

DINOSAURS ILLIONS DIVERSITY

TALKING LOUD

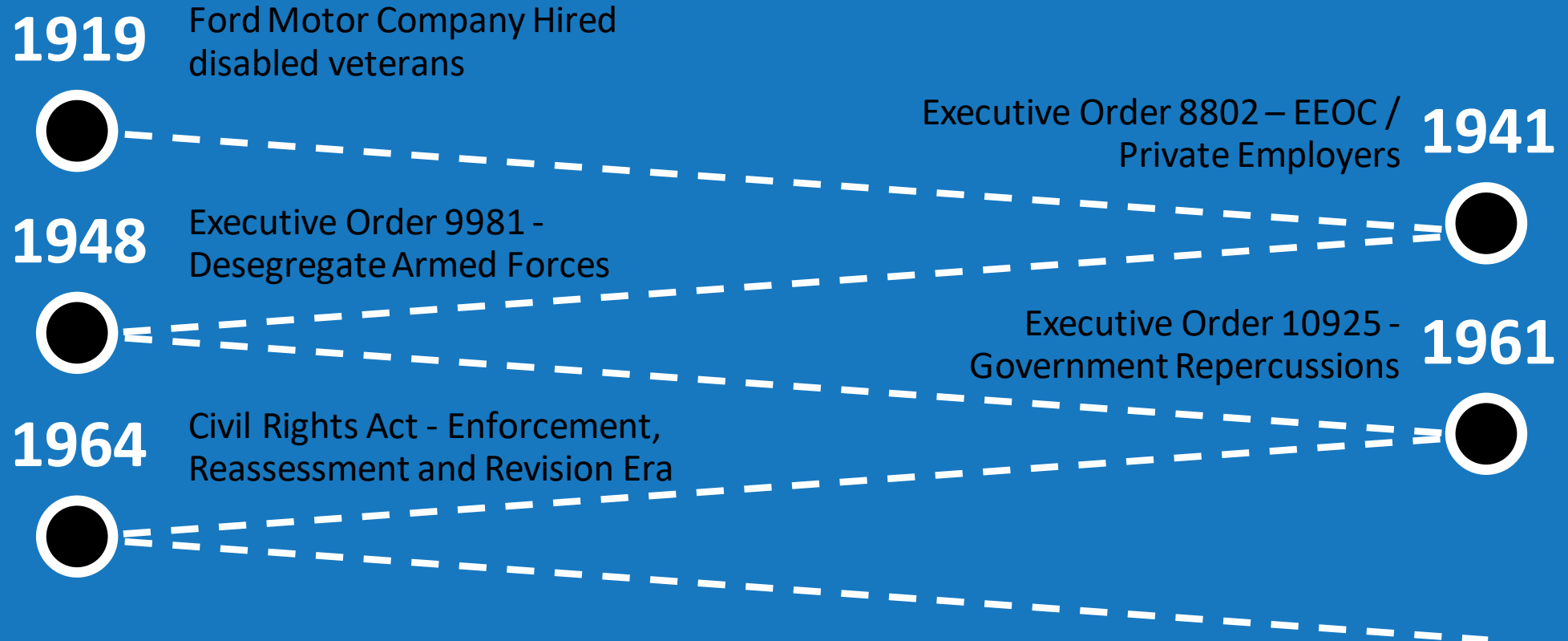
- Meritocracy argument is NOT enough
- Combine qualitative and quantitative narrative
- Business tenants centered on people and ROI
- Generation Z will rock to a very different beat



LOVE & PROCESS



COMPOUND INTEREST



FIVE DECADES LATER



... inhospitable culture in relevant industries and occupations forcing women and **minorities** to tolerate the environment or leave the field.

DIVERSITY FATIGUE



Up to

50%

decrease in individual participation
year over year

More than

40%

Believe their company's inclusion
of people from underrepresented
groups needs no improvement

Less than

30%

Of underrepresented groups have
representation, retention, and
sense of belonging

Information Source: Atlassian - State of Diversity and Inclusion in U.S. Tech

LIONS ROAR



COSTLY PR

- The H&M stock dropped to its lowest in 9 years
- #Hoodiegate - > \$4B unsold stock Bloomberg
- Appointed Global D&I Leader



