

ADJUST YOUR HIRING STRATEGIES

In your job listings, make an explicit mention of your commitment to equality and diversity. Talk about company values or benefits that demonstrate that commitment. Take job applicant's names off their resumes. Put your ads places like the facebook group "Seattle Queer Jobs". Don't hire someone because they're gay. Don't reject someone because they're gay either. Look at someone's skill set and qualifications instead.

PRIORITIZE WORKING WITH DIVERSE PARTNERS

Businesses of all sizes can look for opportunities to work with diverse business partners and vendors. Partner with those LGBTQ and minority owned cannabis businesses. Pledge a percentage of your shelf space to minority-owned businesses. Think outside the box. There may be opportunities to partner with minorities who do staffing, education, paraphernalia, accounting, marketing, and more.

CREATE A MENTORSHIP PROGRAM

Corporations like American Express and Bank of America have created programs that accelerate the progress of minorities by pairing them with more experienced mentors over the long haul. Women of color who say they have sponsors are 81% more likely to be satisfied with their career progression than those without sponsors.

**Harvard Business Review*

TAKE ACTION

Don't just talk about your support on social media. Actually get involved.

The Full Spectrum's mission is to enhance and sustain LGBTQ diversity, inclusion, and access within the cannabis industry and community.

Website

www.thefullspectrumnetwork.com

Facebook Fan Page

www.facebook.com/thefullspectrumorg

Facebook Internal Group

www.facebook.com/groups/thefullspectruminternal

Instagram

www.instagram.com/the.full.spectrum/

Twitter

www.twitter.com/TheFullSp3ctrum

Linked In

www.linkedin.com/company/19014792/

Weed Tube

www.theweetube.com/user/thefullspectrum

YouTube

www.thefullspectrumnetwork.com/youtube



The Full Spectrum is a project of CascadiaNow!

**How Your
BUSINESS
Can Be
MORE
INCLUSIVE**



Creating a safe and comfortable space
for everyone to thrive.



SET AND ENFORCE WORKPLACE DISCRIMINATION POLICIES

A policy only works if it's enforced. As of 2020, 93% of Fortune 500 companies have non-discrimination policies that explicitly include sexual orientation. 91% have non-discrimination policies that include gender identity.

OFFER INCLUSIVE BENEFITS

Though marriage equality became federal law in the United States in 2015, LGBTQ people still lack protections when it comes to housing, employment, adoption, and more. If an LGBTQ couple decides to get married, they can become targets and lose many other things in their lives. For this reason, many LGBTQ couples decide a domestic-partnership is a better option for them. Does your insurance cover domestic-partnerships, or just spouses? Does it cover transition-related care?

OFFER FLEXIBLE POLICIES

Companies that offer flexibility find that it expands the recruitment of diverse employees – particularly single parents – and employees with disabilities. Flexible schedules reduce absenteeism, improve employees' health, and increase the retention of productive employees.

FOSTER A CULTURE OF TRUST

Take the time to listen to your employees and implement an environment where individuals feel safe to speak up about their experiences. By expressing an interest and understanding of individual experiences, leadership is more likely to learn about potential issues between staff members. Eliminating these issues before they become larger problems will leave organizations in a better position to retain talent, encourage diversity, and protect your corporate reputation.

KEEP AN OPEN DIALOGUE ON SOCIAL ISSUES

This shows you care about issues impacting their lives outside of work.

STAY INTERVIEWS

Meet regularly with diverse employees to identify and reinforce positive reasons for them to stay. One hour every 6 months is a good idea.

AFFINITY GROUPS

Affinity groups are internal workplace groups of people with shared goals, backgrounds or interests, and can be an indispensable anchor for diversity retention.

INCLUSIVE CALENDARS

People love feeling recognized and celebrated. Feature things like your employees birthdays and multicultural holidays.

GENDER-NEUTRAL RESTROOMS

Employers need to provide employees a safe and convenient restroom. Single-stall restrooms are often a great solution. Gender-neutral restroom signs can be found pretty cheap online.

PRONOUN BUTTONS

Normalize talking about your pronouns.

PRONOUNS IN EMAL SIGNATURES AND ZOOM SCREEN NAMES

This is another fabulous way to normalize talking about pronouns and avoiding accidentally misgendering someone. It's also a great way to spot allies, people we know that respect and understand gender variations.

EDUCATIONAL SEMINARS

Take the time to learn about diversity and how you can make your brand better. Do it as a team. Host one for a staff meeting.

CELEBRATE PRIDE AS A BRAND

Cannabis brands cannot participate in parades because it can be seen as advertising to minors. But we as an organization can and do participate in local pride parades.

SPEAK YOUR PRIDE YEAR ROUND

Not just during pride season. Not just during the Black Lives Matter protests. Be vocal all the time.

USE YOUR PLATFORM TO SPREAD SUPPORT

Making posts on your social media and memos on your website let your staff and customers know where you stand on social issues. Take a stand and openly share your support for the LGBTQ community. Show this support in front of all of your audience.

GET INVOLVED IN BUSINESS ORGANIZATIONS & CHAMBER OF COMMERCE

Connect with minority business organizations. Build relationships with unlikely groups. Normalize the cannabis industry amongst the professional realm.

DRESS CODES

Avoid policy that reinforces gender stereotypes (makeup, jewelry, skirts, hair length).