



Disability Focused Employee Resource Groups: Strategies and Best Practices

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Presenters

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a capability of  Diversity
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Touching lives, improving life. **P&G**™

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Discussion Topics

- How the Network/ERG works in service to the P&G
- Roles in driving broader D&I belief and objectives
- Top approaches to drive our work forward for the broader “community” of employees
- What’s worked and what hasn’t worked



Diversity & Inclusion: Our Belief

IN SERVICE TO THE COMPANY...

“If we are to touch and improve the lives of the world’s consumers, we first have to touch and improve lives of our employees. One leads to the other. This is just a simple reality.”

Bob McDonald

Chairman of the Board, President and

Chief Executive Officer, P&G



Critical Foundation

IN SERVICE TO THE COMPANY...

The **power** of our employee resource groups lies not only in helping the community thrive, but more **importantly in helping the Company and all employees thrive.**



Applying the Power

APPLY UNIVERSAL DESIGN THINKING TO ALL OUR PWD WORK ...

- Engage & inspire the culture towards increased inclusion
- Ensure work environment, work processes, systems, technology are enriched via accessibility and enable all employees
- Leverage brands and facilities to serve global consumers more completely

Work done for employees that live and work with disabilities challenges the long accepted norms... and raises the bar for everyone



Senior sponsorship starts with the community...

“If you have a disability, embrace it. It makes you who you are. If you care for someone with a disability, you are not alone. P&G’s People with Disabilities Affinity Network exists to help you perform at your peak because like you, we have similar experiences.”

**Filippo Passerini, Chief Information Officer ,P&G
People with Disabilities Network Sponsor**



.... BUT WE ACTIVELY CHALLENGE EVERYONE TO STEP UP

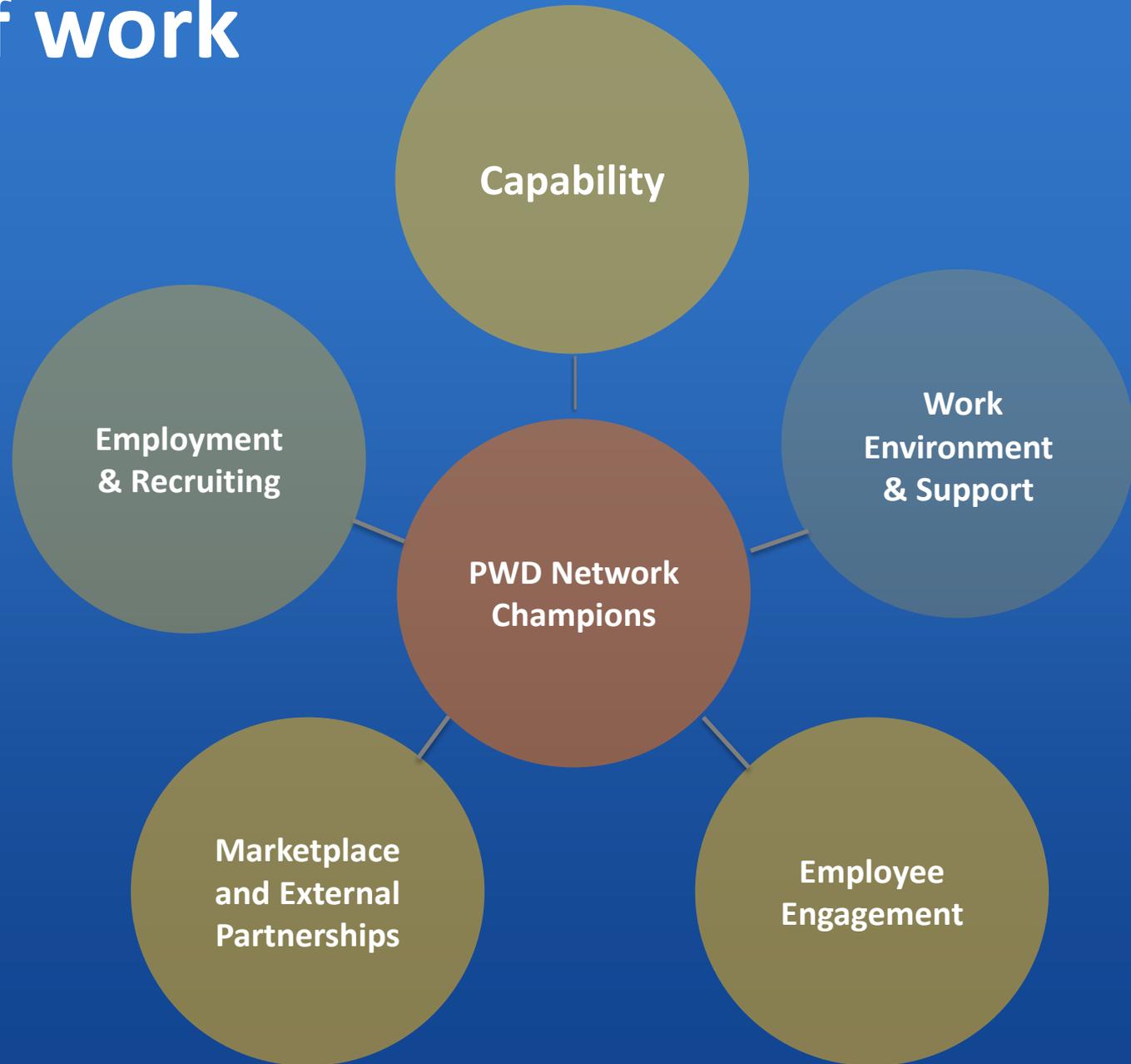
- What am I doing to leverage all talent in my work group?
- What can I do personally to make the culture more trusting, inclusive and open?
- What am I doing to inspire peak performance and create a flexible work environment where we all can succeed?

