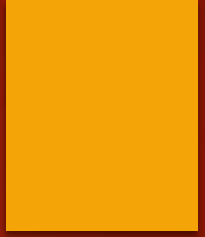


**Total Engagement Consulting**

*By Kimer*



# Let's Talk Pronouns!

Supporting transgender and nonbinary people in the workplace

May 23, 2023

**Stan Kimer, President**

**Total Engagement  
Consulting by Kimer**

**[Stan@TotalEngagement  
Consulting.com](mailto:Stan@TotalEngagementConsulting.com)**

**OFFICE: 919-787-7315  
CELL: 919-215-5761**



# Introductions – Total Engagement Consulting by Kimer

2

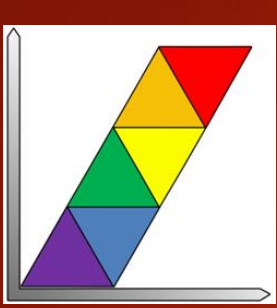
Total Engagement Consulting is a boutique consultancy founded in 2010 with two distinct service areas:

- ▶ The innovative “Total Engagement Career Mapping” service to engage employees in company-specific meaningful long range career planning
- ▶ Diversity management with a specialization in the LGBT (Lesbian, Gay, Bisexual, Transgender) workplace and marketplace, ERGs, Diversity Councils, Inclusive Recruiting ...

## President and Founder Stan C. Kimer



- ▶ 31 years of diverse business experience in IBM in sales, marketing, finance, HR, strategy and operations
- ▶ BS Georgia Tech, MBA U. of Chicago Booth School of Business
- ▶ 4 years as IBM’s global corporate GLBT diversity manager
- ▶ Final position in IBM: Director of Global Sales Operations, IBM Consulting Services including career oversight for 3000 global professionals



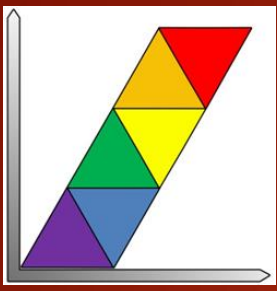
# Introduction – Total Engagement Consulting by Kimer

3

What I like to do when I am not working



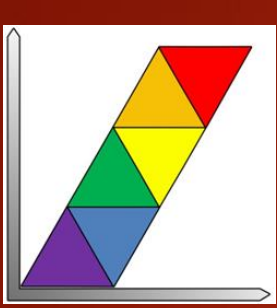
National Gold Medalist  
2022 and 2023



# Agenda

4

- Reviewing the Diversity Business Case – a focus on belonging and intersectionality
- Review the definitions – sexual orientation and gender identity
- Deep dive – transgender and nonbinary people .... With a focus on the use of pronouns
- Communicating respectfully ... avoiding “misgendering”
- Positive actions to take around use of pronouns



# Business Case of LGBTQ Diversity

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LGBTQ+ Equality in your organization matters strategically for:

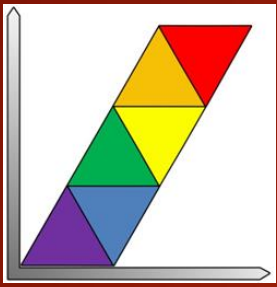
- 1) Recruiting
- 2) Retention & Performance
- 3) Diversity of Ideas & Talent
- 4) Marketing / Sales / Customer Service
- 5) Social Responsibility & Community Reputation

**Belonging is a common theme →**



***Diversity – the bridge between the workplace and the marketplace***



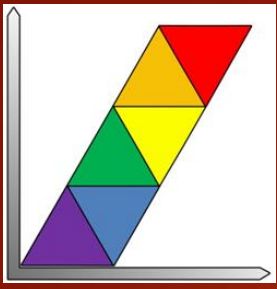


# Important Generational Stats

Percent of Americans who self-identify as LGBT by Generation

Generation	% LGBT
Traditionalists (born before 1946)	0.8
Baby Boomers (1946 – 1964)	2.6
Generation X (1965 – 1980)	4.2
Millennials / Gen Y (1981 – 1996)	10.5
Gen Z (1997 – 2003)	20.8

2021 Gallup Poll published February, 2022



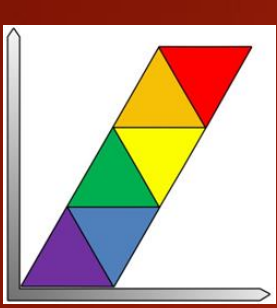
# LGBTQ Belonging in the Workplace

**LGBTQ+ employees who are “out” at work demonstrate better physical and mental health**

**Out employees are 20%–30% more productive than their closeted counterparts**

	<b>Out Workers</b>	<b>Closeted Workers</b>
<b>Very loyal to employer</b>	<b>70%</b>	<b>60%</b>
<b>Satisfied with promotion rate</b>	<b>64%</b>	<b>48%</b>

