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**Discuss Cultural Differences**

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### **Discuss Cultural Differences**

As the CEO of a big tech company, navigating Pride events demands walking the line of authentic support and responsible corporate involvement. In our approach, we would focus on three key areas: In the first instance, we would want to see our Pride venue participation go beyond the provision of marketing opportunities. To my team and everywhere, this entails following policies all year round that tangibly help support LGBTQA+ employees – from comprehensive health coverage to inclusive human resources policies and active employee resource groups. Until we're willing to be truly committed to internal practice, we can't participate in Pride events with integrity.

Secondly, our Pride participation would be more focused on community partnership than corporate visibility. Rather than just putting our logo on floats or merch, we'd work with local LGBTQA+ organizations to find out what help they needed and what was important to them. In this way, the company could support the community either through providing technology resources, funding initiatives that directly benefit the community, or through offering mentorship programs.

Third, we will address valid criticism of corporate 'rainbowwashing' by remaining transparent about our company's stance on LGBTQA+ rights throughout its history (Maks-Solomon and Drewry, 2021). If we have failed previously, we would do so openly and explain what practical measures we are taking to avoid repeating the mistake. It could be showing how many of our workforce are diverse, recording policy changes, and setting up to be able to measure our progress.

What our participation in this would look like is using our platform and our resources to amplify the voices of LGBTQA+ individuals, not our voices. This also means giving speaking

opportunities to LGBTQA+ employees, showcasing their stories in our communications, and making sure that our Pridevers bleed free of the community's influence. If we can approach Pride participation with humility authenticity, with focus on tangible impact rather than publicity, we can add value to the celebration and, at the same time, respect its underlying purpose as a movement for equality and recognition.

### Reference

Maks-Solomon, C., & Drewry, J. M. (2021). Why do corporations engage in LGBT rights activism? LGBT employee groups as internal pressure groups. *Business and Politics*, 23(1), 124-152.