

# **EMBRACING LGBTQ+ PRIDE IN 2023: EMPLOYER BRANDING ENCOURAGING WORKPLACE DIVERSITY AND INCLUSION**



In today's time, it is necessary for organizations to embrace inclusivity within their workforce and prioritize hiring people from diverse backgrounds which also helps in employer branding. Various films and articles have highlighted LGBTQ + community's day-to-day struggle in society as well as in workplaces.

Benefits Of Being Inclusive As An Organization includes promoting a better company culture, better reputation and acquiring diverse and talented individuals.

## TOP COMPANIES THAT HAVE TAKEN STEPS TOWARDS PROVIDING PERKS FOR LGBTQ+ BETTERMENT

# NETFLIX

Netflix has been a constant supporter of LGBTQ + community, it provided various perks to their employees belonging to this community and even their content displays stories of LGBTQ+ community. Netflix USA also covers health plans of their employees that include transgender and non-binary care.

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Google celebrates the LGBTQ community through programs like “Trans awareness week” and other events dedicated to different sections, thereby raising awareness and providing equal opportunity. Google also actively promotes pride events in various ways, such as Google doodles.

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Accenture also supports and includes policies and resources for LGBTQ+ employees. They make their employees feel comfortable and valued without fear of discrimination in the workplace. They provide perks like health plans to LGBTQ+ employees as well as their partners and insurance coverage for gender affirming surgeries for the employees as well as their partners.

## TOP COMPANIES THAT HAVE TAKEN STEPS TOWARDS PROVIDING PERKS FOR LGBTQ+ BETTERMENT



Apple also embraces diversity and inclusion and brings a positive culture and sense of belonging. Apple is supportive of LGBTQ+ community and celebrates them through their special edition products like pride edition products keeping the theme of pride, it also offers numerous donations to organization supporting the community. They also offer healthcare benefits to transgenders, have neutral restrooms and also provides networking opportunities to its LGBTQ employees.

## TOP COMPANIES THAT HAVE TAKEN STEPS TOWARDS PROVIDING PERKS FOR LGBTQ+ BETTERMENT



Coca-Cola is another company that is committed to diversity and inclusion and promotes equality within the organization for its employees. It has achieved a perfect 100 Human Rights campaign's corporate quality index

Their foundation trains and funds volunteers for Trevor Project (a free LGBTQ youth counselling program) .They also offer health insurance for transgender people.

## EMBRACING EQUALITY AND INCLUSIVITY AT IMPULSE DIGITAL

Impulse Digital had arranged “Embracing Diversity & Inclusion in the Workplace” session “which was well organized and well executed. The session also highlighted significant contributions made by individuals from the LGBTQ+ community in various fields.

When asked what led CEO, Mr. Adwait Joshi of Impulse Digital to make the organization inclusive and employ individuals from the LGBTQ+ community, he responded by saying that he firmly believes in eliminating discrimination within the organization, as it does not align with the employee’s creativity and hard work.

Impulse digital - a digital marketing agency in Navi Mumbai, facilitate a better work culture that is inclusive towards the choices of their employees, fostering growth and development, keeping all the differences and discrimination away.

If you're looking for a creative workspace that knows no discrimination and a team that comes together to deliver the best digital marketing solutions for the clients, join Impulse Digital



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*Thank you!*