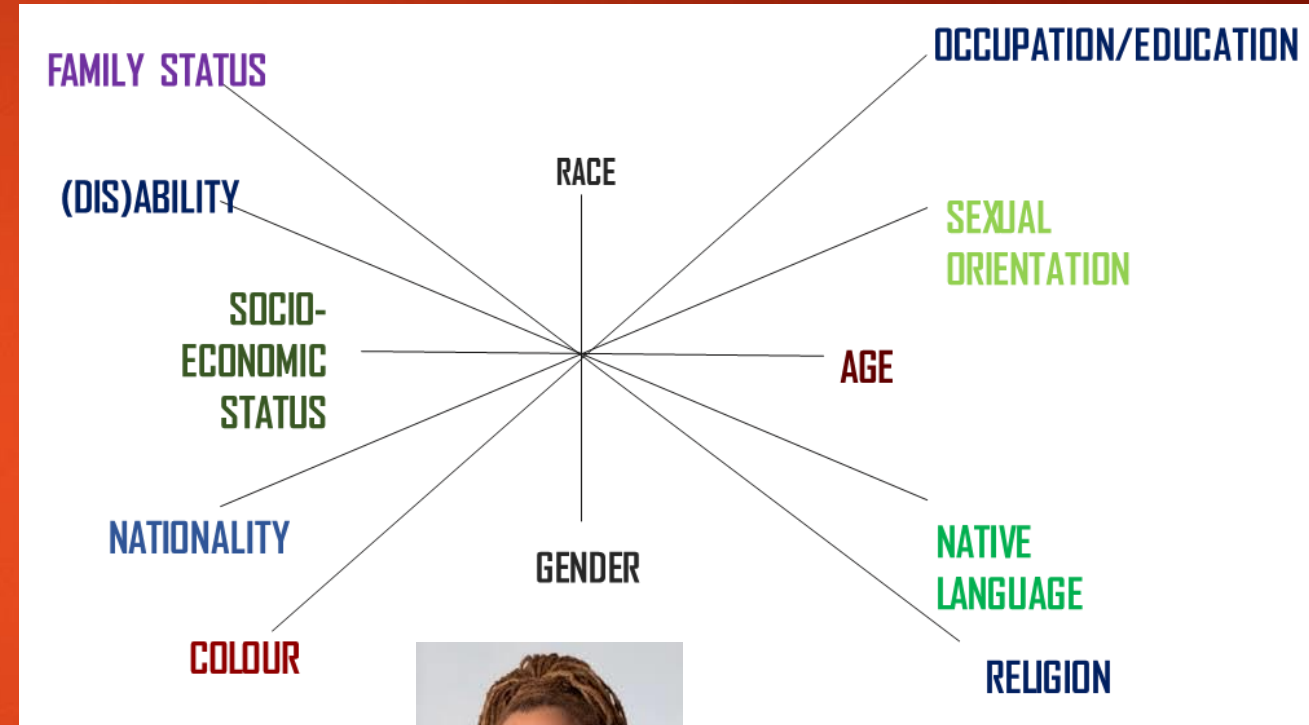
<http://www.citytowninfo.com/infographics/LGBT-Workplace.html>



# Intersectionality

Taking into account people's complex, overlapping identities and relative power, privilege, and marginalization to gain a more nuanced understanding of their lived experiences and needs.

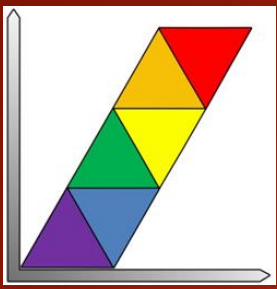
A critical approach to equity, diversity, and inclusion.



Kimberlé Williams Crenshaw

Adapted from Kimberlé Williams Crenshaw





# Definitions

9

**VERY IMPORTANT:** Sexual orientation and gender identity are two very different concepts within the “sexual minority” communities.

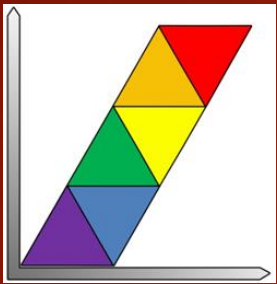
**Sexual orientation** refers to the gender a person is sexually attracted to, which could be male, female, or both (bisexual).

**Gender identity** refers to the way a person feels internally about who they truly are – whether male, female, or something in between (genderqueer or nonbinary).

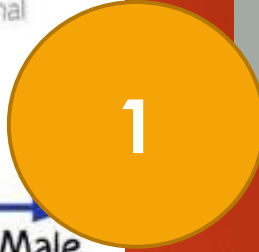
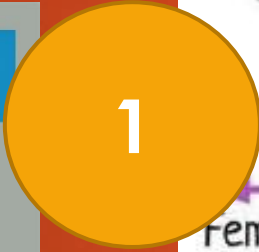
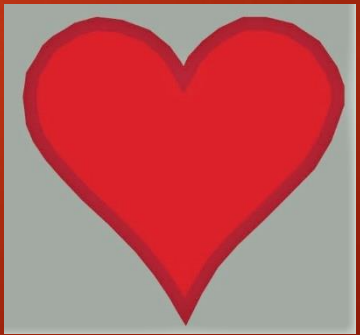
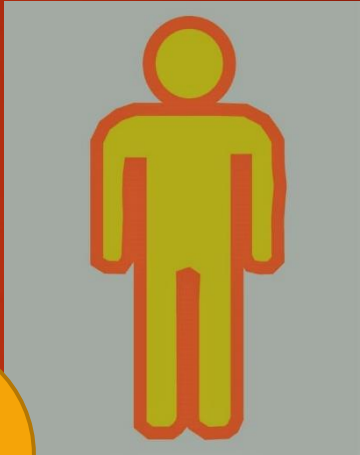
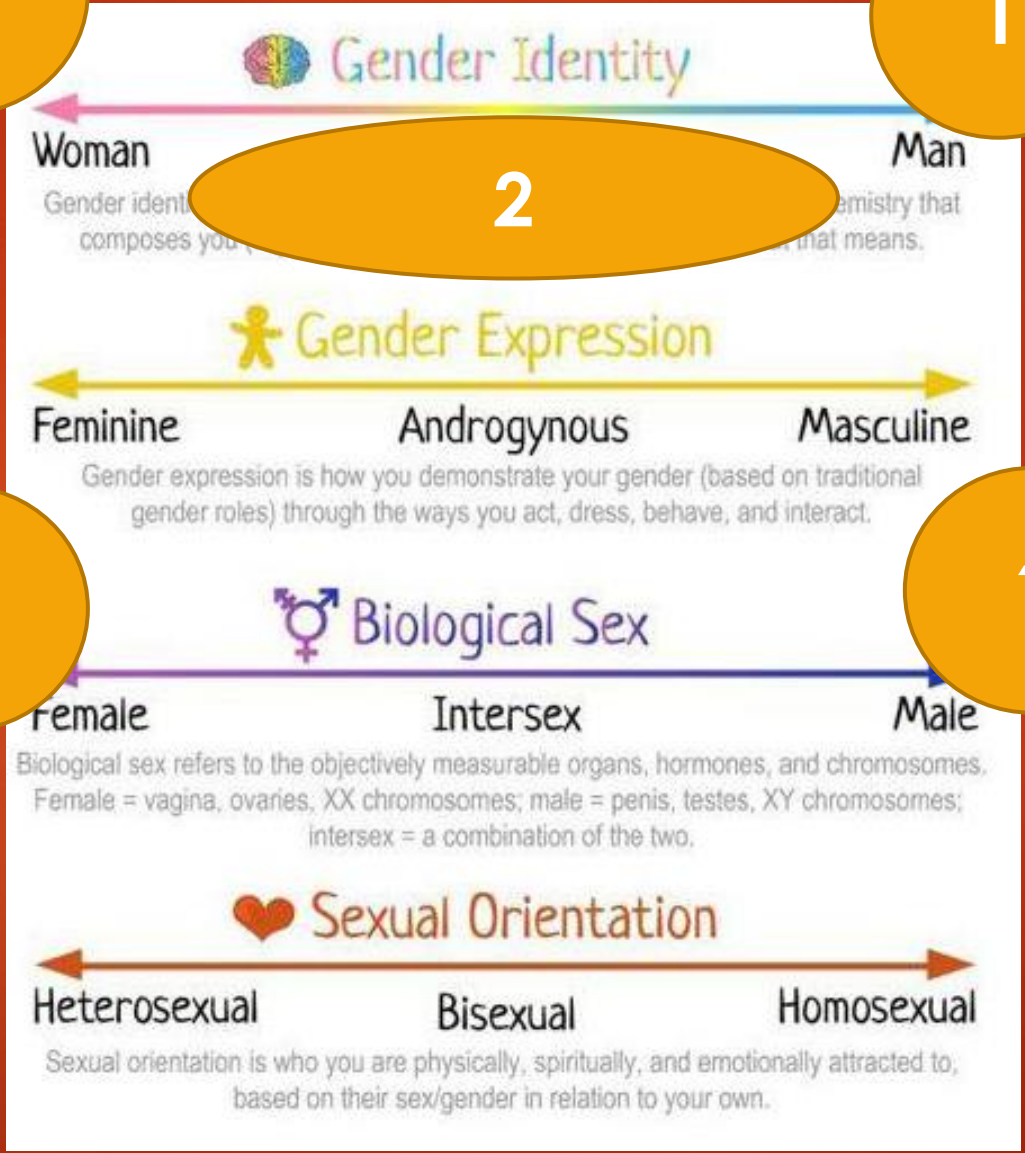
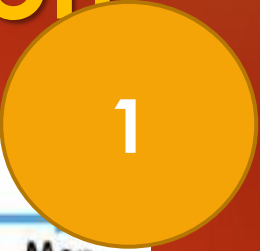
**Gender expression** refers to the manner in which a person communicates their gender identity to others by clothing, hairstyle, voice and body characteristics.

