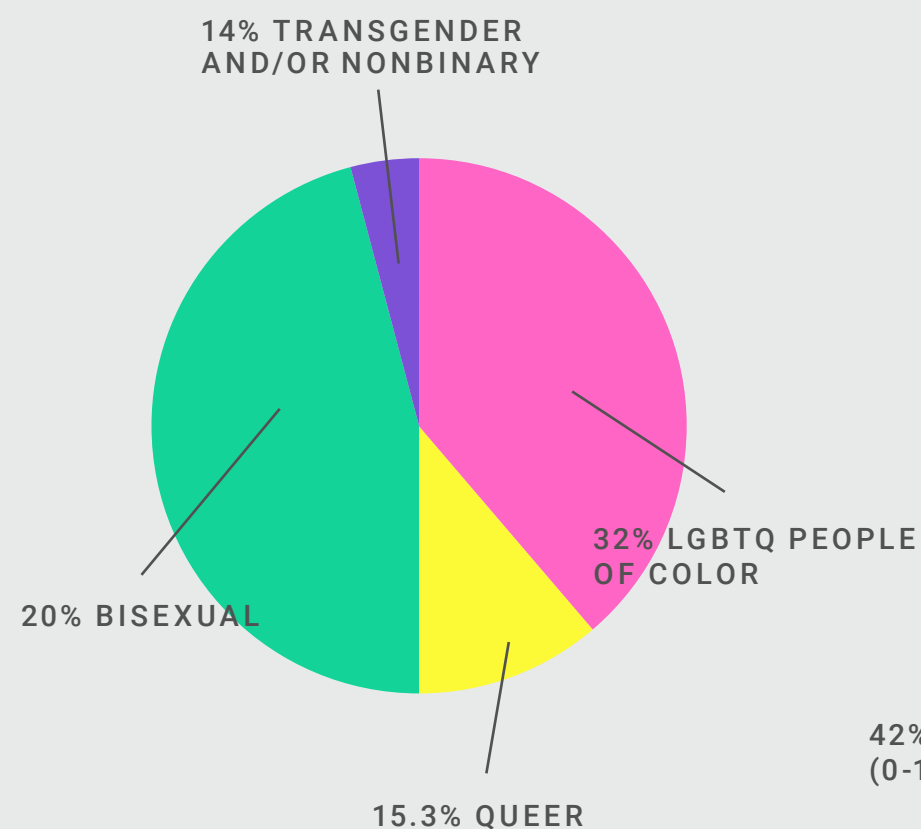
Understanding the LGBTQ status of your staff is the cornerstone for *analyzing* the efficacy of your efforts. How can you tell if you have inclusivity at your core when you're missing some pretty **basic data**?

