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# Ten Steps to Inclusive Practices

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# Overview

## A New Way of Thinking

### Inclusive Practices - Objectives

- 2015 to 2023 - Equality: Eight Years Later
- Identity: See Me, I See You!
- Inclusive Population Growths:  
Here We Come Loud & Proud - 2020
- Do Your Market Research
- Ten Steps To Inclusive Practices
- You Talk: Inclusive Practices
- Questions & Answers



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Mary Lambert - She Keeps Me Warm (2013 Version)

# Inclusive Growth Populations

2022 GALLUP

## 7.2% of the US Identifies LGBTQIA+

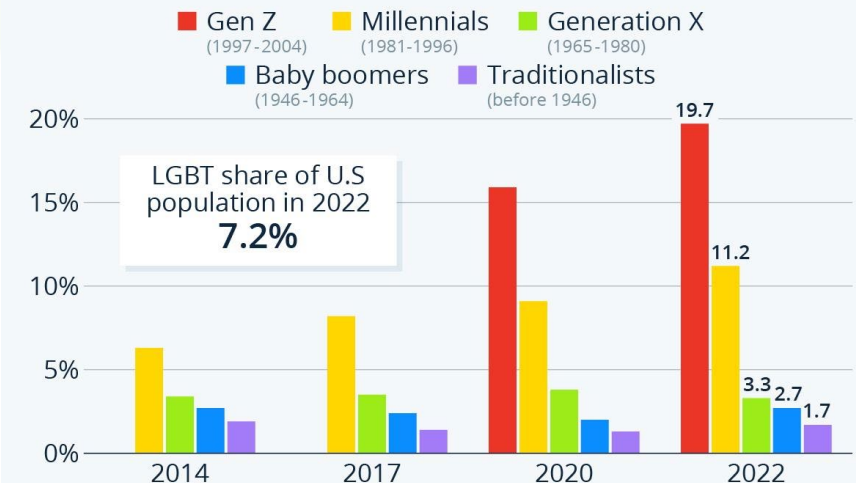
1. Gen Z 20.8% 1997-2004 - Use Pronouns 51%
2. Millennial 10.5% 1981-1996 - Use Pronouns 35%
3. Gen X 4.4% 1965-1980 - Use Pronouns 33%
4. Baby Boomers 2.6% 1946-1964 - Use Pronouns 33%

San Diego State University Generational Pronoun Study, TIME 5/23

US Census

## 7.2 Percent of U.S. Adults Identify as LGBT

Share of American adults who identify as LGBT, by birth year



Source: Gallup



statista



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## Populations & Percentages

We Are Family

How many identify as LGBTQIA+

US 331.9 million - 7.2%

- GEN Z 68.6 million - 20.8%
- Millennials 72.2 million - 10.5%
- Gen X 68.6 million - 4.2%
- Baby Boomers 69.6 - 2.6%

# Ten Steps To Inclusive Practices W.I.I.F.M.



- **Essential Inclusive Information**
- **Understanding the Information**
- **Visibility & Understanding**
- **Community & Alliance**

# 10

Ten Steps  
To  
*Inclusive  
Practices*

## Ten Step Program

### I'm Coming Out

- Being An Ally
- Understanding Inclusivity
- Gender, Let's Get Into It
- Wedding Industry Gender Norms
- Learn the Language
- The Importance of Pronouns
- First Impressions are Lasting Impressions
- Inclusive Language & Paperwork
- Inclusive Business is Smart Business
- I Promise



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## Step #1 Being An Ally

Aware - Are you aware of the microaggressions that might be affecting many LGBTQIA+ couples and individuals?





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## Step #2 Understanding Inclusivity

Understand that inclusion and diversity are different.





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## Step #3 Gender: Let's Get Into It

Gender is an individual's outside expression of themselves.

A man wearing a skirt does not make him anything but a man wearing a skirt. It's his self expression.





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## Step #4 Wedding Industry Gender Norms

Recognize current wedding industry norms,  
that need to go away!

I'll go first.

“**Bridal Suite**”

Instead, use “***Couple's Suite.***”

You'll get a turn soon!