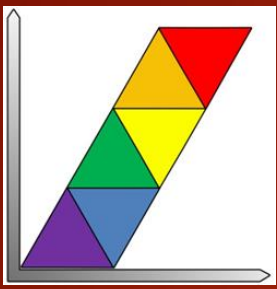
**Transgender** is an umbrella term for people whose gender identity, expression, or behavior is different from that typically associated with their assigned sex at birth .

**LGBTQ+** is the common abbreviation for the entire community. Many younger communities have now re-embraced “queer” as an all encompassing word. Many groups use LGBTQIA



# The Whole Person

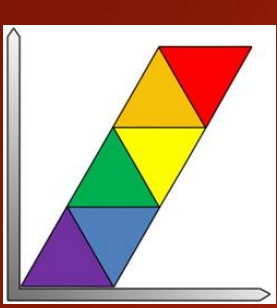




# Deep Dive: Transgender Diversity Definitions

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- ▶ **Transgender** is an umbrella term for people whose gender identity, expression, or behavior is different from that typically associated with their assigned sex at birth .
- ▶ **Transwoman** (older term - Male to Female or MTF) refers to a transgender person who transitions from an initial male physiological expression to female.
- ▶ **Transman** (older term - Female to Male or FTM) refers to a transgender person who transitions from an initial female physiological expression to male.
- ▶ **Gender Transition / Transitioning** refers to the process through which a person modifies their physical characteristics and/or legal status and manner of gender expression to be consistent with their (internal) gender identity.
- ▶ **Cisgender** refers to people who have no issue expressing their gender in the typical manner of someone born into that gender. Cisgender is to transgender as Straight (or heterosexual) is to gay



# Well Known Transmen and Transwomen

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**Chas Bono,  
child of  
famous  
singers Sonny  
& Cher**



**Martine  
Rothblatt,  
inventor of  
Sirius Radio**



# Transgender people form a very diverse community

13

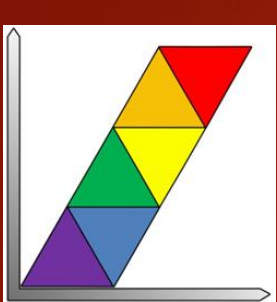


Janet Mock, Author and Activist, frequent speaker

Hispanic trans trio  
"Butch lalis de Panochtitlan"  
3 transmen



Television star Laverne Cox

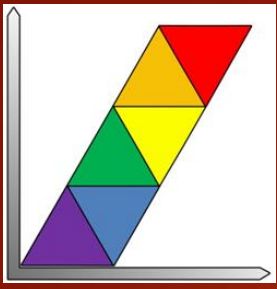


# Why Transgender is a Real Thing

14

- Preoccupation with one's gender
- Sense of "being different" from an early age
- WPATH standards of care
- Not chosen - Biology
- Consistent, Persistent, Insistent
- The only choice we have....





# The transition process

15

**Transgender people who decide to go through the gender transition process do not do this lightly – they are making a huge personal commitment.**

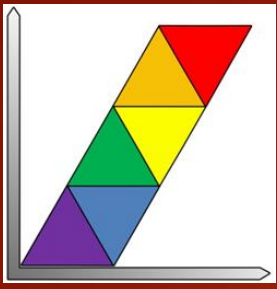
**The process involves a rigorous set of medical regimen:**

- Year or longer of psychological counselling
- Trial period of presenting in new gender
- Hormone treatment
- Social coaching – dressing, make up etc.
- Voice coaching
- Various surgical procedures

**For medical, personal and financial reasons, not all transgender people necessarily go through all the above steps.**

- Gender is a legal designation and undergoing certain medical procedures are not required.

