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# LAVENDER LAW 365®

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VALUE ALL PEOPLE,  
EVERY DAY

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# ABOUT LAVENDER LAW 365®

**Lavender Law 365® is the only LGBTQ+ inclusion coaching and consulting program designed specifically to enable the implementation of best practice standards for LGBTQ+ equity across law firms, law schools, and companies.**

## 82%

**of LGBTQ+ allies**  
are more likely to patronize a company that supports LGBT equality

## 2.07%

**of law firm partners**  
self-report as LGBTQ+

## \$3.7

## TRILLION

LGBTQ+ Global GDP

Inclusive company policy and culture can foster a space where employees are more likely to succeed, significantly boosting the bottom line. In the race to innovate in a massive market, an organization with an inclusive policy for all kinds of talented individuals gives itself the cutting edge.

According to the National Association for Law Placement 2019 Report on Diversity (NALP 2019), significant drops in LGBTQ+ representation occur as lawyers move up the ladder, with 6.86% of summer associates in 2019 self-reporting as LGBT, yet only 2.07% reporting as such at the partner level. There is clearly a need for more diversity, equity, and inclusion work in law firms.

Lavender Law is a one-of-a-kind LGBTQ+ workplace inclusion coaching and consulting program for law firms. Our comprehensive training is customized in discussion with organizational leadership to support the implementation of best practice standards for LGBTQ+ equity. Lavender Law 365® brings the LGBT Bar's expertise right to you to help foster a more knowledgeable and supportive LGBTQ+ inclusive environment, where legal organizations gain the benefits of having a truly diverse talent pool.



## PROGRAM PRESENTER

**Dru Levasseur,**  
Deputy Program Officer

M. Dru Levasseur, Esq. is a high-energy presenter, leading advisor, and seasoned strategist with extensive experience in law, advocacy, consulting, philanthropy, and community organizing within the LGBTQ+ equality movement.

# WHY LAVENDER LAW 365®?

When it comes to gender, race, class, disability, and LGBTQ+ inclusion and representation, the legal profession is one of the least diverse. According to the American Bar Association's National Lawyer Population Survey, almost every minority category of attorneys has clocked in significantly lower than the US population equivalent every year since the survey first began. Despite growing DEI interest in the legal industry, hidden biases in the profession are pervasive and require targeted action to interrupt the bias.

As a 35+ year old organization which serves as the official LGBTQ+ arm of the American Bar Association, the National LGBT Bar Association is a leading expert on best policies and practices for LGBTQ+ inclusion. Our Lavender Law 365® program puts the LGBTQ+ issues front-and-center, with a law-focused approach by lawyers, for lawyers and their support staff. Lavender Law 365® is uniquely tailored for the desired audience to provide the tools necessary to create and maintain change 365 days a year, updating as new methods, policies, and studies come into the DEI sphere.

## OUR BENEFITS

### **Be a leader in the field**

Many organizations view LGBTQ+ diversity, equity, and inclusion as a box to check rather than a culture and practice. Organizations must move beyond an occasional Pride month speaker or single company policy and instead go deeper. Lavender Law 365® will help you commit to and invest in lasting institutional change.

### **Foster positive performance**

We know— from law firm associates to equity partners from law schools to the bench — legal professionals do not feel like they can be their authentic selves at work.

Hiding who you are at work comes at a cost to health, wellbeing, and the business bottom line.

### **Attract a diverse talent pool**

Data from the National Association of Law Placement and the Institute for Inclusion in the Legal Profession reveal major gaps in hiring and retention of lawyers of color, women lawyers, lawyers with disabilities, and, of course, LGBTQ+ lawyers. Ask yourself: are your hiring efforts yielding results, or could you be missing LGBTQ+ talent? An inclusive workplace will attract talent from traditionally underrepresented groups.

### **Get certified**

All organizations which complete the Lavender Law 365® program will be certified by the LGBT Bar and authorized to use the Lavender Law 365® certification stamp.

