

GUIDING INDIVIDUALS
STRENGTHENING COMPANIES
BOLSTERING AUTHENTIC CAREERS



Grounded in Authenticity

EXECUTIVE SUMMARY

Grounding the Journey

Gender transition in the workplace can be intimidating for both the individual and the company. For many organizations, this is unfamiliar terrain. For transitioning individuals, it can seem like an impossible mountain to climb, with little guarantee of a positive outcome.

At **Terra Firma**, we have seen first hand how a grounded and supported journey can promote positive life change for the transitioning individual while also providing an opportunity for a company to dramatically boost morale and authentic solidarity in the office environment.

Terra Firma supports both the organization and the individual. We work closely with the organization to develop and ensure inclusive policies and gender transition procedures are in place. In addition, we offer current and superior education to leaders, colleagues and outside company stakeholders, providing a supportive and safe environment to learn and grow. Lastly, we provide one-on-one personalized support to transitioning individuals, offering our experience, compassion, and expertise.

Creating space for authenticity creates renewed energy, excitement and joy in the workplace

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In 2017, after fifteen years as a technical and leadership professional in the Oil and Gas Industry, Kiersten embarked on the most significant challenge of her life: gender transition.

Gender transition was life changing in more ways than one. Her authentic and vulnerable approach to transition allowed her to foster a deeper and more personal connection with her coworkers, and that allowed Kiersten to see how **authenticity in the work place can help to build synergy in the office**. As she continued her corporate career, Kiersten also found new motivation to engage in a more meaningful life through volunteering, educating herself with a Bachelor of Psychology, and building a vast network of professionals in the LGBTQ2S+ community. Kiersten began to truly appreciate the challenges that transgender and gender diverse individuals face in the realm of careers and employment. Ultimately, her experience ignited a personal passion to make the transition process more grounded for those taking a similar path. This drive led Kiersten to step out of her role in the Oil and Gas Industry and **Terra Firma** was born.

Terra Firma is focused on eliminating the employment barriers faced by the transgender and gender diverse community throughout Canada and beyond.

"Sometimes you pick your career, sometimes your career picks you."



Kiersten
Mohr

FOUNDER

Our Approach

BIG CHANGE TAKES PLANNING,
NOT MAGIC

create

Illuminate a transition path through developing customized and thoughtfully developed policies and processes.

educate

Deliver impactful, inspirational and meaningful training experiences for executive teams, management teams, employees and all necessary company partners.

guide

Provide one on one compassionate, consistent and practical support for individuals embarking on this life changing journey.

deliver

Provide on-location, all-encompassing support for the individual, colleagues, human resources and company leaders through the entire transition experience.



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create

ESTABLISHING POLICIES AND PROCESSES

Organizations have the opportunity to proactively construct pathways for those employees who may be considering gender transition.

The first step to creating space for a transgender or gender diverse employee is to ensure that policies and procedures exist, are up-to-date, and accessible to anyone who may be embarking on this path.

Using extensive background experience and an individualized approach, **Terra Firma** can help companies create relevant, inclusive, and accessible policies that provide employees with both the comfort and framework required for an assisted gender transition journey.



A proactive approach illuminates an otherwise dark and intimidating path for your employee.



educate

CULTIVATING UNDERSTANDING

Terra Firma provides impactful, connected, and meaningful training experiences for executive teams, management teams, and employees. We work to align our approach with your corporate values to ensure the seamless integration of inclusive principles for your company.

