WELCOME FROM INTEL
“We are inventors. We are problem-solvers. Between now and 2020, we plan to accelerate diversity and inclusion not just at Intel, but across the technology industry. We need both to evolve and drive future growth.”

- Brian Krzanich, CEO, Intel
DIVERSITY & INCLUSION STRATEGY

Distinguish Intel as a leading growth company in the tech industry

1. Achieve full workforce representation
2. Grow the pipeline of diverse talent
3. Improve diversity in our supply chain
4. Invest in diverse entrepreneurs
5. Drive inclusion in a smart connected world

#INTELPROUD
INTEL’S COMMITMENT TO DIVERSITY
20 Campuses in 6 countries raised a pride flag during June
THE TEAM

- Lucas Stillmaker, USA (Folsom)
- Ximena Salmon, Mexico
- Ivanna Marin Mora, Costa Rica
- Anouchka Gaillard, USA (Santa Clara)
- Ramkrishna Sinha, India

Acknowledgements – Albert Lin, Travis Dixon, Cindy Laughlin, Richard Garza
OBJECTIVES

What

- Launching a Global Ally Campaign
- Shining the spotlight on the LGBTQ ERG
- Reaching allies quickly - a case study

Who

- Newly established ERG or new chapters
- Merger & acquisition - introduction
- Increasing employee awareness
- Motivating “In the closet” Allies
- Engage Management
Mission

- Drive a safe, open, and productive work community for all employees, with regards to sexual orientation, gender identity, or gender expression.

Vision

- Champion a vibrant Intel work community, a safe workplace, including ally support - Recruiting, Retention, and Development
- Provide education and be a resource on diversity, workplace, and marketplace topics
- Develop partnerships with Corporate Diversity, Intel and external employee groups, and community groups
GLOBAL REACH

Established Countries

Outreach Countries

United States

UK

Ireland

Israel

China

India ('14)

Vietnam

Mexico ('14)

Costa Rica ('13)

Argentina

Brazil

India ('14)

Costa Rica ('13)

Argentina

Brazil

United States

UK

Ireland

Israel

China

India ('14)

Vietnam

Mexico ('14)
GLOBAL ALLY CAMPAIGN

Making an impact around the globe
CHALLENGES

- Visibility
- Outreach
- Engagement
- Synergy
THE IMPORTANCE OF ALLIES

Who
- LGBTQ Allies

Why
- Let people know that they have the opportunity to engage as an Ally
- Come out as an Ally

Where
- Simultaneously – across as many geographies as possible

What: Global Ally Campaign
- A simple way to demonstrate “I’m an Ally”
WHY THE ALLY CAMPAIGN?

- Resources
- Introduction to a site
- Tops down & bottoms up
- Publicity
- Awareness & sensitization
- Cross geography coordination
- Mergers & acquisitions
- Positive impact
- Coming out as an ALLY!
Making it happen
STEPS TO SUCCESS

1. Build a visibility platform
2. Engage Allies
3. Publish internally/externally
ALLY BADGE

Why We Use It

- A visible sign to those inside of the company that they respect all of their co-workers regardless of gender identity and sexual orientation.
- The badge itself creates a visible rainbow halo around the Intel identification badge that is easily identifiable at a distance.

Step1: Build a visibility platform

#IntelProud
ALLY POSTER

Step 1: Build a visibility platform

Proud to be an LGBTQ Ally! We are committed to creating a fully inclusive environment for ALL employees, where everyone can be themselves.

Danielle Brown
VP, HR and Chief Diversity & Inclusion Officer

Intel Proud Ally

#INTELPROUD
ENGAGING ALLIES

Where to Start?

*From the Top!*
- Executive Sponsor for the ERG
- CEO
- HR Head
- Diversity & Inclusion Head
- Leaders that have expressed support

Who's Next?

- Direct reports, peers, managers of allies
- Global Leader quotes help to get the engagement from *local site leaders*
- Friends at work
- *Basically – anyone at work!*

Step 2: Engage Allies

*Set up 1:1s, write email, stop by cubes, catch hold of someone in the cafe*
BROADCASTING THE POSTERS

- Global broadcast
- Paper posters
- Intranet

Visibility

Step 3: Publish internally

... more Ally Badges!
ACHIEVING VISIBILITY

Reach out to Marketing team for external visibility!

Step 3: Publish externally

Danielle Brown @dmbrown1 · 9 Oct 2015
I'm an ally of #LGBTQ. Everyone should be encouraged to be themselves. #NationalComingOutDay is Sunday, Oct. 11

Brian Krzanich @bkrunner · 9 Oct 2015
I'm proud to be an ally of #LGBTQ and committed to making Intel inclusive. Support #NationalComingOutDay Oct. 11.
Site Events

Everyone Loves Cake!
UNITED STATES
Open Forum: “Why Allies Matter”
How to...

- Reach ALL employees
- Communicate
- Structure content
- Connect management

Where?

- Share
- Connect people

TIP! Use open space!
COSTA RICA

External speaker, story telling

Interact with your audience
MEXICO

- How we triggered this campaign?
  - Local Supporters
  - Community fairs
  - Distributed ~200 badges
MEXICO

• How we reinforced this campaign?
  • Site presentations on the importance of being an ally
  • Collaboration with IBM to drive a presentation called Straight Allies as a business imperative.
  • Reverse mentoring campaign: Educate leadership and management about LGBT
INDIA

- Café projection: Participation from local leadership & employees
- Allies Lunch: Networking lunch with allies
- T-shirt

**Outcome:**
An intern seeing his second level manager on an Ally poster signed up as a member to the LGBTQ ERG!
INDIA

- Reaching allies quickly—a case study

377 Ally sign-ups in 4 days!
INDIA

- Pre-event:
  - Training for managers: sensitization & awareness about LGBT
  - Reverse Mentoring: Personal journey of a LGBT individual in the org, about the challenges of a LGBT individual.
  - People will only become allies if they understand the struggle & challenges faced.
  - Publicity: Flash mob - Everybody enjoys a dance show!

377 Ally sign-ups in 4 days!
India

Event day:

- Café booth at lunch hour
- Get management of local site to man the booth, give out Ally stickers & talk about the significance of being an Ally
- Need to engage employees on need of LGBT ERG & how to participate

377 New Allies in 4 days!
OPPORTUNITIES FOR EVERYONE

Challenges

- Digital signage - limited reach
- International sites – time zone
- Workload, schedules
- Time commitment 12-16 weeks

Rewards

- ERG leverage
- Executives External tweets
- 4000+ new allies
- Visibility

- Connected to other ERGs
- Recognized as Top 2 best ERG programs
- Team building across geos
- Outreach & sensitization
LESSONS LEARNED

- Get senior leadership involved
- Use visible signs of support
- Reach out to many people
TAKEAWAYS

- Reproduce [Just 3 steps]
- CEO/Executive sponsor
- Top leaders -train them
- Local leadership
- Communicate
STEPS TO SUCCESS

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QUESTIONS?