

# THE **IMPACT** WORKSHOP

Enhance your workplace diversity and build a more inclusive, accepting and understanding culture.

Layne will change the way your company looks at Gender Identity through education and by fostering open dialogue around gender barriers and misconceptions.



**Gender balance is a big business opportunity, with huge economic implications.** – Harvard Business Review

# WHAT IS IMPACT?

**IMPACT** is a three-part, in-person learning series, targeted to corporations, professional associations, and educational institutions (organizations); within the scope of their Diversity, Equity, Inclusion and Belonging (DEIB) initiatives.

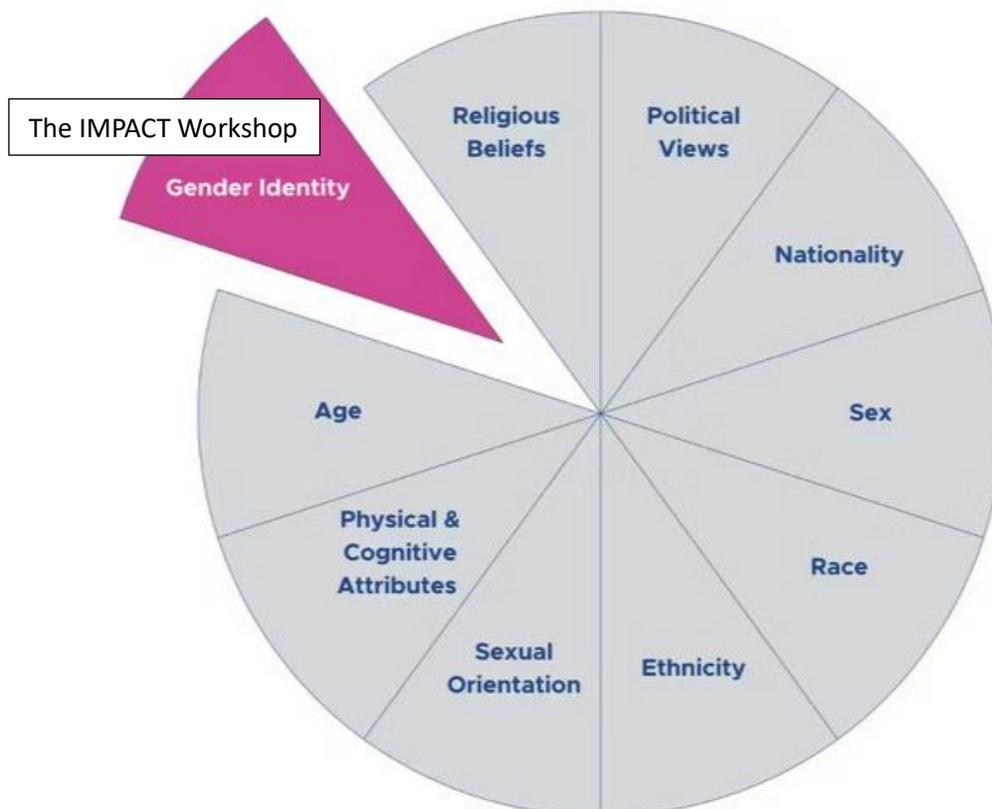
The learning series is focused on understanding the concepts of **gender identity** and how to create a workplace that is inclusive and accepting of all, honouring intersections of identity including race, body size, abilities age, etc.

Layne will cultivate curiosity, acknowledge the complexities that come with gender identity, and explore the topic in a constructive way that unites and brings teams closer together.

# WHY YOU NEED IT

Research from [McKinsey](#) shows diverse and inclusive companies tend to be more profitable. They also show greater creativity and innovation.

Investing in DEIB helps companies be more adaptable. Harvard reported that every 0.1-point improvement in DEIB ratings for a company (on a 5-point scale) was linked to a corresponding 13% increase in the absolute change-power score on average. Previous research has found change power to be associated with a 2X improvement in EBIT margins, 2X in total shareholder return, and 1.5-3X in revenue growth. (McKinsey, 2018)



# LEARNING SERIES

# OBJECTIVES

**At the end of the learning series, participants will be able to:**

- Describe and understand the concept of gender identity and be gender informed.
- Understand how gender and other identity markers impact individual experiences.
- Increase compassion toward others and be motivated to self-reflect, change, and grow in a meaningful way that sparks creativity and engagement.
- Commit to effective workplace allyship so that all individuals can be their authentic selves.
- Demonstrate appropriate language including pronouns and create understanding of their importance.

