

ZENA NEWS

Lead the Change You Want to See

JUNE 2023

ZENA CONSULTING

The Changing Face of Pride



Zena Consulting
Founder / Owner

Many organizations celebrate LGBTQ pride this month. Officially recognized since 1999, it's also an opportunity to commemorate events that launched the gay liberation movement, starting with the 1969 Stonewall riots. Generations since have advanced 'Queer rights' through new social issues; from the '80's AIDS crisis, to legalizing gay marriage in 2004, to transgender awareness now.

Gen Z Will Make the Rules on Rainbow Capitalism

National chains are getting caught up in battles over their public inclusion and ally-ship efforts. There are no simple or apolitical answers. If you ask people to '*bring all of themselves to work*' expect to manage complex issues that intersect with organizational culture.

Business factors to consider include industry, people, and brand. Country, region, culture, faith, political affiliation, and personal values are also important. For example, embracing "*two spirit*" members is a common Native American norm.

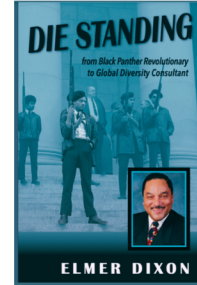
Age is key. *USA Today* reports that over 20% of Generation Z identify as LGBTQ. A recent GLADD study found that younger heterosexual/straight/CIS-gender (to use terminology from three generations!), folks support LGBTQ equal rights at an all time high of 84%.

LGBTQ Social Acceptance Highest Among USA Latino/a/X

According to *Gallup*, LGBTQ+ identification is higher among Latinos (one of the fastest growing USA populations), than white or Black American adults. As a result, the number of openly queer elected officials has risen to 68%, (*Axios-Ipsos/Noticias Telemundo*.)

"*Doing the 'right' thing*" is subjective. Deciding whether to hoist a rainbow flag or not may ultimately be more about profit over loss.

EVENTS



6/16

Juneteenth Book Launch

DIE STANDING: *From Black Panther Revolutionary to Global Diversity Consultant.*

Author, activist, and CEO, Elmer Dixon will discuss his new memoir about co-founding Seattle's Black Panther Party.

The event will take place 6:30 to 8:30 pm, at Washington Hall in Seattle. Get [tickets](#).

Pride Leadership Reads

Dr. Julie Pham of Curiosity Based recommends 150 leadership books written by people who identify with the LGBTQ+ community, [here](#).

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