**TRANSGENDER & NON-BINARY INCLUSION**

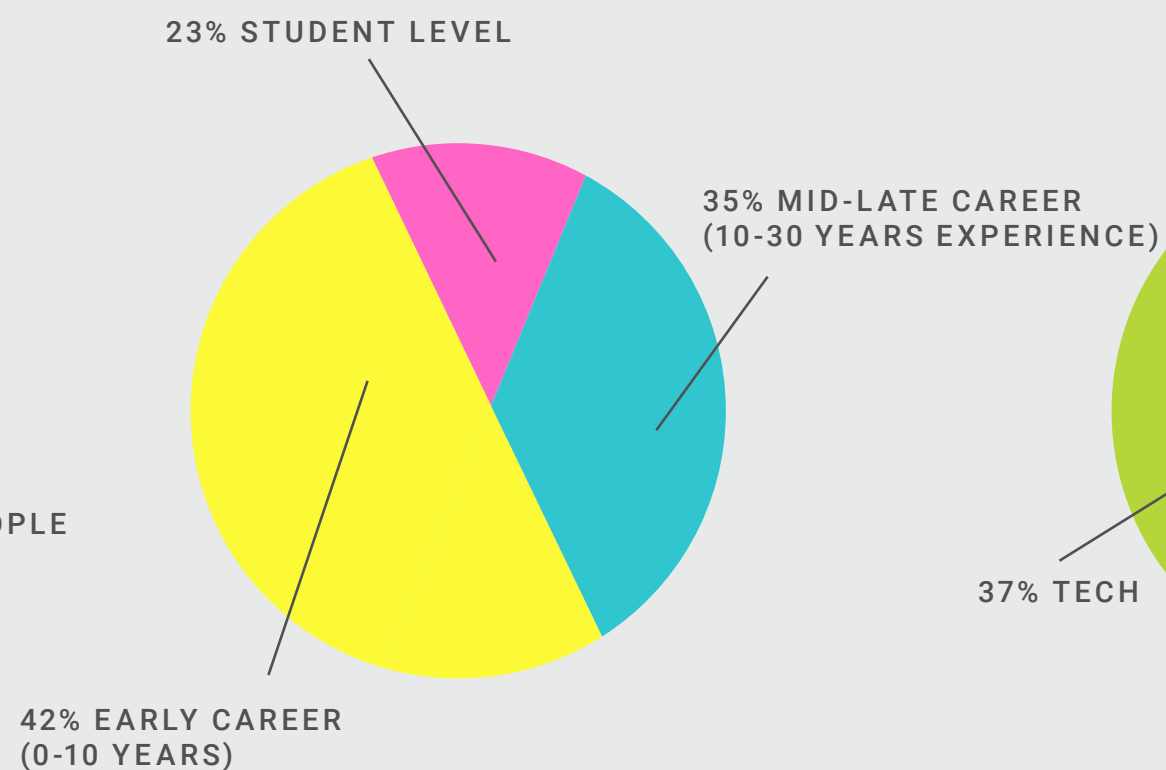
Normalizing pronoun use. Writing effective Transgender and Nonbinary guidelines and policies. This growth area focuses on how your culture of inclusivity should be *deconstructing binaries*.

# JOB SEEKERS BY THE *NUMBERS*

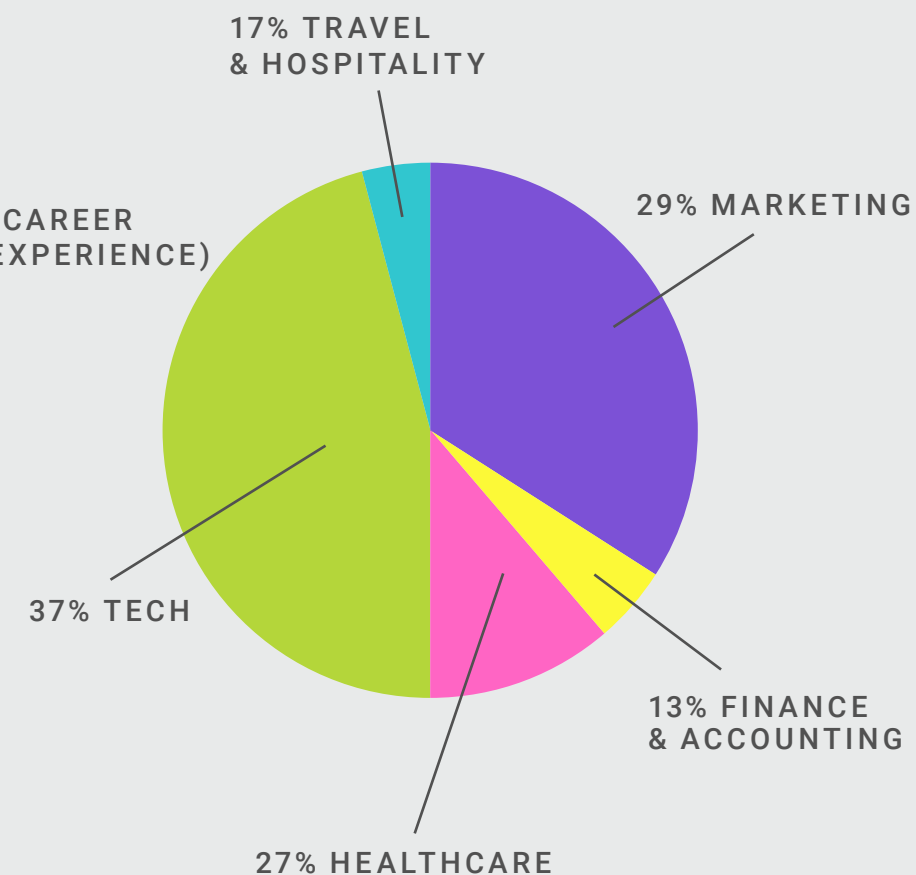
## HOW ARE JOB **SEEKERS** IDENTIFYING?