**The few years of the transition process can be challenging as the person in transition will often have very male and very female physical qualities.**



# Gender Non-binary

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There are a number of different words for gender non-binary people, and each word does have some distinctions:

**Gender non-binary:** someone who does not identify as exclusively a man or a woman. In really simple terms, someone who is non-binary might feel like a mix of genders, or like they have no gender at all.

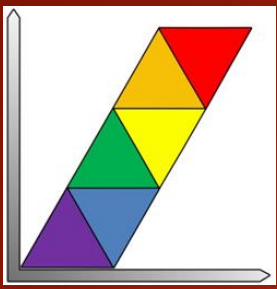
**Genderqueer:** denotes or relates to a person who does not subscribe to conventional gender distinctions but identifies with neither, both, or a combination of male and female genders.

**Gender expansive:** An adjective used to describe people that identify or express themselves in ways that broaden the culturally defined behavior or expression associated with one gender.

**Androgynous:** partly male and partly female in appearance; of indeterminate sex. This is more geared toward gender expression than gender identity

**POLL 1**



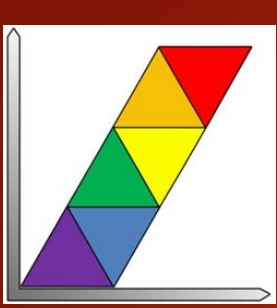


# Trends: Gender Non-binary

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The trend of more genders beyond male and female:

- Less dominance of pure “gender roles” in raising of children
- 41% of surveyed Americans believe that society is not accepting enough for people who don’t identify as either a man or a woman (Pew Research)
- 16 countries across multiple continents provide for a third gender on identification documents



# Well Known Nonbinary People

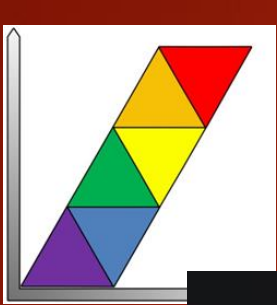
18



**Timothy LeDuc, Olympian and reigning US Pairs Figure Skating champion**



**Demi Lovato, actress, singer, song writer**



# Well Known Nonbinary People

19

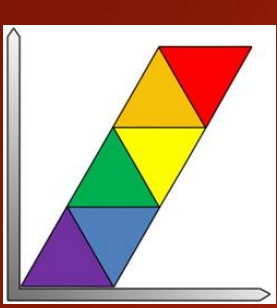


Sam Smith, singer

**NOTE: there is a private Facebook Group, "Nonbinary people of color," that has over 2,000 members**

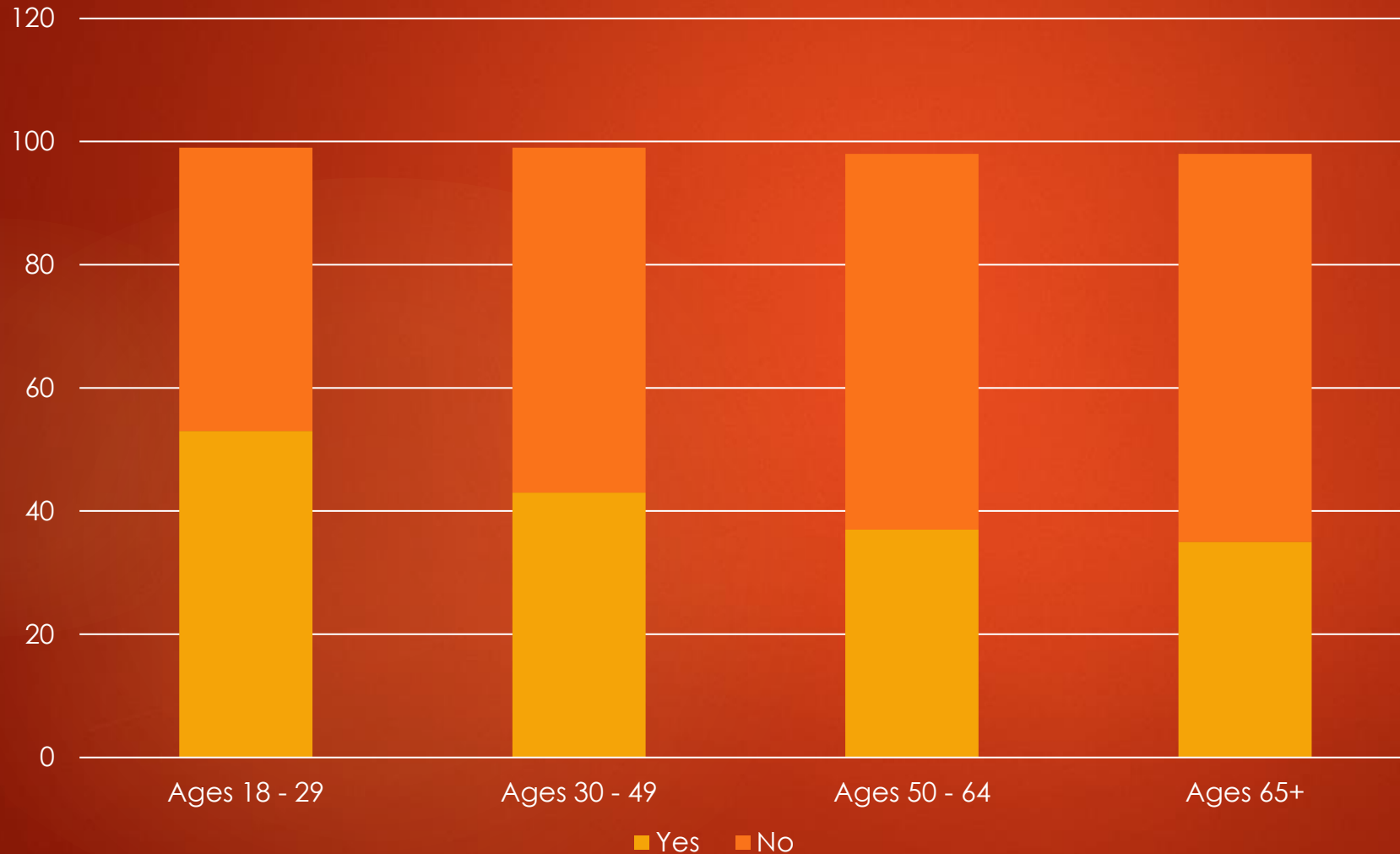


Indya Moore,  
actor and model



# Trends – Gender Non-binary

20



## Pew Research:

Percent of adults who believe that forms should offer more than the two genders “man” and “woman”