## Module I: Understanding Concepts and Definitions

**At the end of this module, participants will:**

- Be comfortable explaining the various terms, definitions, and language related to gender identity and 2SLGBTQ+.
- Become gender informed.
- Understand the reality of a 2SLGBTQ+ individual.

## Module II: Learning Inclusive Behaviours

**At the end of this module, participants will:**

- Identify and recognize inclusive behaviour.
- Demonstrate appropriate language including pronoun use.
- Be better equipped to showcase empathy.

## Module III: Practicing Active Allyship

**At the end of this module, participants will:**

- Be capable of outlining effective workplace allyship.
- Be equipped with the skills to employ active allyship in the workplace.



## WHY LAYNE?

## WHEN LAYNE SPEAKS, PEOPLE LISTEN.

Through honesty and connection, Layne enables people to appreciate what it is that makes each of us unique and powerful. They showcase what it feels like to be a queer person in today's world and provide small steps each of us can do to make the world a more inclusive place. For over 12 years, Layne has been a powerful voice for change, raising over \$40 million for charity. Now, Layne has expanded their focus to help companies build more inclusive cultures. Layne creates a safe environment to talk about Diversity, Equity, Inclusion and Belonging (DEIB) subject matter in a thought-provoking way. They use comedy to disarm barriers and make talking about DEIB fun, memorable and actionable.

# WHAT MAKES THIS WORKSHOP DIFFERENT?

## It's Not A Lecture.

Layne focuses on making everyone feel at ease and part of the workshop. Layne takes away the fear of the unknown and puts the focus on *the desire to do better*. Layne fosters open dialogue through edutainment, and a variety of active training techniques. It's accessible, fun, memorable, and actionable.

Using humour, emotionally charged story-telling, and active training techniques, the learning series will engage, entertain, educate, and empower participants; elevating participants' understanding of the 2SLGBTQ+ community. The IMPACT Workshop will provide practical and tangible concepts that participants can immediately implement to create inclusive and welcoming spaces for all individuals.

## THE DETAILS

Modules I, II and III are delivered in a full day of training. All modules employ small and large group discussion, quiet reflection, role-playing, active listening, and the space to practice learned concepts. The addition of visual, auditory, and kinetic techniques ensure that all participants can contribute in a way that is comfortable for them.

Pre-work for each module will take participants a maximum of 30 minutes to complete. Participants will receive a link to the digital workbook which will be used before, during and after the in-person sessions.

Total time investment for each participant: 7.5 hours. (6 hours training + 90 minutes of pre-work + breaks)

Total time investment for the organization: 9.0 hours. (30-minute assessment meeting + 6 hours training + 90 minutes of pre-work + breaks + 1-hour post-event coaching/debrief meeting)

A minimum of 16 participants are required, with 20-25 participants as the ideal number of attendees.

“Layne delivered the most impactful, engaging and entertaining DEIB training that we have ever undertaken as a team. The sessions were highly informative and delivered with warmth, humour and humanity.”

Tammy Fox  
The Burlington Performing Arts Centre



# IMPLEMENTATION STRATEGY

Once an organization engages Layne to deliver the learning series:

1. Layne will meet with organizers in advance, online for 30 minutes to identify key success metrics.
2. The organization identifies and invites participants to the learning series. The learning objectives and outcomes are shared with participants with the event invitation.
3. Prior to the learning series, participants are invited to complete exercises and the readings found in the digital workbook.
4. Organizers will be required to complete a pre-training questionnaire a minimum of 72 hours prior to the first learning event.
5. Post-training, Layne will meet with organizers to support the implementation of agreed upon investment in workplace allyship. This 1-hour meeting can be conducted online. A participant survey summary will be shared with the organizers to support further DEIB learning opportunities.

Organization will supply:

1. An accessible room/venue space.
2. The room/venue space will be set up cluster style (tables that seat four-six people) to facilitate small group discussions.
3. Technical requirements include Wi-Fi access for all participants, a data projector and screen.
4. Ensure all participants have a personal or work-supplied device (phone, tablet or laptop) on hand for the learning series.

\*\*\*Learning modules cannot be facilitated as stand-alone events.

## WORKSHOP COST

**\$425.00 per participant + HST**

Facilitator travel charges will apply.

**Ready to book your team?  
Click here to send us an email.**