

# Overview of Offerings

## How We Work

At TransFocus, we solve problems related to gender diversity for people and systems. Our proven processes inform innovative solutions that benefit people of all genders.

Unique to the way we work, is to unlock three commonly held assumptions that:

- 1 There are only two genders,
- 2 Gender is the same as sex assigned at birth,
- 3 Gender is static.

*Based on recent census data that 1 in 300 people in Canada are trans or non-binary, most organizations have at least one employee who works for them - perhaps without knowing.*

- Statistics Canada 2022

Having worked with 500+ organizations of varying sizes across North America and Europe, TransFocus has identified key areas where transgender and non-binary employees face persistent challenges and barriers (Figure 1). In our experience this includes: Facilities, marketing and communications, programs and services, data collection and management, and records. These are common areas where gender is at play - often in ways that are invisible. This results in transgender and non-binary people having to out themselves to get access to the systems, services, and spaces they need to reach their full potential, or forgo them entirely to maintain safety.

**Figure 1.** Three Examples of Common Barriers within Organizations



### Facilities:

Lack of washroom options. Staff unprepared to handle conflicts between facility users.



### Information Systems:

No gender option beyond man & woman on forms and surveys. Staff struggle whether or how to ask for gender.



### Programs and Procedures:

Gender-affirming benefits or parental leave not available. Staff respond awkwardly to requests from trans employees.

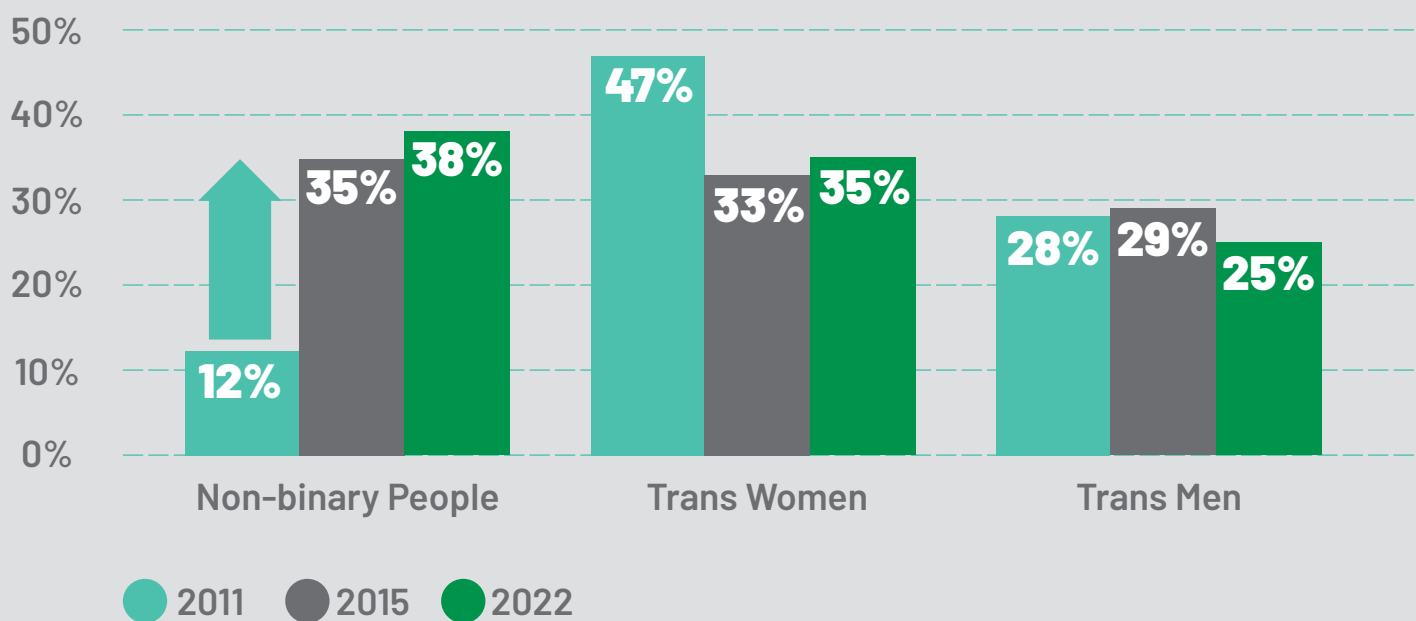
## Business Case

Wondering why this is necessary, especially for such a small population?

