



Canada's Best
Diversity
Employers 2008

PRESENTED BY  Financial Group

Intuit Canada Limited

Employer Description

Intuit Canada Limited is a leading developer of personal finance, small business accounting and tax return software. The company helps individuals, small businesses, retailers and professionals manage their finances with a suite of products that include the popular Quicken, QuickBooks and QuickTax software programs. Impressively, more than half of Canadians who filed their tax returns electronically last year used Intuit software.

Intuit Canada's roots date back to 1992 with the development of WINTAX, one of Canada's first Windows-based personal tax preparation applications. Today, as part of Mountain View, California-based Intuit Inc., Intuit Canada continues to develop new QuickTax versions for the Canadian market (including English and French-language versions) as well as international QuickTax versions for customers in Germany, Brazil, New Zealand and Australia. In addition to the company's impressive head office in Edmonton, Intuit Canada has offices in Calgary, Toronto and Ottawa.

Established: 1992 **Full-Time Employees:** 387 **Employees who are women:** 39% **Of managers:** 22% **Employees who are visible minorities:** 14% **Of managers:** 6%

Intuit Canada Limited was selected as one of Canada's Best Diversity Employers (2008) for:

- ▶ establishing an LGBT network to provide a support framework, professional development opportunities and educational outreach projects for LGBT employees
- ▶ establishing a women's network to provide peer mentoring, skills development and feedback opportunities to women employees

Supporting LGBT Employees and their Families

Intuit Canada's efforts to make LGBT employees feel comfortable in the workplace date back to 1996, the year the company made sexual orientation a part of their non-discrimination policy – impressively, the pioneering company was moving well ahead of its time, noting that it would be another two years before the Government of Alberta would include sexual orientation under its provincial human rights legislation.

The company has provided health benefits to same sex couples since the 1990s and has long encouraged same-sex partners to attend company social functions and Christmas parties. Most recently, the company helped to create *Intuit Pride*, a company-wide employee resource group that provides a support framework for members in their professional and personal lives.

“Since the network started, I have had the pleasure of attending several events which included topics around coming out, wills and estates planning, personal journey lines and stress around the holidays!...We have had several brown bag lunch sessions that have led to many meaningful and enlightening conversations. It's been even more gratifying to see the growth of non-gay supportive members: this has definitely made our network richer.”

- Intuit Pride member

The Intuit Pride network offers mentoring and networking opportunities, as well as a safe place to discuss the unique concerns of LGBT individuals in the workplace and in the community. Informal brown-bag information sessions are held every month and group members can communicate with each other and their colleagues on an ongoing basis through the Intuit Pride blog. The group also works to build diversity awareness throughout the organization by educating colleagues about the LGBT community.

“Intuit Pride is very important to me. Even though I am totally out at work, the network adds another dimension to the inclusion I see in action at Intuit.”

- Intuit Pride member

Of course, working as an inclusiveness network, Intuit Pride is open to all employees who want to learn more about the LGBT community in support of their family and friends. Intuit Pride recently hosted “Coming Out is a Family Affair”, which featured speakers from a national charitable organization (PFLAG Canada) that was founded by parents who wanted to help themselves and other family members understand their non-heterosexual children.

“As the mother of a daughter who happens to be a lesbian, being part of the LGBT network has helped me to gain an understanding of things from my daughter’s perspective. Connecting regularly with other gay and lesbian members of the network, talking about the issues surrounding their lives, has helped me to gain a more well-rounded understanding and respect of the gay community.”

- Intuit Pride member