# WHO IS LAVENDER LAW 365® FOR?

## LAW FIRMS

### **LGBTQ+ Diversity, Equity & Inclusion Consulting for Decisionmakers**

When it comes to gender, race, class, disability, and LGBTQ+ inclusion and representation, the legal profession is one of the least diverse. According to the American Bar Association's National Lawyer Population Survey, almost every minority category of attorneys has clocked in significantly lower than the US population equivalent every year since the survey first began. Despite growing DEI interest in the legal industry, hidden biases in the profession are pervasive and require targeted action to interrupt the bias.

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### **LGBTQ+ Training for Lawyers & Staff**

Every lawyer and every staff member in your firm needs valuable tools for respectful and appropriate interaction with LGBTQ+ colleagues and clients. Lavender Law 365® offers customized packages covering LGBTQ+ competency and best practices for the workplace for the audience(s) of your choosing – lawyers, general staff, human resources, diversity professionals, and management. We provide a deep-dive on the unique challenges that LGBTQ+ people face in legal workplaces, such as trans and nonbinary workplace best practices (moving well beyond language and pronouns and into true understanding and inclusion), interrupting implicit bias, Self-ID, ensuring parity in benefits, and other cutting-edge trends related to LGBTQ+ workplace inclusion. We can help you with strategies to ensure your firm is attracting and retaining the best talent.

Our program for lawyers can include an optional ethics CLE component. We can also include a formal talk (usually conducted the evening prior to team training sessions, in conjunction with a reception) on cutting-edge LGBTQ+ issues for your full firm community, select clients, or your LGBTQ+ affinity group.

# WHO IS LAVENDER LAW 365® FOR?

## COMPANIES

### **LGBTQ+ Diversity, Equity & Inclusion Consulting for Decisionmakers**

Diversity is not only good for business, but it is the right thing to do. Clients are increasingly demanding more evidence of more meaningful LGBTQ+ inclusion efforts. Change cannot happen without long-term buy-in from leadership.

Our comprehensive approach to assessing workplace culture engages those in positions of power to affect the most institutional change. We make the business case for LGBTQ+ inclusion to leadership, and offer hands-on technical assistance for DEI professionals, Human Resources, management, and other decisionmakers to ensure that your company has the most up-to-date and innovative LGBTQ+ policies and practices. We work in consultation with existing LGBTQ+ internal leadership, such as employee resource groups and affinity groups, to leverage support for and retain employees, attract new talent, and empower LGBTQ+ employees and allies to address the unique challenges faced by employees in your company. Our programming is designed to provide a deeper dive into LGBTQ+ inclusion in the workplace and to meet your specific needs. We help you actualize your vision of your workplace as a leading champion of LGBTQ+ inclusion.

### **LGBTQ+ Training for Employees**

Every employee needs the valuable tools for respectful and appropriate interaction with LGBTQ+ colleagues and clients.

Lavender Law 365® offers customized packages covering LGBTQ+ competency and best practices for the workplace for the audience of your choosing – lawyers, general staff, human resources, diversity professionals, and management. We provide a deep-dive on the unique challenges that LGBTQ+ people face in legal workplaces, such as trans and nonbinary workplace best practices – (moving well beyond just language and pronouns and into true understanding and inclusion), interrupting implicit bias, Self-ID, ensuring parity in benefits, and other cutting-edge trends related to LGBTQ+ workplace inclusion. We can help you with strategies to ensure your firm is attracting and retaining your best talent. We can also help with external customer and client-facing procedures and competencies.

If desired, our program can include an optional ethics CLE component for staff attorneys. We can also include a formal talk (usually conducted the evening prior to team training sessions, in conjunction with a reception) on cutting-edge LGBTQ+ issues for your customers, LGBTQ+ affinity group, or your full employee base.