Here are three compelling reasons for your organization to explore and implement transgender inclusion measures within your systems, spaces, and interactions for employees and/or customers or the public.

- 1. It's the law:** The past decade, the Canadian Human Rights Act and provincial human rights codes have added "gender identity and expression" as protected grounds against discrimination. Often organizations are unaware of the implications of this change. Is your organization compliant?
- 1. It meets expectations:** Amongst younger generations, there is a growing expectation for organizations to understand and take action to support human rights. In particular, **56% of GenZs** know someone with gender-neutral pronouns, and 70% of them feel strongly about the need for universal washrooms (J. Walter Thompson Intelligence 2016).
- 2. It's the future:** We are witnessing a quickly emerging increase in people who feel more confident to disclose their transgender identity or history. For example, over 11 years between three national transgender surveys in the US, the percentage of people who identify as neither men nor women - non-binary - has tripled (Figure 2). This has far-reaching implications on systems, spaces, and practices that are built based primarily on the binary of men and women. Is your organization prepared for this emerging reality?

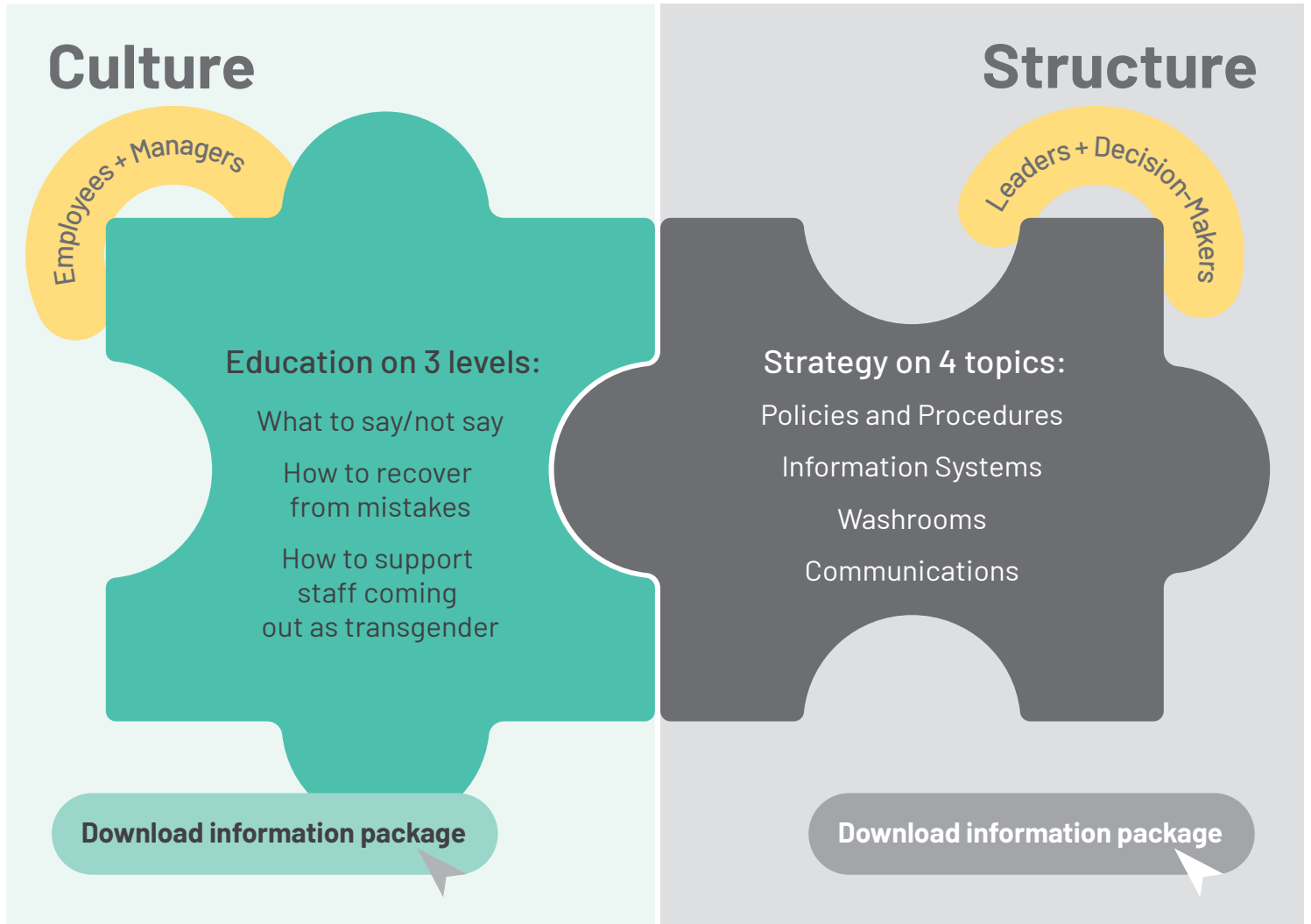
**Figure 2.** Percentages of Transgender People from 2011 to 2022