#MeToo

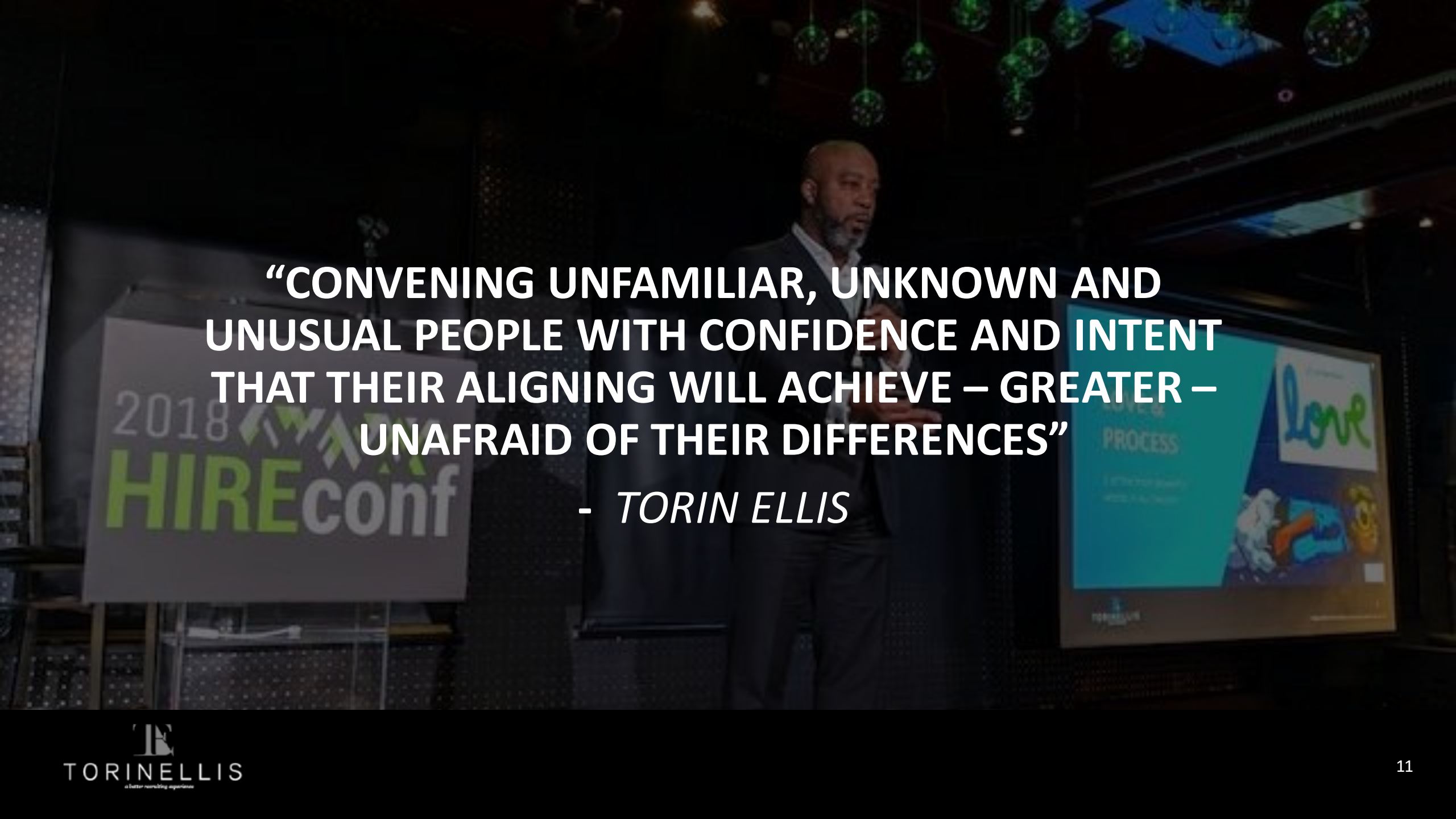
- Blistering 43-page report
- Donated \$10MM to women centric groups
- Hired Cynthia Marshall, former AT&T Executive



UNCOMFORTABLE CONVERSATION

- John Schattner, Founder, uses N-word
- He loses position – resigns as Board Chair
- Shares fell - YoY sales dropped 7% - 10%



A man in a suit, Torin Ellis, is speaking at a conference. He is standing in front of a stage with a large screen behind him. The screen displays a presentation slide with the word 'Love' in a large, stylized font. To the left of the speaker, there is a sign that reads '2018 HIREconf'. The background is dark with some decorative lights hanging from the ceiling.

**“CONVENING UNFAMILIAR, UNKNOWN AND
UNUSUAL PEOPLE WITH CONFIDENCE AND INTENT
THAT THEIR ALIGNING WILL ACHIEVE – GREATER –
UNAFRAID OF THEIR DIFFERENCES”**

- TORIN ELLIS

OPTIMIZING D&I IS A POWERFUL ENGINE FOR GROWTH

BUSINESS METHODOLOGY + SOCIAL IMPERATIVE



MAJOR RESET

Leadership Mindset // Starting Fresh

VIA McKINSEY



....Are we long or
short on Talent?