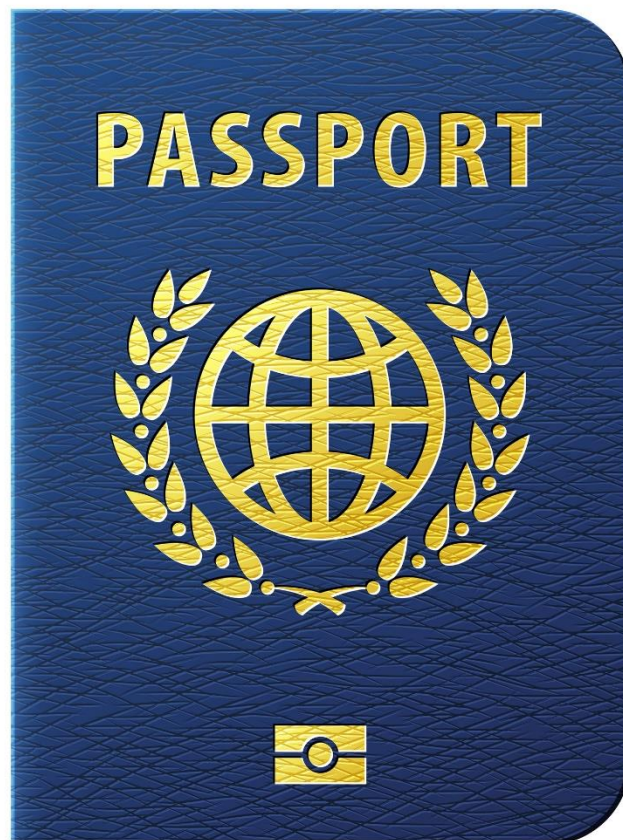
# Countries with a third gender option on passports

16 countries now provide for a third gender option on passports

- Argentina
- Austria
- Australia
- Canada
- Colombia
- Denmark
- Germany
- Iceland
- India
- Ireland
- Malta
- Nepal
- The Netherlands
- New Zealand
- Pakistan

**The US issued its first third gender passport late October, 2021**

**Made generally available April 2022**



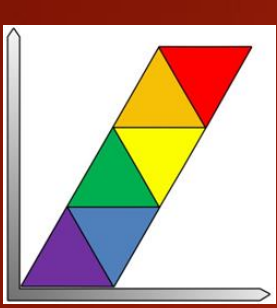
# Trends – Gender Non-binary

22

## States that offer a third gender option on driver's licenses

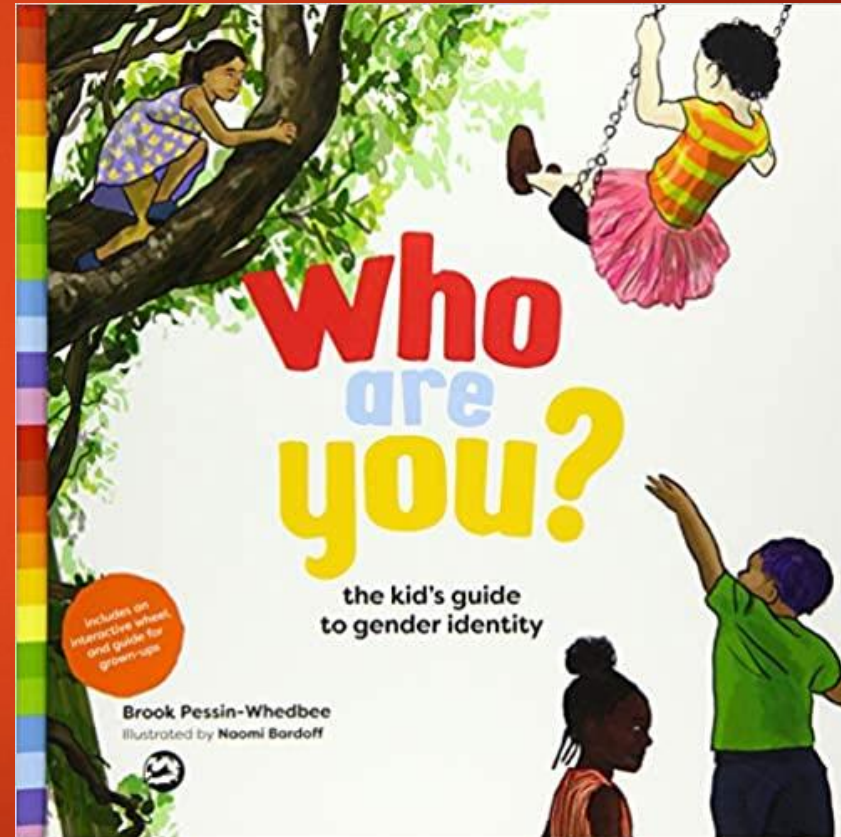
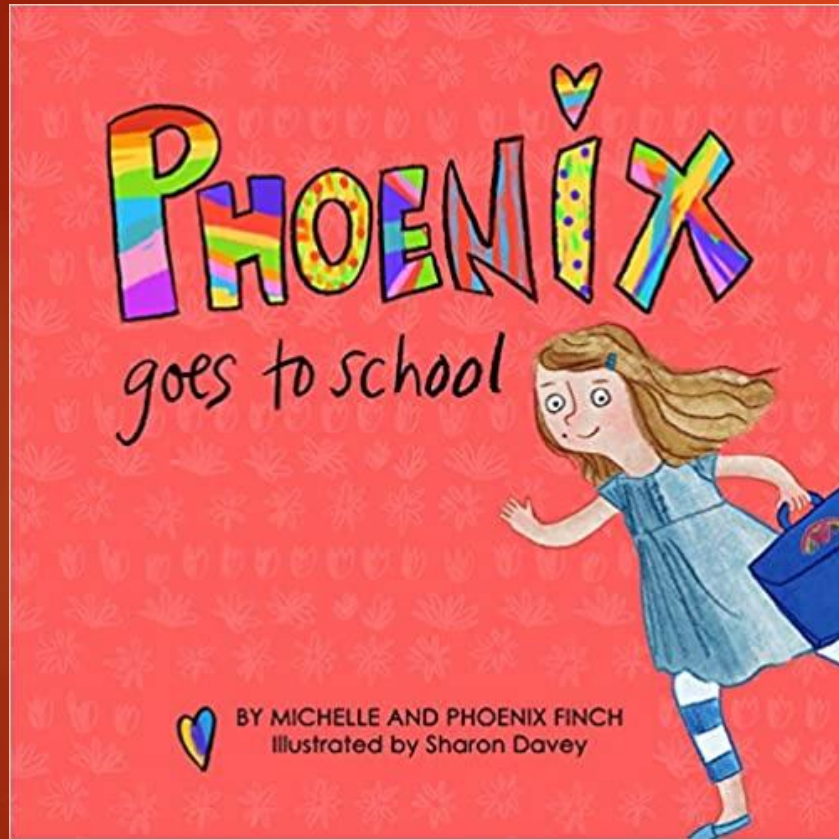