**Source:** National Center for Transgender Equality 2011, 2015 and 2022.

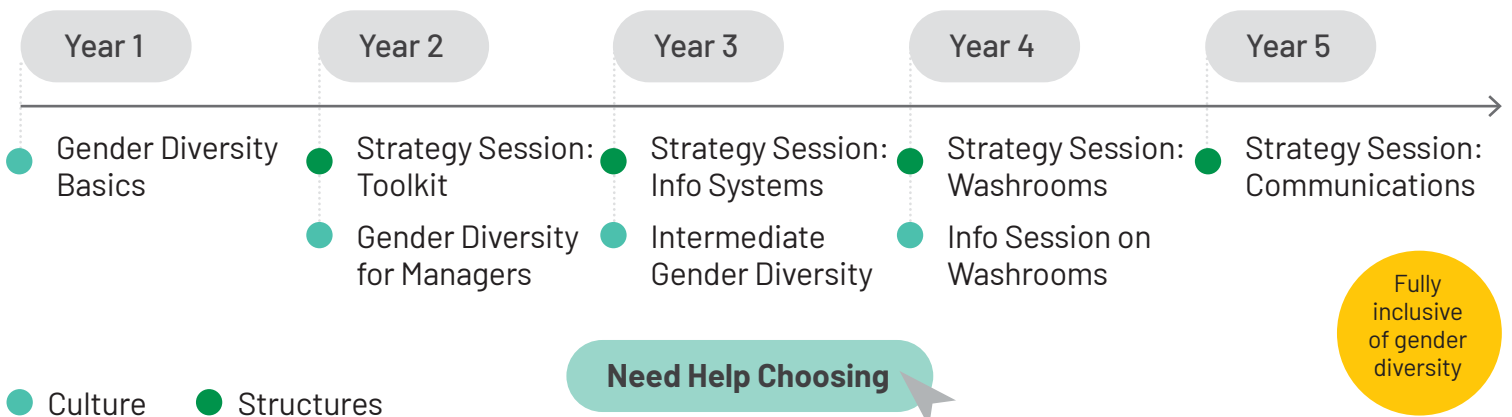
# Offerings

Given the challenges and the business case for supporting transgender people, we offer a suite of offerings in two areas (cultural and structural) that focus on your employees learning, practicing, and getting into action to increase inclusion of gender diversity. Whether we join you from the start or meet you part way through your journey, you can choose the number and order of the offerings to match your specific organizational needs.