**FIRST LOOK PRANK** – BEST MAN  
PUTTING ON A WEDDING DRESS TO  
PRANK THE GROOM.

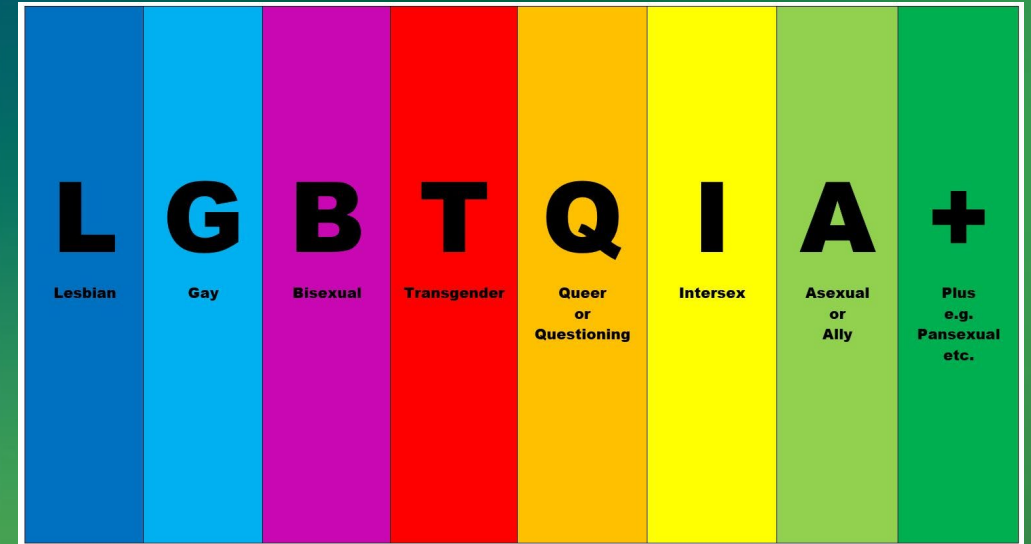
1. This wedding trend is homophobic and transphobic
1. While you may think this is a harmless prank, there is an LGBTQIA+ person watching this and receiving the message that a male presenting person in a dress is something to be laughed at.
1. It continues to support heteronormative views on expression and identity.



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## Step #5 Learn the Language

“The **LGBTQIA+** community is constantly evolving and is welcoming to everyone who feels marginalized by norms in today’s society. I am responsible for knowing by definition what **LGBTQIA+** means.”





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## Step #6 The Importance of Pronouns

Recognize the importance of pronouns, and the impact that incorrectly using them can have on an LGBTQIA+ individual.  
Share your pronouns first!

# Why are pronouns so important?

Pronouns are used in everyday speech and are assumptions of gender based on people's appearance. However, some people may identify different to how you've addressed them. For example, an individual may choose to identify as 'they/them' rather than 'he/she' due to being gender neutral.

Using incorrect terms can make someone feel uncomfortable and cause stress and anxiety. If you struggle to understand why this would be upsetting to someone, imagine someone calling you the pronoun that you don't associate yourself with, over and over again, even after you've corrected them.

**#LovesLove**

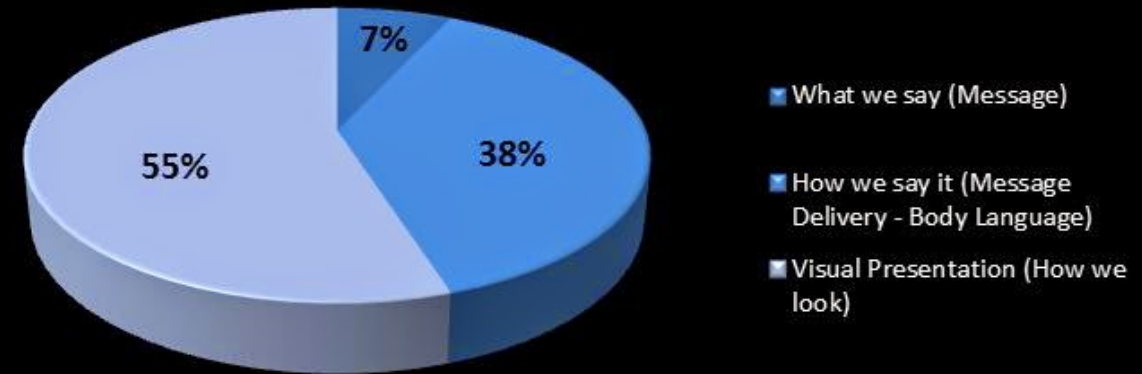


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## Step #7 First Impressions are Last Impressions

You have seconds to capture the attention of couples visiting your website and social media platforms.