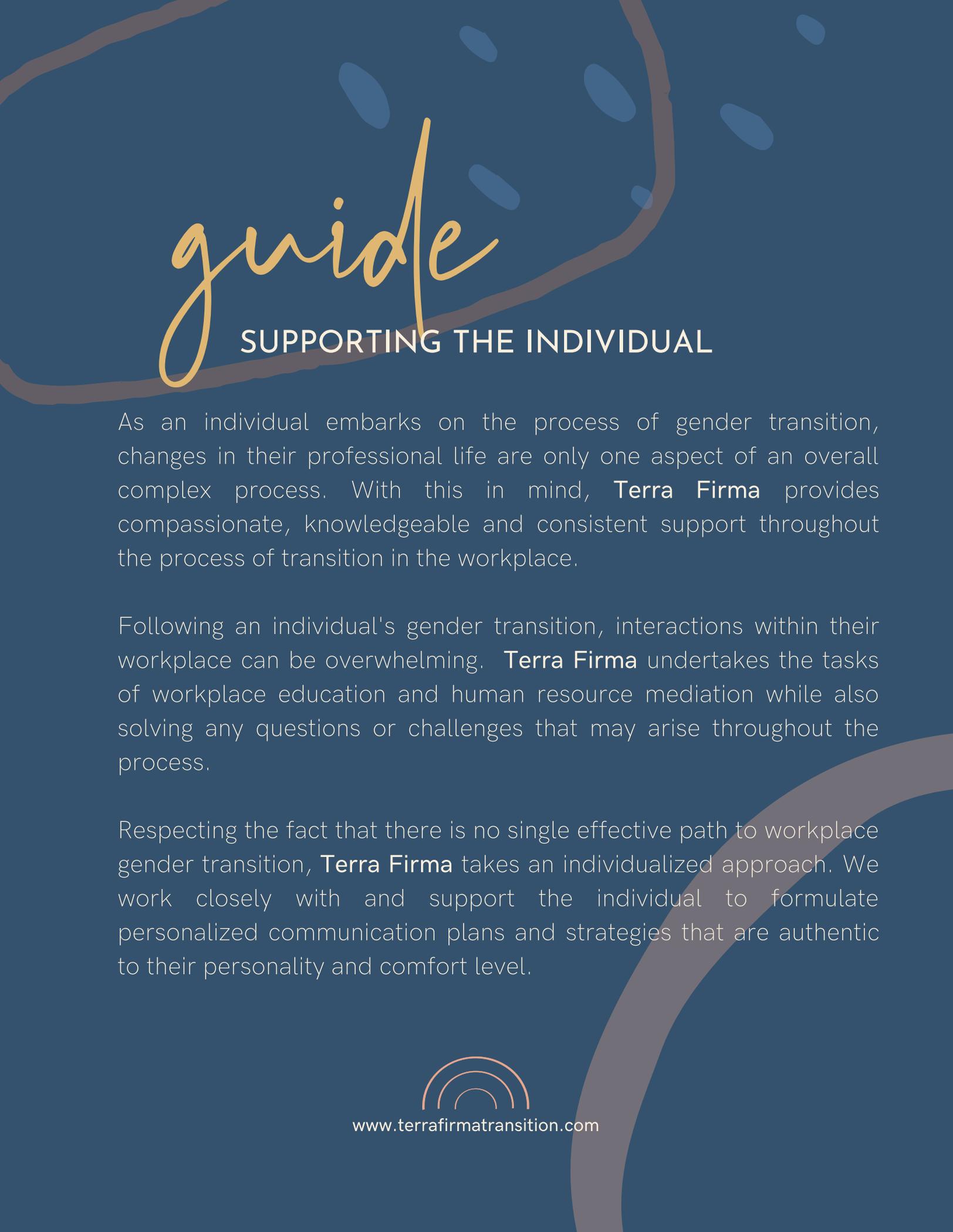
Bringing together corporate, mental health, and LGBTQ2S+ community resources, as well as drawing on current research and lived experience, **Terra Firma** offers Best-In-Class education to guide your organization in an authentic approach towards inclusivity.



"Education is the most powerful weapon which you can use to change the world.

~ Nelson Mandela

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guide

SUPPORTING THE INDIVIDUAL

As an individual embarks on the process of gender transition, changes in their professional life are only one aspect of an overall complex process. With this in mind, **Terra Firma** provides compassionate, knowledgeable and consistent support throughout the process of transition in the workplace.

Following an individual's gender transition, interactions within their workplace can be overwhelming. **Terra Firma** undertakes the tasks of workplace education and human resource mediation while also solving any questions or challenges that may arise throughout the process.

Respecting the fact that there is no single effective path to workplace gender transition, **Terra Firma** takes an individualized approach. We work closely with and support the individual to formulate personalized communication plans and strategies that are authentic to their personality and comfort level.



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deliver

GRACEFUL CHANGE

Terra Firma works meticulously and compassionately to ensure a successful transition experience for every individual. We commit to being on location and available throughout the process and provide leadership and assistance in:

Post-transition workplace readiness assessments.

Direction and assistance with name-change audits.

Ensuring all relevant corporate stakeholders are engaged.

Providing support for individuals, colleagues and leaders.

Completing monthly follow up check-ins and support.

Documenting lessons learned to integrate and optimize company policies and processes.



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certify

APPLY THE
TERRA FIRMA STAMP

The **Terra Firma** logo is a sign of security and trust for employees, present and future, considering or planning gender transition. Once **Terra Firma** Certification has been completed with your company, our logo can be proudly displayed on company resources providing assurance to any employee that their corporate transition experience will be entirely supported and encouraged.



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begin

FOR ORGANIZATIONS

CONTACT

info@terrafirmatransition.ca

MEET

A free one-hour consultation helps us explain more what Terra Firma provides and, as importantly, helps us understand your company and objectives better.

BEGIN

Terra Firma will use information from the consultation and develop and customized and fit for purpose proposal for your organizations needs.

DELIVER

Working together, we put in place all necessary policies, processes and education to ensure that all employees feel supported if they are on this journey.



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begin

FOR INDIVIDUALS

CONTACT

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MEET

A free one-hour consultation helps us understand better where you are at in your process. From the first meeting, our goal is to ensure that you are entirely supported, and in control, as you move forward.

ILLUMINATE THE PATH

Terra Firma will reach out to your employer and, while respecting your anonymity, provide the organization with a plan to prepare for your transition. This guidance will include policy, process and education recommendations.

PLAN

Terra Firma works with the organization to put in place the necessary protections and education. We work with you to develop an individualized communication and transition plan.

DELIVER

We are committed to support and be with you every step of the way. We are there to ensure that your transition experience is grounded and, at no point, you ever feel alone.



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TERRA FIRMA

TRANSITION CONSULTING



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