Jan 2019



VALUE CHAIN

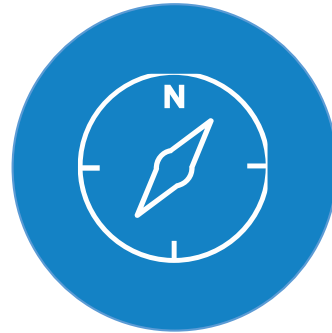
EVALUATE DIVERSITY

AT **EVERY** POINT

DATA CAPTURE



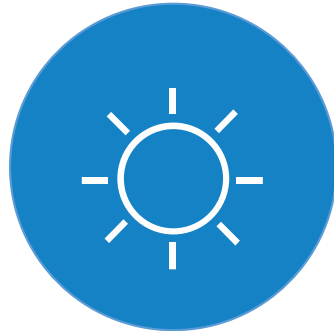
ACCURATE



ALIGNED



BALANCED/
COMPLETE



CLARITY/CLEAR



REFRESH/REVIEW

CASE STUDY

A multi-billion-dollar portfolio of digital companies that specializes in bringing consumers and brands together.

1. Hired more diverse recruiters
2. TA Leader joined local Mentoring Program
3. Recognized that data can be (often) manipulated

CASE STUDY

World's leading designer, marketer and distributor of athletic footwear, apparel, equipment.

1. Optimized candidate engagement / flow
2. Architected inclusion for applicants/candidates
3. Evaluated technology stack – integrated solutions

NEED FOR SPEED



EDELMAN TRUST BAROMETER

64%

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

For CEOs, building trust is job one





EQUALITY

INCLUSIVE MARKETING PRINCIPLES

- ✓ START WITH TONE
- ✓ BE INTENTIONAL WITH LANGUAGE
- ✓ ENSURE REPRESENTATION
- ✓ CONSIDER CONTEXT
- ✓ AVOID APPROPRIATION
- ✓ COUNTER-STEREOTYPE

TAKE AWAYS



D&I MISSION

Demands more of
You at every level.



INCLUSION

Nothing special, just
built into the process.



RESULTS

Measured just like all
others.



EMOTIONAL INTELLIGENCE

People are people first.



BE YOU

Authentic, committed & present.



@TORINELLIS



Articles:

- A Leaders Guide to Finding/Keeping your next CDO - <https://www.russellreynolds.com/insights/thought-leadership/a-leaders-guide-finding-and-keeping-your-next-chief-diversity-officer>
- Kapor Center Tech Leavers survey (2017) - <https://www.kaporcenter.org/wp-content/uploads/2017/08/TechLeavers2017.pdf>
- Ascend Pan Asian Leaders - <https://c.ymcdn.com/sites/www.ascendleadership.org/resource/resmgr/research/TheIllusionofAsianSuccess.pdf>
- HBR article re: Asians Promotion to Management - <https://hbr.org/2018/05/asian-americans-are-the-least-likely-group-in-the-u-s-to-be-promoted-to-management>
- McKinsey Delivering Through Diversity - <https://www.mckinsey.com/business-functions/organization/our-insights/delivering-through-diversity>
- Deloitte 8 Truths re: Diversity - <https://www2.deloitte.com/insights/us/en/deloitte-review/issue-22/diversity-and-inclusion-at-work-eight-powerful-truths.html>

Addressing Disability:

- Julie Sowash - Ability Beyond – www.abilitybeyond.org
- Carmen Daniels – Solutions Marketing Group - <https://disability-marketing.com>
- Naitik Mehta - Next Billion - <https://www.nextbillion.org>
- Tiffany Yu – Diversability - <http://www.mydiversability.com>

Learning & Development:

- Project Include – www.projectinclude.org
- Brave Your Bias - <https://www.braveyourbias.com>
- Google Raising Awareness - <https://rework.withgoogle.com/guides/unbiasing-raise-awareness/steps/introduction/>
- Facebook Managing Bias - <https://managingbias.fb.com>

Tools:

- Hiretual - <https://www.hiretual.com>
- Skill Scout - <https://www.skillscout.com>
- Altru – <https://www.altrulabs.com>
- Whisper - <http://whisper.sh>
- Hello Talent - <https://www.hellotalent.com/blog/improved-chrome-extension/>
- Social Talent – socialtalent.com
- WePow - www.wepow.com
- Brand Disco – www.branddisco.com
- Atipica – www.atipicainc.com
- Blendoor – www.blendoor.com
- Growth Swag bag – via www.maishacannon.com - <http://bit.ly/growthswagbag>

Media:

- SiriusXM
- Pandora
- Blavity
- POCIT
- Black Girl Nerds

Community Organizations:

- The Hidden Genius Project - <http://www.hiddengeniusproject.org>
- Black Girls Code - <http://www.blackgirlscode.com>
- Tectonica - <https://tectonica.org>