

# TransCanWork.org

*Trans Inclusivity in the Workplace*

## THE NEW NORMAL

*California's transgender community includes our family, friends, and people we encounter everyday. It's also an untapped pool of highly talented and motivated workers that can make a good business even better. Yet it remains one of the groups most discriminated against in the workplace.*

*TransCanWork™ (TCW) is an organization providing resources for transgender jobseekers, as well the training and certification of employers that hire them.*

*As seen in:*

**The New York Times**

**Entrepreneur**  
MAGAZINE

**Forbes**

## TRANSGENDER/NON-CONFORMING INCLUSIVITY

- **Increased recruiting opportunities\***
  - 1.4 Million Transgender/Non-Conforming adults in America
  - 4.5% of youth ages 12 to 17 in California identify as Transgender/Non-Conforming (similar statistics nationally)
- **HR/Legal protection**
  - Educate your management on new Department of Fair Employment and Housing Transgender/Non Conforming workplace guidelines to be introduced summer/2017
- **Supporting a diverse workforce is good for business**
  - Today's employees care about the culture of the business they work for
  - Employees at inclusive companies are significantly more likely to say they are proud to work for their employer (84% versus 68%) & are more likely to "go the extra mile" for company success (84% versus 73%) than those at companies that have a negative attitude toward LGBT employees
- **LGBT-friendly employers attract top talent that helps them better target a demographic with \$3.7 trillion in global disposable income**
  - A stunning 72% of ally respondents say that, all else being equal, they are more likely to accept a job at a company that is supportive of LGBT employees than one that is not supportive

\*Companies not prepared for the widely-expected increase in young applicants who are transgender/non-conforming will find themselves at a significant business disadvantage. Moreover, those unable to accept this new and diverse pool of talent will be unable to protect themselves from discrimination lawsuits.

*Testimonials*



[www.TransCanWork.org](http://www.TransCanWork.org)

[info@TransCanWork.org](mailto:info@TransCanWork.org)

# MENU OF SERVICES

- **Trans-Inclusivity Certification Training** (Includes proprietary video training, exam and certificate. Upon completion, receive job board listings, window decal and web-ready icon.)
- **Trans Inclusivity Panel** (Includes 2 hour Q&A format with transgender professional or executive. Topics may include: understanding the next generation of transgender and gender-non-conforming employees, do's and don'ts, best practices to support gender diversity, transgender transitioning on-the-job, California legal requirements and more.)
- **Keynote Speaker** (We can inspire and/or educate your group with customized content that will hit home and help you achieve your goals.)
- **Gender Diversity Workshop** (Includes 4 hour, interactive session full of activities to expand awareness, educate and ensure legal compliance. Also includes pre / post assessments.)
- **Executive Coaching** (Includes 2 hour private presentation and Q&A, followed by one-on-one coaching with a transgender executive. Coaching available in-person or virtually for 1 year).
- **Legal and HR guidance** (Available hourly or as annual package. Receive top-rated legal advice.)

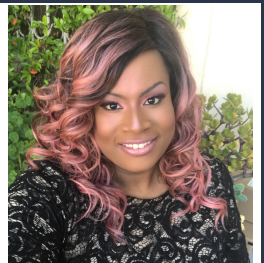
## SPEAKERS



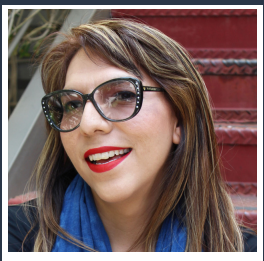
**Michaela Mendelsohn** is a transgender activist, public speaker and business professional with over forty years of leadership experience. As CEO of Pollo West Corp, she is one of the largest franchisees for El Pollo Loco restaurants in the Western Region. Michaela founded TransCanWork.org to connect transgender job seekers with forward-thinking employers. The Stonewall Democratic Club has presented her with their Sheldon Andelson Award. She is also an honoree of the California State Legislature's LGBT Pride Ceremony and West Hollywood's Rainbow Key Award.



**Scott Turner Schofield** is one of the top speakers in the country on transgender issues, with fifteen years experience in educational and corporate advocacy. His TED Talk, "Ending Gender" is used as a training tool by Bank of America, The British Council, the Pride Foundation and many others. An award winning author and actor, he was recently named a Trans Influencer of Hollywood by OUT Magazine.



**Ashlee Marie Preston** Ashlee Marie Preston is an activist, writer, journalist, and Editor in Chief of Wear Your Voice Magazine. She is the first transgender person to be appointed Editor in Chief of a publication. Ashlee Marie has been featured by various media outlets including Rolling Stones, Billboard, Fortune, NBC, Allure, BuzzFeed, NowThis, HuffPo, Vice, The Daily Dot, Mic, Upworthy, The Advocate/OUT Magazine(s), and PopSugar.



**Drian Juarez** is a consultant on transgender issues in the workplace. She aids in developing programs for communities to help transgender people get back to work. Drian has established cross-organizational/cross-functional teams to assist in developing substantive employment and business opportunities for LA's Transgender community.