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People with
Disabilities

Pillars of work



Top approaches to reach all employees

EMPLOYEE ENGAGEMENT IN ALL PILLARS

- Make a Difference: Be a Champion Initiative

Inspire everyone to play an active role on behalf of all employees to break down barriers and build capability that enables peak performance

- Improve life balance of employees with special needs dependents
- Mentor
- Expand resource groups
- Get involved in recruiting efforts
- Develop personal leadership



Top approaches to reach all employees

EMPLOYEE ENGAGEMENT IN ALL PILLARS

- Make a Difference: Be a Champion Initiative

Better accessibility helps us with rolling bags, crutches, strollers and many other ways!

- Participate in workplace accessibility assessments
- Expand workplace accessibility strategy around the globe
- Monitor technology accessibility
- Drive captioning in production of all videos



Top approaches to reach all employees

EMPLOYEE ENGAGEMENT IN ALL PILLARS

- Increase Knowledge: Build Everyone's Capability Challenge

We are all stronger and more effective when we learn about, support and celebrate our unique abilities

- Provide input to improve our online resource center
- Take our online training modules
- Be a better manager and colleague



Top approaches to reach all employees

EMPLOYEE ENGAGEMENT IN ALL PILLARS

- Improve our Community and Culture

Community leadership is at the core of our Purpose and being in-touch - we need to make a difference for those with disabilities

- Participate in outreach
(Special Olympics, Aaron W. Perlman Center, Project Reach with Cincinnati Schools, etc.)
- Develop employment initiatives
(Auburn ME FlexiCenter)

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Summary

what works – what doesn't work

Doesn't Work	Works
Building a broad integrated PWD community similar to other resource groups	<ul style="list-style-type: none">• Individual leadership on core strategies• Resource group for employees with special needs dependents• Appeal to inclusive leadership
Broad-based appeal for strategic initiatives, except where part of an existing Company effort	<ul style="list-style-type: none">• Successful pilots and organic initiatives
Informal roles and expectations	<ul style="list-style-type: none">• Formal structure for action• Strategy leader + PWD Advisory Council (subject matter ownership)
Passive Leadership	<ul style="list-style-type: none">• Fully engaged sponsor with clarity of mission• Active leaders at right levels
Vision alone	<ul style="list-style-type: none">• Direct, clear connection to business purpose and initiatives

Summary

what works – what doesn't work

- Communication is our greatest challenge
- Employee and leadership engagement is our greatest asset



Global Diversity & Inclusion Strategy Supports Microsoft's Strategic Vision

Microsoft Strategic Vision

Microsoft Strategic Vision

Create seamless experiences that combine the magic of software with the power of the Internet across a world of devices

Strategy

Global Diversity & Inclusion Strategy

Create the environment that helps Microsoft capitalize on the diversity of its people and inclusion of ideas and solutions to meet the needs of its increasingly global and diverse customer base

Key Strategic Elements

Key Strategic Elements

Representation

Increase diverse pipeline across the enterprise; prioritize target areas based on data analysis

Inclusion

Support cultivation of an inclusive workplace that surfaces the best ideas and solutions for the company and customer

Market Innovation

Develop the capabilities to drive revenue through penetration of high value diverse markets

Reframe GD&I Platform To Support Global Efforts

Strengthen core of D&I expertise to support the enterprise

The Cross Disability Committee

- The Cross Disability Team formed just over 3 years ago
- Became an ERG in the transition from DAC to ERG Structure
- Represents the disability community at Microsoft, including deaf, visual impairments, mobility, ADD, MSBreathe and several others.
- Align with HR Global Diversity & Inclusion Core Goals

7 Employee Resource Groups:



Align with Global Diversity Inclusion:

Representation

Increase diverse pipeline across the enterprise; prioritize target areas based on data analysis

Inclusion

Support cultivation of an inclusive workplace that surfaces the best ideas and solutions for the company and customer