## WHAT LEVEL OF **EXPERIENCE?**



## WHAT ROLES ARE **THEY LOOKING FOR?**



Our talent pool is **NATIONAL** in scope.  
***WE DON'T JUST PLACE LGBTQ FOLKS IN JOBS,***  
we match them with workplaces that have made  
***GENUINE PROGRESS*** on **QUEER EQUITY.**



2022

MOSSIER

***SCORECARD***

# HERE'S A RUNDOWN OF OUR IMPACT IN 2022:

## **MOSSIER PROGRAMMING**

*18 Mossier Meet-Ups*

*802 Attendees*

## **JOBS**

*234 Job Clicks*

*135 Resumes Uploaded*

*1016 Job Seeker Accounts*

## **VISIBILITY**

*1800 Unique monthly website visitors*

*4,000 Email subscribers*

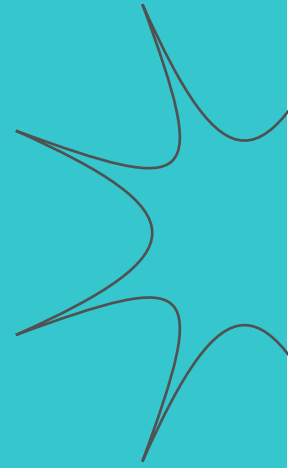
*102.5k Social media impressions*

JOB SEEKER:

**Mark Rugnetta** (HE/HIM)

**spent five years** as a teacher before deciding that it was time for a pivot. Mossier met with Mark to **identify** his career goals, ensure his resume was looking good, and recommend various positions. Mossier supported Mark as he negotiated with multiple different companies and gave him some job interview tips. Mark ultimately **accepted an offer** with Optum working as a Senior Project Coordinator.

**FROM MARK:** *"I am loving my new role! Transitioning industries, I had no idea how to navigate the job application and interview process. Mossier really helped me figure it out. It was really important for me to find a company that honored and celebrated the identities of their employees and those they serve - and Mossier helped me find that."*



COMPANY:

## General Mills

was looking to take their LGBTQ inclusion efforts to the next level. **There was just one problem.** They had no information about their current LGBTQ workforce because ***employees could not self-identify*** as LGBTQ in their Workday system.

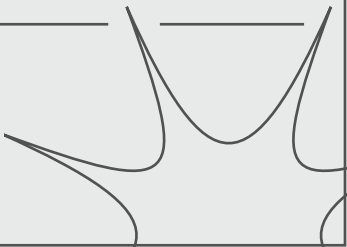
***Mossier advised the chair of General Mills'*** LGBTQ ERG and their DEI leadership on a pitch to senior leadership asking for a **Self-ID program**, including advice on how to structure and word their questions.

**In 2022**, General Mills started receiving their first responses and is charting a path forward so that insights on LGBTQ recruitment, retention and other key analytics can drive greater DEI results.

