MOSSIER CONSULTING & TRAINING MENU
SO, HOW ARE THINGS AT WORK?

Mossier collaborates with companies of all sizes to help them develop LGBTQ-inclusive workspaces. We consult with leaders at all phases of their careers and rungs on the ladder, provide ongoing diversity training and summits, and host an online platform full of community, networking, and job opportunities.

Our work doesn't stop at the United States: Portions of our revenue advance Queer people's ambitions all across the globe, where we make investments in businesses that lead people to self-sufficiency. No matter your business or ambition, it's about making a commitment to equity and finding the roadmap to make it come to life.
MAKE YOUR COMMITMENT TO EVERYONE LGBTQ.

It’s about doing the right thing. For your staff, for your organization, for you. It’s more than checking the D&I boxes and making a cultural shift that develops a safer workspace for your staff while helping your business thrive.

IT’S GOOD BUSINESS

You’re making an inclusive space for everyone LGBTQ, allowing your staff to work with pride.

BRAND EXPOSURE

We help you highlight your work with brand recognition and other communications that help your organization stand out.

SO. MUCH. NETWORK.

A group of peers that can help you, have been where you are now, and others that you can provide mentorship to. Listen, learn, and keep growing.

BETTER RECRUITMENT

We know people, OK? Our talented community of job seekers is ready to connect to businesses that are committed to them.
CONSULTING APPROACH

There isn’t a one-size-fits-all approach to making your workspace LGBTQ friendly, and we have crafted our approach to accommodate all shapes and sizes of organizations. We’ll work with you to create a LGBTQ Workplace Equality Scorecard™, which is an equality index that outlines an employers opportunities for growth, the associated costs, and an analysis of benefits in terms of employee productivity, wellbeing, and turnover and benchmarked with local and national data/rankings of similar organizations as yours. This index helps employers get the pulse of where they are currently in the LGBTQ inclusion journey.

- Mossier is developing statewide surveys for LGBTQ professionals and employers in order to address the lack of concrete data and metrics on current landscape for LGBTQ employees in Minnesota
- Assessing where Minnesota employers think they are at on LGBTQ inclusion vs. where LGBTQ talent says they are at
- Examining differences in experience among LGBTQ men, women, people of color, transgender employees, etc.
- Examining differences among different generations of LGBTQ talent

GUIDED STRATEGY SESSIONS

- Convene group of 4-8 people in HR, D&I, legal and other LGBTQ leaders
- Comprehensive overview of key LGBTQ inclusion challenges and opportunities
- Language training
- Facilitated discussion to begin building LGBTQ workforce inclusion strategy

EDUCATIONAL WORKSHOPS & DISCUSSION

- Specific topics to get leaders thinking critically
- Perfect for Employee Resource Groups, diversity councils, and one-off inclusion chats
- Choose from 20+ Mossier trainings or customize for your organization

ADVISORY & CONSULTING

- Curated set of workshops, strategy sessions, & assessments
- LGBTQ Workforce Inclusion Strategic Plan created & implemented
- 1:1 coaching with senior leaders, frontline recruiters
- Align business & inclusion goals

ASSESSMENTS & STRATEGIC PLANNING

- Interview HR, D&I, and LGBTQ leaders
- Anonymous questionnaires
- Completion of Mossier’s LGBTQ Workplace Equality Scorecard
- LGBTQ Workforce Inclusion Strategic Plan created
HOW WE’LL WORK WITH YOU TO MAKE A LGBTQ-INCLUSIVE WORKSPACE

We develop your engagement with the right involvement at the right time, using this structure to help focus our work together.

Educational Workshops & Discussion
- 1-2 Hours
- Specific topics to get leaders thinking critically
- Perfect for employee resource groups, diversity councils and one-off inclusion chats
- Audiences of 10+ In-person & webcast
- Choose from 20+ Mossier trainings or customize

Guided Strategy Sessions
- 2-3 hours
- Convene small (4-8) groups of HR, D&I, legal and LGBTQ leaders
- Comprehensive overview of key LGBTQ inclusion challenges and opportunities
- Language training
- Facilitated discussion to begin building LGBTQ workforce inclusion strategy