# WHO IS LAVENDER LAW 365® FOR?

## LAW SCHOOLS

### **LGBTQ+ Diversity, Equity & Inclusion Consulting for Faculty/Administration/Students**

We recognize the important role that law schools play in setting the tone for the legal profession. That's why, in 2019, we launched our inaugural Law School Campus Climate Survey and accompanying toolkit, "LGBTQ+ Best Practices for Law Schools: A Guide to Institutional Equity." The National LGBT Bar is committed to helping the legal profession achieve more meaningful LGBTQ+ inclusion, beginning with our law schools.

Our Lavender Law 365® program is designed to meet the unique needs of your law school and is customized by the audience: Faculty, admissions and career services staff, administration, and students. We offer general programming to make sure everyone on staff has the tools necessary for respectful interaction with LGBTQ+ students and coworkers. We offer specific support for faculty on how to best support trans and nonbinary students in the classroom, as well as how to respectfully incorporate LGBTQ+ law into the curriculum. We can also include a formal talk (usually conducted the evening prior to team training sessions, in conjunction with a reception) on cutting-edge LGBTQ+ issues for your entire law school community, or just your LGBTQ+ law student group.

### **LGBTQ+ Training for Decisionmakers**

Change cannot happen without the buy-in from those in leadership at your law school. Our comprehensive approach to assessing law school culture engages those in positions of power to affect the most institutional change.

Our Lavender Law 365® program provides a hands-on approach to implementing the recommendations outlined in our toolkit, "LGBTQ+ Best Practices for Law Schools: A Guide to Institutional Equity," and is designed to meet your school's unique needs. We make the case for LGBTQ+ inclusion and offer hands-on technical assistance to law school deans, Diversity, Equity, and Inclusion (DEI) professionals, administration, and other decisionmakers to make sure that your law school has the most up-to-date and innovative LGBTQ+ policies and practices. We address issues impacting both law school employees and students. We work in consultation with existing LGBTQ+ leadership on staff and LGBTQ+ student groups or individuals to better support and empower LGBTQ+ staff and students. Ensure that your law school is a champion of LGBTQ+ inclusion with Lavender Law 365®.

# OUR PROGRAMS FOR:

## LAW FIRMS

- The Case for LGBTQ+ Inclusion in the Legal Workplace
- Experiences of LGBTQ+ Lawyers and Legal Professionals in the Field
- LGBTQ+ Competency for Legal Professionals by Legal Professionals
- Interrupting Bias
- Trans and Nonbinary Workplace Best Practices
- LGBTQ+ Self-ID
- Parity in Benefits for LGBTQ+ Employees
- Recruiting and Retaining LGBTQ+ Legal Professionals
- Legal Updates and Cutting-Edge
- Trends Related to LGBTQ+ Workplace Issues

## COMPANIES

- The Case for LGBTQ+ Inclusion in the Workplace
- LGBTQ+ Competency & Etiquette/Interrupting Bias
- Trans and Nonbinary Workplace Best Practices
- LGBTQ+ Self-ID
- Parity in Benefits for LGBTQ+ Employees
- Recruiting and Retaining LGBTQ+ Employees
- Legal Updates and Cutting-Edge
- Trends Related to LGBTQ+ Workplace Issues
- Customer and Client-Facing Competencies

## LAW SCHOOLS

- LGBTQ+ Definitions, Population & Discrimination Statistics
- Addressing the LGBTQ+ Diversity Gap in the Legal Field
- Guiding Principles to Increase Institutional Equity for LGBTQ+ Students
- Interrupting Bias
- Supporting Trans and Nonbinary Students in the Classroom and Beyond
- Respectfully Incorporating LGBTQ+ Law into the Curriculum

# CONTACT

## READY TO GET STARTED?

Visit [www.lavenderlaw365.org](http://www.lavenderlaw365.org) where you can:

- Take the assessment to learn how you're doing when it comes to diversity, equity, and inclusion.
- Schedule your complimentary 15 minute consultation to discuss your individual needs



## QUESTIONS? CONTACT US:

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