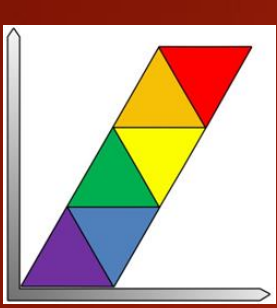
*“About four-in-ten US adults say forms should offer more than two genders” by Nikki Graf, FactTank, Pew Research Center, Dec 18, 2019*



# Books for Children on Gender Identity

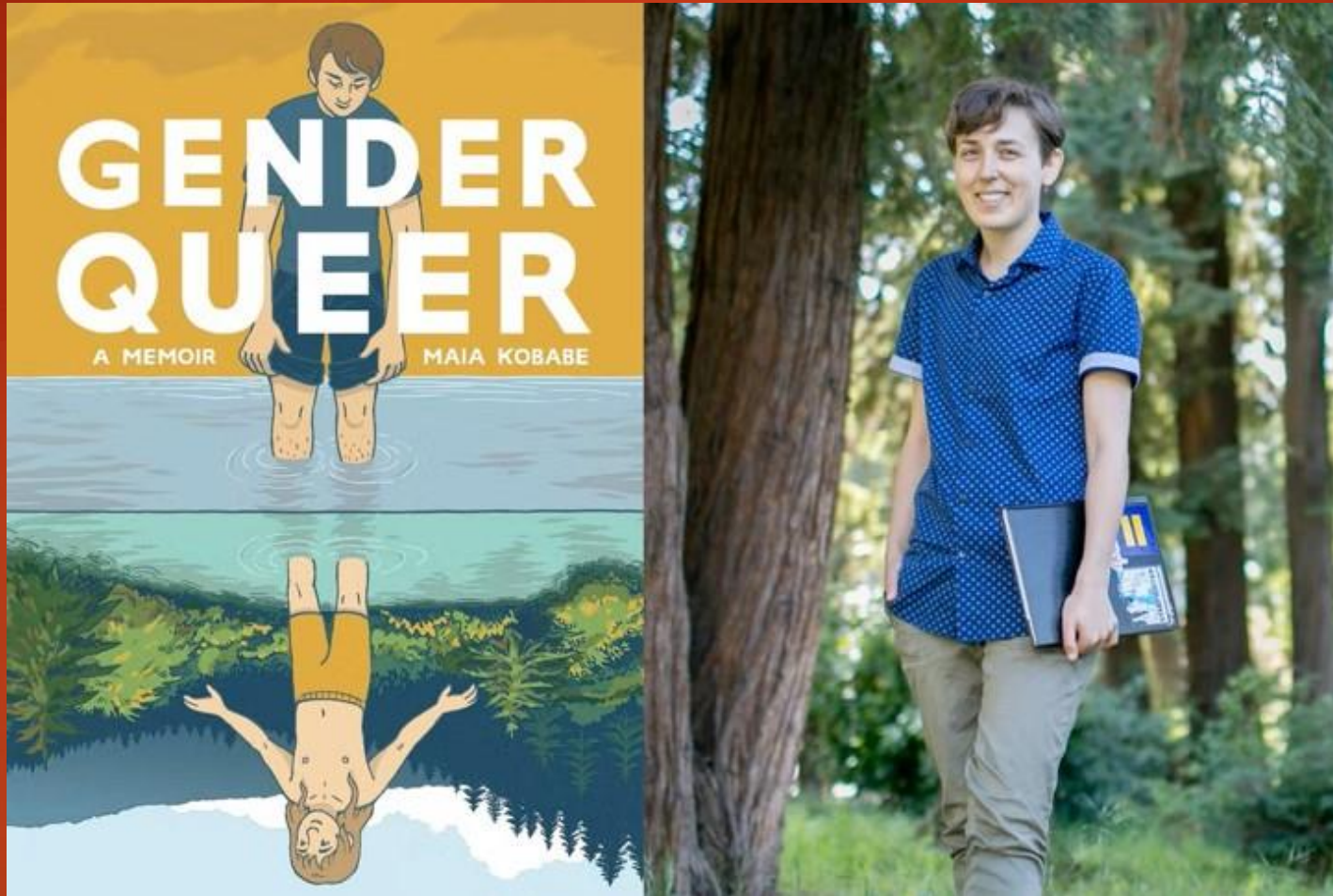
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# Recommended for teens and adults

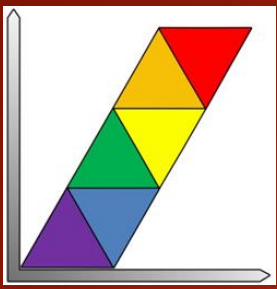
24



My blog about this book:

<https://www.totalengagementconsulting.com/blog/2023/01/another-delightful-and-insightful-banned-book-gender-queer-by-maia-kobabe/>



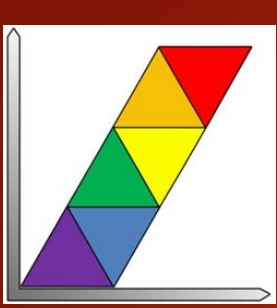


# More facts and figures

25

- One in three people aged 18 -29 knows someone who used gender-neutral pronouns
- “They” used in a singular sense was Merriam Webster’s 2019 word of the year
- Almost half of Americans now see gender as a spectrum and feel comfortable using gender pronouns
- 65% of respondents to a 2018 Harris poll agree that employers should intervene when an employee regularly misuses a co-worker’s pronoun or chosen name
- “Preferred pronoun” has been used in the past, but now is simply becoming “pronoun”

<https://outandequal.org/wp-content/uploads/2020/05/Pronouns-Guide.pdf>



# Use of Gender Pronouns

26

- Slip-ups in names and pronouns are something trans people expect to have to deal with.
- Slipping up is not a felony – apologize, correct yourself and move on. If you find yourself having difficulty remembering to use correct pronouns, practice before seeing the person.
- Even if you are not doing it intentionally and the person knows this, it is still painful for them because it makes them remember once again that there may be something unacceptable about their gender identity or presentation.

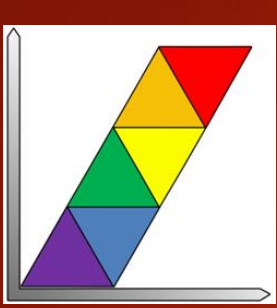


***They / them / theirs***

***She / her / hers***

***He / him / his***

Thank you to Ames Simmons, Equality North Carolina, for these points.



# What is Misgendering?

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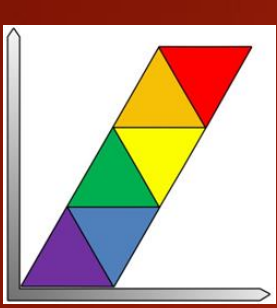
Misgendering occurs when we intentionally or unintentionally refer to a person, relate to a person, or use language to describe a person that doesn't align with their affirmed gender.

Examples:

- Referring to a woman as “he” or calling her a “guy”
- Referring to a gender expansive person as he or she when they identify using the pronouns “they / them / theirs”
- Not inviting the trans man to join an activity with all the cisgender men in your office.
- The “sideways questioning” glance in the restroom

# Misgendering

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**POLL:** Have you been misgendered?

- Never
- Maybe a few times in my life
- Maybe once or twice a year
- Quite often

Appropriate and respectful use of pronouns improves mental health and wellbeing, and increased productivity.

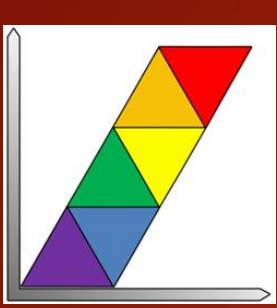
# Misgendering

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## Discussion:

- If you have been misgendered, how did it feel?
- If you accidentally misgendered someone – share about it. How did that feel?

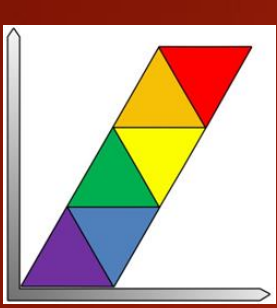


# Pronouns – taking action

30



- Introduce yourself and include your gender pronouns
- Add your pronouns in your email signature and with your name in virtual meetings
- Include a place for pronouns on event name-tags
- Focus on using gender-neutral language
- Be a upstander when you witness offensive behavior in this area

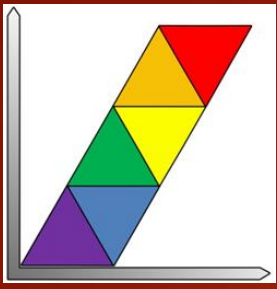


# Additional Language Tips

31



- “Hello everyone” or “Greetings distinguished guests” instead of “ladies and gentlemen.”
- Avoid using ma’am or sir if not sure – connote friendliness and helpfulness through tone of voice.
- Avoid using “you guys” when talking to a mixed gender group.
- Focus on using gender-neutral language, especially when not sure
  - Parent instead of “mother and father.”
  - Spouse instead of husband and wife



# Consider a stated pronoun policy?

## EXAMPLE:

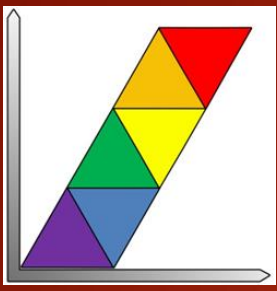
32

### Why Pronouns Matter — Support of Gender Identity at RTI

RTI practices diversity and inclusion principles everywhere we operate in the world. Our employees respect one another and value the expression of gender identity in our workplace culture and when interacting with our partners. One way we affirm gender identity and show respect for one another is by using pronouns. Using pronouns the wrong way misgenders or disrespects an individual. RTI supports employees who choose to express their gender identity through the use of pronouns. These employees are being consistent with RTI's value of respecting one another, and they are aligning with RTI's mission to improve the human condition.







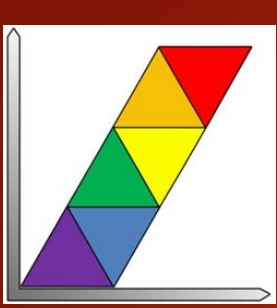
# Providing an Inclusive Environment for Everyone

33

## SAMPLE WORDING

As part of our ongoing efforts to be inclusive of all gender identities, we confirm that anyone wishing to do so may add pronouns to their email signatures and virtual meeting profiles. These actions are voluntary as some individuals may not be ready or comfortable using pronouns in this way, and we are totally respectful of all people's choices. Adding pronouns in these ways has the practical benefit of making clear how you would like to be referred to, while normalizing to the recipient that you will respect their gender identity and choice of pronouns. It is an effective way of normalizing discussions about gender and creating an inclusive environment for transgender and nonbinary employees and clients.