Assessments & Strategic Planning
- 1-3 Days
- Interview HR, D&I and LGBTQ leaders
- Anonymous questionnaires
- Completion of Mossier’s LGBTQ Workplace Equality Scorecard™
- ‘LGBTQ Workforce Inclusion Strategic Plan’ created

Advisory & Consulting Services
- 3 months-3 years
- A curated set of workshops, strategy sessions & assessments
- ‘LGBTQ Workforce Inclusion Strategic Plan’ created and implemented
- 1:1 coaching with senior leaders, frontline recruiters
- Align business and inclusion goals
GUIDED STRATEGY SESSION OVERVIEW

Mossier’s “LGBTQ Workforce Development Strategy Session” was created in order to bring together key leaders from LGBTQ employee resource groups, human resources, diversity and inclusion, legal and executive sponsorship to:

- Educate leaders on the broad scope of LGBTQ workforce inclusion challenges and business opportunities (see next slide for thematic areas)
- Examine the company’s current diversity and inclusion efforts and spending as they relate to the LGBTQ community
- Begin to develop tangible 1-3-5 year goals that work to integrate LGBTQ inclusion into business strategies surrounding recruitment and retention, marketing, government relations, inclusive leadership and culture

Efforts to ensure LGBTQ inclusion is integrated into business strategies is often stalled and slow to progress due to the fact that many decision makers need to be involved across several departments. This session is designed to bring those decision makers together and help everyone understand the integrated nature of this work, how to make progress quickly and ensure that company dollars and resources are being maximized. 45 minutes is spent on education and 45 minutes is spent on facilitated strategy work.
Mossier's LGBTQ Workplace Equality assessments and surveying were designed to help employers get a pulse on their current stage in the LGBTQ inclusion journey. This full-day engagement includes a series of interviews with HR leaders and LGBTQ talent when possible. A survey is sent to the employer two weeks ahead of time. The survey results are compared to Mossier’s local benchmarking as well as national data and rankings of organizations similar to the client. Client receive:

- Mossier’s LGBTQ Workplace Equality Scorecard™ (think of the Human Rights Campaign's Corporate Equality Index on steroids)
- A report that outlines the employer's opportunities for growth, the associated costs, and an analysis of potential benefits in terms of employee productivity, wellbeing, turnover
- Mossier’s key recommendations and priority list for the organizations DEI leaders to pursue as well as key arguments that leaders can use when pitching to high level leaders

This package is designed for employers who aren’t afraid to “look under the hood.” It is designed for employers who know that more needs to be done but are unsure of where to begin. This package helps the employer identify true north and begin making tangible progress. Highly recommended to pair with a guided strategy session.
Think of Mossier as your in-house Chief LGBTQ Officer with this package. There are truly no limits and Mossier’s staff and consultants are at the ready to help your organization on any of the following:

- Direct 1:1 coaching with Chief Diversity Officers and other high level leaders who are looking to expand their inclusive leadership toolset, for leaders who are looking to move from general DEI awareness to DEI champion and accomplice.
- Strategic planning and program development with employee resource groups (includes designing and launching employee resource groups)
- Final deliverable includes: findings from employee interview(s), focus group(s), and contact information for those that consent, ROI breakdown, any training materials/modules created in conjunction with the employer throughout this contract

Advisory and consulting services are perfect for organizations that have just hired a Chief Diversity Officer and/or are looking to expand their diversity staff. Mossier’s consulting focuses on aligning the firm’s broader business goals with their equity and inclusion goals. Hiring Mossier as your in-house consultant says that your firm is ready to become best in class for LGBTQ inclusion
MOSSIER’S 8 FOCUS AREAS

**Implementation Outside Major Cities**
Understand that LGBTQ people live in rural areas and are at increased risk of LGBTQ discrimination. Ensure that the firm has practices for LGBTQ inclusion across all geographies.

**Global LGBTQ Business Strategy**
Understand that diverse international cultures present challenges for outsourcing, expatriation, hiring, and entering foreign markets due to differences in LGBTQ inclusion norms.

**Generation Z Recruitment and Retention**
Create tailored HR efforts for Generation Z, who conform to a broader range of sexualities and genders than their older counterparts and respond uniquely to HR efforts.

**Analytics and Self-ID Solutions**
Identify appropriate analytics solutions (including whether or not self-ID is appropriate) for the firm and understand key insights provided by analytics.