### 3 Factors Associated with Making a First Impression



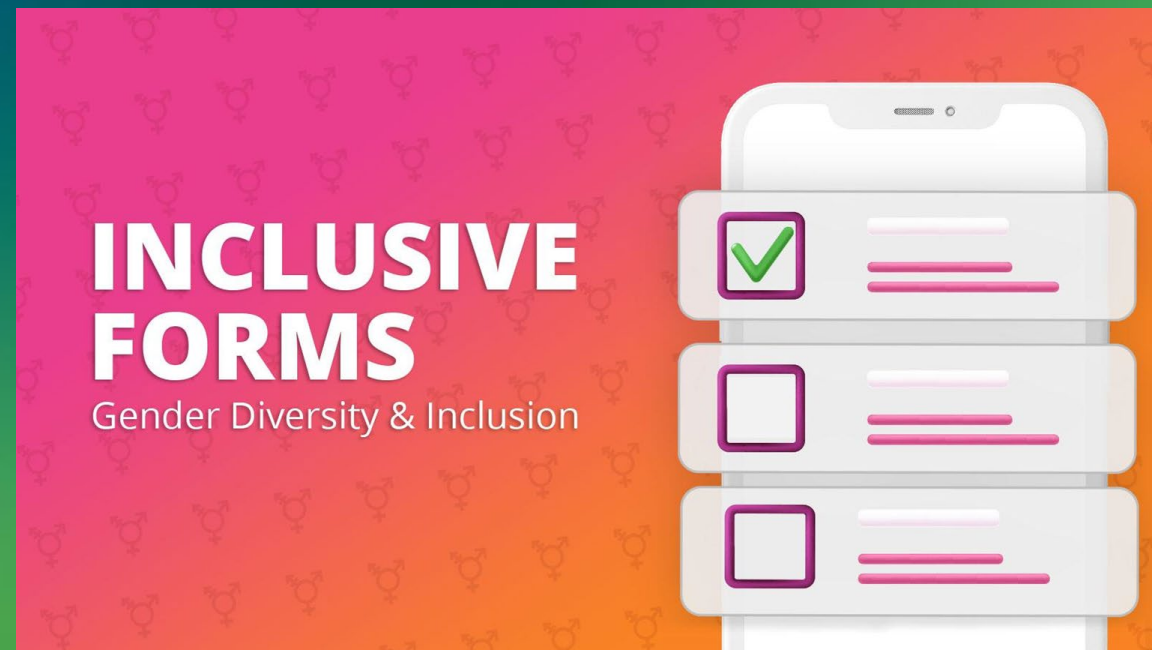


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## Step #8 Inclusive Language - Paperwork

Take the time to review all intake forms and critique for proper inclusive language, including ?

Anyone?







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## Step #9 Inclusive Business is Smart Business

Retention: it is my responsibility to create an inclusive environment for all couples and staff.

### How to Start an Inclusive Business

Establish a diversity council



Cultivate an inclusive workplace



Prioritize working with diverse suppliers



Keep a diversity scorecard



Make your products or services inclusive





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## Step #10 “I Promise!”

Be Aware - Be Visible - Be Vocal

Be Caring - Be Loud

Be Proud - Be You - Be Brave

Be Authentic - Be Accountable

I pledge to not let materialistic things define me.  
I pledge to find inner beauty and not let my instinct  
create a label or classification.

I pledge to seek to understand before being understood.

I am not perfect, and I am still learning to unlearn  
and open my mind to a new world of hope.

It's not a switch I can turn off or on;  
it's a conscious choice to change, to speak up.

I will be the change I wish to see in the world.

# Let's Discuss

## Conversation Time

Break into groups.  
Let's talk inclusive practices.

# GOAL

## SAY SOMETHING

Now that you know the ten steps to inclusive practices, come up with another practice for each step.

No repeat practices!

There are plenty to go around!

Ten Minutes.



**GO!**  
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# INCLUSIVENESS

## Get Up Everybody and Sing!

- We do not choose who we are, and who we love.
- We do choose how we treat others that are different from you.

WE ARE  
  
*Family*



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# Q&A

## Continue the Conversation

## #NACEEXP23



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