## Recommended Journey at your Organization:

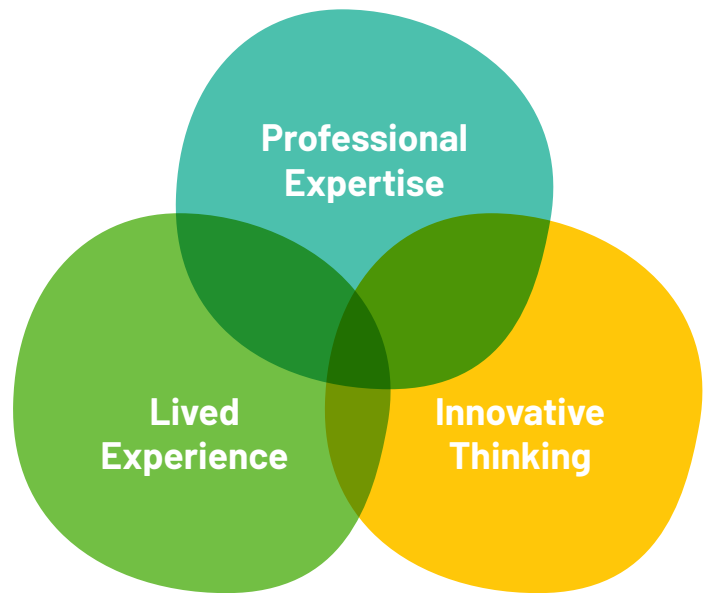
\*Starting at \$3,500 a year



## Our Team

TransFocus consists of associates located around the world with specific professional expertise and lived experience, including trans women, non-binary, and Two-Spirit people, and trans men, who are fluent in multiple languages, including English and French.

We acknowledge our headquarter is located on the unceded territories of the **xʷməθkʷəy̓əm** (Musqueam Indian Band), **Skwxwú7mesh** (Squamish Nation), and **səlilwətał** (Tseil-Waututh Nation), specifically **l̓y̓ elshn** (“good footing” - also known as English Bay). The team is led by Kai Scott.



**Figure 4.** TransFocus Team Unique Blend of Expertise >

### **Kai Scott, MA (He/Him)**

#### **- President and Gender Strategist**

Kai pairs his technical skills from nearly 20 years as a social scientist conducting social impact assessments with his lived experiences as a trans man to develop innovative solutions for greater inclusion of gender diversity. He uses exploratory, evidence-based methods and quantitative and qualitative tools—like interviews, surveys, systems reviews and spatial analyses—to develop solutions that create real, measurable change. He is also known for delivering education sessions that shift perspectives about transgender people, resulting in more supportive and inclusive workplaces. His style is engaging, reassuring, and balanced.



TransFocus is a certified LGBT Business Enterprise with the Canadian Gay and Lesbian Chamber of Commerce (CS252).



## Past Praise



### NEW WESTMINSTER

“Very well organized, and just the right amount of “client nudging” in the planning phase. Excellent content and incredible facilitation for the actual session. We have already received requests for a second session from a few people who took the course. [...] Would absolutely hire again.”

– **J. Arbo, Lead Economic Development Coordinator at the City of New Westminster**



“TransFocus offered us down to earth, practical and helpful strategies to improve our organizational systems and processes to foster a more inclusive workplace for trans and gender diverse people. [...] We highly recommend other organizations partner with TransFocus to guide them on gender inclusive practices that are customized to your organization.”

– **T. Robertson-Fry, Equity and Engagement Specialist at YWCA**



“Working with Kai and his team was an invaluable add to our organization’s initiative to become more inclusive internally and in the experiences we create for our guests. The strategy sessions were a great service to focus on particular parts of our business and a safe space to ask questions and educate ourselves.”

– **D. Green, Director of Diversity, Equity, & Inclusion at European Wax Center**