

COPE & HOPE BEST PRACTICES



2.23.2021

Pride in Our Workplace invited LGBTQ+ and allied professionals to share their experiences coping, hoping, and centering racial equity during February's Cope & Hope event. The PIOW team would like to thank all attendees for the conversations that helped inform this document. Here is what we learned.

TOP COPING STRATEGIES

In the first breakout session, we asked how attendees had coped with the stressors of 2020. Folks shared their love for supportive pets and family, the relief they found when walking and exercising outside, and the simple comforts that came from consuming their favorite shows and baked goods.

01

PANDEMIC PETS

02

WALKING AND EXERCISE

03

EXTRA FAMILY TIME

04

COOKING AND BAKING

05

CONSUMING CONTENT

STAYING HOPEFUL

A strategy to cope in these times of uncertainty is to stay hopeful and identify activities we can all look forward to experiencing in the future. Attendees shared their hopes to travel, reconnect with loved ones, unwind on the dance floor, and take a break from their packed Zoom schedules.

01

TRAVELING

02

SOCIALIZING IN PERSON

03

HUGGING

04

DANCING

05

FEWER ZOOM CALLS

Featured Cope & Hope speaker Braden Marstaller shared strategies behind Cogo Labs' recent DEI growth. In addition to his leadership role within the Cogo Spectra LGBTQ+ ERG, Braden established an internal Diversity, Equity, and Belonging Council to review recruitment analytics, introduce inclusive policies, and search for potential gaps between their actions and intentions as an organization.

Amidst the uncertainties of 2020, Braden launched weekly company-wide safe space lunches to help employees cope with workplace and personal stressors in a supportive environment. This group set guidelines, offered trigger warnings, and shifted the frequency and length of sessions based on employee need.

These simple, but effective strategies can be replicated at any company looking to strengthen its commitment to DEI and employee wellbeing. To learn more about what Cogo Labs is doing, visit their [website](#) and [company blog](#).



Braden Marstaller (he/him)
Brand Marketing Associate
Cogo Labs

CENTERING RACIAL EQUITY

In our second breakout session, we asked attendees how they are keeping racial justice at the forefront of their diversity, equity, and inclusion goals. Two main themes emerged: collaborating across ERGs and opening dialogues with leadership.

Employee Resource Group Collaboration

Form a united front with diverse groups across your organization to strengthen your collective voices and advocate for policies that will better support all employees. Create co-hosted event series that feature POC speakers to address workplace and societal issues through an intersectional lens. Partner to exchange best practices in sourcing diverse candidates to meet shared DEI goals.

Open Dialogues with Leadership

Make time to educate yourself about patterns of institutional racism and share this information with others. Open a dialogue with organizational leadership about race, hold space for difficult conversations, and request statements of support from allies when needed. Present organization leadership with a list of agreed-upon next steps to help transition conversations to action.