**PRINCIPLE:** Create an inclusive environment where people who choose not to use pronouns in this way are not marginalized



# Additional Corporate Policies

## Nonbinary

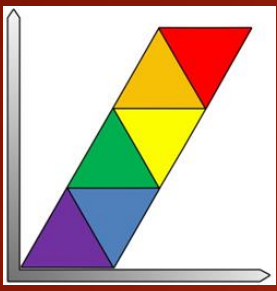
34

- Allow customer-facing employees to add their pronouns to their name tags
- Add pronouns to e-mail signatures
- Add pronouns to LinkedIn profiles
- During meetings when not everyone knows each other – include pronouns in introductions, and add to personal names in videoconferencing
- Invite folks to add their pronouns on name badges at in-person meetings



**POLICIES & PROCEDURES**

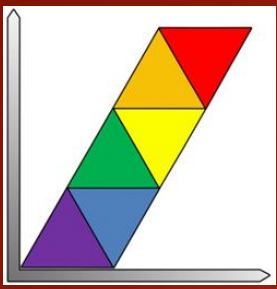
*From the newly published book, "Inclusive 360: Proven Solutions for an Equitable Organization" by Bernadette Smith*



# Other HR Items to Consider

35

- Providing a designated space on employment applications to voluntarily list pronouns and the individual's chosen name.
- Ensure all relevant documentation includes opportunities to voluntarily declare pronouns on relevant written documentation. Examples include but are not limited to company profiles and directories, HR records, application tracking systems, etc.
- Include gender identity options outside of male and female on relevant documentation (example – choices can include male, female, non-binary / gender expansive, other /choose not to identify)
- When asking people to list honorifics, include the option of Mx. Along with Mr, Ms, Miss and Mrs.
- Assure that job postings do not use the language “he or she” nor “his or hers” but instead use “they” or “this person.”
- Transgender and transitioning employees and guest have the right to use the restroom that aligns with their affirmed gender identity and expression. If other employees are uncomfortable, they can chose to use a single stall restroom, an alternate restroom, or wait until the other party leaves the restroom.

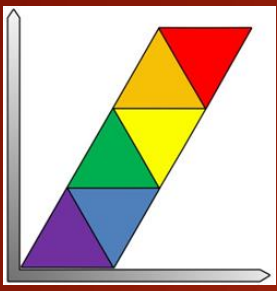


# Evolving pronoun and title language

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Time frame	Pronouns	Examples of speech
In the past and most common	She / her / he / him	“Ladies and Gentleman
Currently most prevalent	Using they / them / theirs in singular sense	“Hello everyone!” Y’all, Greetings distinguished guests
Evolving language	Ze (or zie) / zir / zirs	Mx. Instead of Mr., Mrs, Miss, Ms.

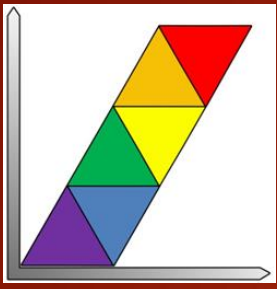
- We still do not know if these new words will catch on – “watch this space.”
- Handling people who may show their pronouns as “She / they”



# Summary

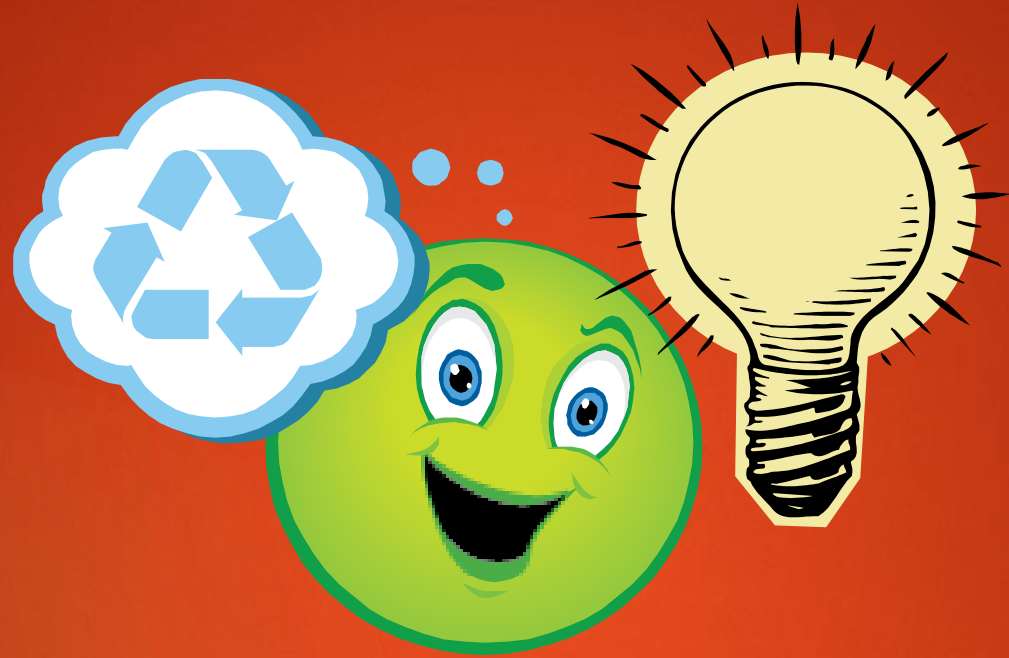
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- LGBTQ Diversity and Inclusion is an increasingly important topic within the all societal and business contexts.
- Fully understanding and supporting LGBTQ people is strategic to business success – internally and in the marketplace.
- Transgender and gender non-binary diversity is becoming much more visible and often considered the latest frontier in civil rights.
- One of the key areas in interacting respectfully with trans and nonbinary people is through appropriate use of pronouns.
- Consider how you can personally can be a better ally in supporting LGBTQ belonging in the workplace and in the community.



# Q and A Time

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**Contact Information:** Email me any further questions or get on my monthly newsletter:

[Stan@TotalEngagementConsulting.com](mailto:Stan@TotalEngagementConsulting.com)

919-787-7315