**Culture and Change Management**
Understand the intersection of unconscious bias, vulnerability, self-improvement, communication, leadership and how they all influence culture.

**Employee Resource Group Strategy**
Create a streamlined ERG Strategy that allows for accomplishment of and congruence with DEI goals.

**Workplace Transition Guidelines**
Understand aspects of the company that affect transgender and gender nonconforming employees’ ability to present themselves and efficiently navigate the workplace.

**Inclusive Policy and Compliance**
Understand that proactive company policy can be used to protect LGBTQ employees from discrimination and avoid lawsuits.
Implementation Outside Major Cities

Key Learning Objective:
Understand that LGBTQ people live in rural areas and are at increased risk of LGBTQ discrimination. Ensure that the firm has practices for LGBTQ inclusion across all geographies.

Adjusting HR and DEI strategy to be effective in close-knit work environments and communities
- Leveraging strengths of regional offices, plants, and store

Designing training for rural communities and plant locations
- Respect towards regional norms, including use of language
- Address of unconscious bias towards regional employees

Kaizen and Continuous Improvement for HR + Use of Effective Metrics and KPI (Key Performance Indicators)
- Differences between effective metrics for major and regional offices

Training for managers and addressing problematic managers
Generation Z Recruitment and Retention

Key Learning Objective: Create tailored HR efforts for Generation Z, who conform to a broader range of sexualities and genders than their older counterparts and respond uniquely to HR efforts.

Generation Z Employees Look For:

• Benefits
  - Publicize benefits and policy
  - Make benefits and policy language LGBTQ inclusive
• Community/Culture
  - Create Gen Z, LGBTQ-Specific networking opportunities
  - Incorporate LGBTQ-specific information in an in-person recruitment conversation
• Encourage face-to-face conversations for candidates by leveraging employee resource groups (LGBTQ and Gen Z)
• Connect with student groups at Universities
  • On an HR level
  • On an alumnus level
  • Database for LGBTQ business groups nationally
• Advancement Opportunities
  • Gen Z value company culture and career opportunities
    - LGBTQ representation in upper management enable Gen Z to see themselves advancing in the firm
Culture and Change Management

Key Learning Objective: Understand the intersection of unconscious bias, vulnerability, self-improvement, communication, leadership and how they all influence culture.

• Align cultural changes with organizational objectives and policies to create synergies
• Change Management Process Best Practices
  - Frameworks and best practices
  - Communicating the business and social cases for change
  - Resolving complaints and handling pushback
  - Gauging culture: goals, KPIs (Key Performance Indicators), metrics
    - Inclusion of all employees in goals, KPIs, and change process
• Identify and support change agents at all levels of a firm, including top-down and bottom-up influences
• Generate executive and governance buy-in
• Communicate effectively with all stakeholders, including customers, potential new hires, communities, etc.
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Workplace Transition Guidelines

**Key Learning Objective:** Understand aspects of the company that affect transgender and gender nonconforming employees’ ability to present themselves and efficiently navigate the workplace.

- Ensure protocol is in place for trans/non binary employees specifically, especially to assist with transition experience
- Affirm gender identity of all employees by verifying that general policy structure is inclusive or gender neutral
  - Include the topics of gender neutral restrooms, names/pronouns use in email, directory, etc., paid-leave, and inclusive medical benefits
- Train allies on best practices for voicing questions or concerns and supporting their trans/non binary coworkers
  - Micro-aggressive actions that negatively impact trans/non binary employees’ success and mental health
  - Micro-affirmative actions that foster a more inclusive environment
  - Appropriate language and jargon for discussing LGBTQ issues
Key Learning Objective: Understand that diverse international cultures present challenges for outsourcing, expatriation, hiring, and entering foreign markets due to differences in LGBTQ inclusion norms.

• Where do you do Business?
  - Are you aware of your place in the global LGBTQ landscape? Do you do business in countries with harsh anti-LGBTQ policy?
  - Understand current events, policy conversations, supreme court decisions affecting your customers and/or potential hires
  - Provide current event updates, recommendations, and benchmarks that are specifically of relevance to the company and country of your client.