Market Innovation

Develop the capabilities to drive revenue through penetration of high value diverse markets

Core goals of the XD

Enable employees at MSFT to be reach their full potential through inclusion, representation, access to accommodations and be the global employer of choice for people with disabilities

XD Goals:

Accessibility of Facilities

- Emergency Procedures
- Working on 'new building specs'
- Evac chairs
- Company events

Accessibility of Software

- Support internal accessibility
- Advocate and support
- Testing advice and Inspiration

Internal Awareness

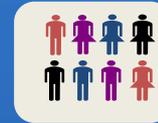
- Disability Awareness Training
- Videos
- Call Center Training
- Ability Summit

External Awareness

- Microsoft as employer of choice
- External staffing fairs
- Board Participation

Tactics:

Impact to the Business:



- Inclusion
- Corporate Citizenship



- Innovation and Inclusion
- Market Share!
- Culturally attuned brand promises and products



- Representation
- Legal Mitigation
- Employee Sat and Attrition



- Representation - Strengthen talent
- Microsoft – employer of choice

Why the passion? Because it just makes sense.

- 20 - to 25% of the Global population have a Disability, US Aggregate income exceeds \$1 trillion
- Of 70 million families in the U.S., 20 million have at least one member with a disability.
- 4 out of 10 people with disabilities are online and spend twice the time logged on than their non-disabled counterparts (Harris)
- PWD spent more than \$81 billion in travel and eat out between 2-30 times a month



Held the second Ability Summit in Redmond on April 5th. The event's 14 sessions were very well attended and we were thrilled to have support from executive leadership and as well as numerous speakers and panelists from inside and outside the company. It unified our need to have accessibility top of mind and 'think' inclusively. Organized by the Disability ERG, TwC and Global Diversity and Inclusion

Ability Summit Awards

The conference provided us with a unique opportunity to recognize individuals from across the company who stand out as contributing to the success of employees, our community, our future and shaping the face of Microsoft. Lisa Brummel and Rob Sinclair presented trophies in the following categories:

- Leadership Advocacy,
- Community Service.
- Growing People with Disabilities
- Contributing to Future
- Individual and Technical Excellence.

Amazing Speakers that added punch to the conference!

- Caroline Casey ([Kanchi](#))
- Kathy Martinez, Assistant Secretary for Disability Employment Policy, Department of Labor
- John Kemp ([Abilities](#)), Jill Houghton ([USBLN](#)) and Laura Gramer
- Employee Panel
- Parent Panel
- Lunch Panel: Jerry Koh (Win8), Rob Sinclair (TwC), Barbara Gordon (CSS), Rich Kaplan (CPE)



CapABLE ERG Best Practices



Utilizing Disability ERGs to enhance business objectives

(i.e. recruitment, community relations and other business initiatives)

CapABLE ERG fosters new possibilities and helps to enhance business objectives by empowering both the individual and Novartis Pharmaceuticals Corporation to reach their full potential. CapABLE's Strategic Imperatives for 2012 are categorized by:

Talent

- Disability Mentoring Day – Nationally recognized day for mentoring youth with disabilities
- NPC job postings on “Getting Hired” Jobs for Disabled Website

Culture

- Internal Partnerships with multiple ERGs and Product Brands
- External Partnerships with MS Society, Morris County Mental Health Association, NORD (National Organization of Rare Diseases)

Marketplace

- New participation in USBLN's Disability Supplier Diversity Program (DSDP)
- Analysis of increased accessibility on Novartis.com for improved customer access

The basic building blocks for a productive Disability ERG through best practices from industry leaders

- Executive Sponsorship of ERG
- Multiple Chairs with personal commitment to ERG
- Creativity and innovation along with maximizing an ERGs common interest to initiate and maintain employee engagement is crucial for ERG startup and longevity
- Involvement in Best Practice Industry Forums to remain “Fresh” and relevant
- Hold monthly meetings via Teleconference or in person on 2nd Wed of every month

Successes and Ongoing Initiatives

Successes:

- Disability Mentoring Day
- Novartis ERG collaborations for internal events
- Novartis Product Brand collaborations for internal events
- External organization activity, involvement and engagement

Ongoing Initiatives:

- Overall communication of importance and relevance of Disability ERG issues to the business
- Disabled Employee Self Identification – only if an employee freely chooses to do so -- is encouraged through the ERG
- Increasing awareness and further improving Novartis culture to become even more “Disability Friendly”

Thank You

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& Inclusion

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Touching lives, improving life. **P&G™**

 **NOVARTIS**

EARN

Employer Assistance and Resource Network

A Toolkit for Establishing and Maintaining Successful Employee Resource Groups

- <http://askearn.org/keyword-links.cfm?KeywordID=453>

Thank You

For more information, visit

www.AskEARN.org

Call: 1-855-ASK-EARN (1-855-275-3276)

Email: earn@askearn.org