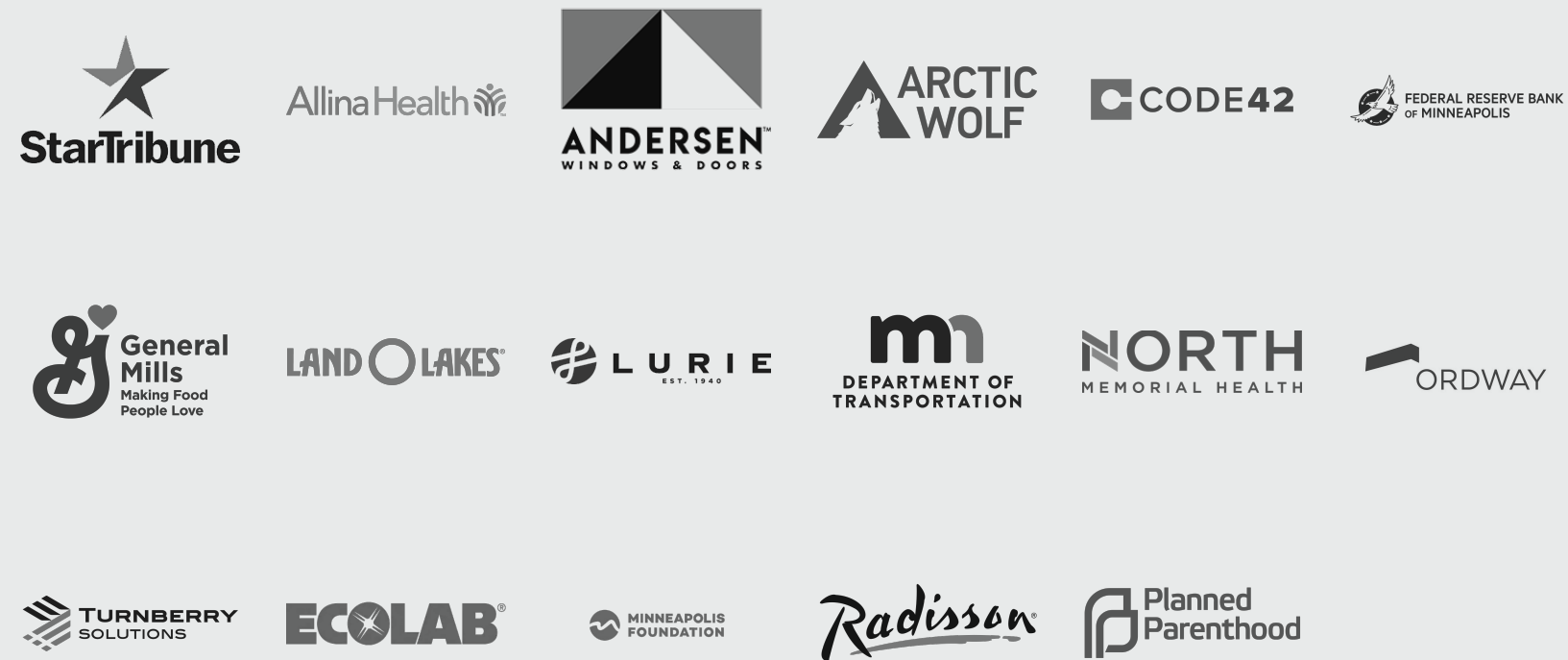
# MOSSIER

YOUR *MEMBER* BENEFITS



<p>This <i>YEAR-LONG ENGAGEMENT</i> helps your team grow and learn with resources available online and off.</p>	<p><b>NEW MEMBERS RECEIVE:</b></p> <p>All previous resources 4W Assessment Strategic Roadmapping Session</p> <p>INVESTMENT TIERS:</p> <p><b>\$10,000:</b> Nonprofit and Governments</p>
<p>Unlimited Job Postings Resume Database 1:1 Meet-ups Warm Introductions Member Meet-Ups LGBTQ+ Mentorship Program Logo &amp; Name Recognition Online Learning Library Access Member Exclusive Monthly Best Practices 25% off Training and Consulting Services</p>	<p><b>\$12,500:</b> 100-1000 employees</p>
	<p><b>\$17,500:</b> 1001-5000 employees</p>
	<p><b>\$25,000:</b> 5001+ employees</p> 

# THANK YOU TO OUR *MEMBERS*



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