• Who do you do business with?
  - Protect LGBTQ talent during the expatriation process
    - Ensuring that Self-ID information does not follow them to other countries
  - Opportunities to source products and services from LGBTQ-owned businesses and/or LGBTQ-friendly businesses
  - Reconcile cultural norms and attitudes towards DEI efforts with international hires
  - Understand how global LGBTQ policy can negatively influence an LGBTQ employees career and promotion trajectory
    - Implement risk management procedures
Analytics and Self-ID Solutions

**Key Learning Objective:** Identify appropriate analytics solutions (including whether or not self-ID is appropriate) for the firm and understand key insights provided by analytics.

- **Modes of data collection**
  - Is Self-ID an appropriate mode for the firm?
  - Fit for culture + Fit for purpose
  - Asking questions inclusively and legally
  - Collecting data at the appropriate time in the employee life cycle
- **Purpose of analytics, key insights, and use of insights in business decisions**
- **Knowledge Management within LGBTQ employee base**
- **Data policy best practices**
  - Access by HR to individual employees’ data
  - Geography, where to use Self-ID or other analytics solutions?
- **Self-ID for smaller organizations**
- **Effective use of existing HRMS and ERP solutions from third-party vendors**
Employee Resource Group Strategy

**Key Learning Objective:** Create a streamlined ERG Strategy that allows for accomplishment of and congruence with DEI goals.

- Best practices for ERGs: Purpose, involvement with firm, integration with HR and DEI
  - Breaking down silos between other ERG chapters within the firm and with other firms
    - Addressing discrepancies between best practice and firm policy
- Selecting leadership and governance within the ERG
- Managing budget and creating budget guidelines
- Generating executive buy-in
  - ERG Funding
  - Executive Sponsorship
    - Selection Criteria
- Effective prioritization techniques for ERG goals
  - Launch-phase ERG strategy
  - Time-phased objectives and 80/20 Rule thinking
- Creating programming aligned with ERG goals: Mentorship programs, outreach to allies, and recruitment tie-ins
Inclusive Policy and Compliance

Key Learning Objective: Understand that proactive company policy can be used to protect LGBTQ employees from discrimination and avoid lawsuits.

- Compliance with State and Federal Law
  - Current LGBTQ discrimination protections
    - State and Federal
      ‣ Title VII, EEOC, FMLA, BFOQ Cases
- Proactive Best Practices
  - Monitor supreme court decisions, changing legal protections, and emerging precedents to mitigate legal risk
  - Inclusive Family Leave policy
  - Accessible discrimination reporting protocol
  - Inclusive language
    - On forms, policy, and company communications
NICK ALM / EXECUTIVE DIRECTOR
He/Him, They/Them

Nick was born in St. Paul and grew up in Stillwater, Minnesota. While pursuing a degree in Management Information Systems from the University of Minnesota, he co-founded The Carlson School’s first undergraduate LGBTQ student organization, Compass. Through this group, he developed a passion for advancing conversations about the LGBTQ community in corporate America, as well as globally.

Nick co-founded Mossier in order to help organizations recruit and retain LGBTQ talent, and utilize the revenue to LGBTQ grantees in East Africa. To date, Mossier has funded and supported ten LGBTQ-owned businesses within the tourism and agriculture space.

LEADERSHIP

MOSSIER BOARD & ADVISORS

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Robert Reed
Lead Recruiter, Allianz, Diversity Recruiting Champion

Malissa Stanton Adams
COO, Stanton Adams Consulting, Social Equity Consultant

Kimberly Malone J.D.
Chief Investigator and Equal Opportunity Consultant, MN Department of Employment & Economic Development

Charlie Rounds
Corporate Social Responsibility and LGBTQ Storytelling Expert

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Vanessa Tennyson, SHRM-SCP
CEO, Capitalize Your Humanity, Leadership Coach for LGBTQ populations

Lulu Bauermeister
Corporate Social Responsibility Manager, U.S. Bank

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Engineer, Medtronic, National Society of Black Engineers

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Clinical Research, University of Minnesota Medical Center
YOU’RE IN REALLY GOOD COMPANY.

Our 2020 sponsors and partners made the commitment, and we couldn’t be more pleased to call these organizations our BFF’s. We’d love to add your name to the list, too! There is still time to get involved in the Career Fair, and of course, for 2021.