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## How to En'gay'ge Your Community Out & Equal Conference 2010



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# Instructor Introductions

## » Dwain Young: Human Capital Consultant

Dwain Young is a Human Capital Consultant with Accenture. He works and resides in the Washington, DC area. Professionally, Dwain focuses on change management practices which can vary from Organization Development and Design, Corporate Communications, Business Process Redesign, Team Building Practices, Job Design and Organizational Alignment, and Training Development and Implementation. Dwain has been the Corporate Citizenship Lead for the DC LGBT group for Accenture for two years. He has built positive relationships through various community events for LGBT non-profits in the Washington DC area.



## » Michael Gavin: Human Capital Consultant

Michael Gavin is a Human Capital Consultant with Accenture. He currently shares leadership responsibilities for Accenture's Washington, DC LGBT Networking Group and participates in several company-wide forums to advance LGBT and other diversity-group related causes. During his day job, Michael has worked with large public service and pharmaceutical industry clients in the area on marketing, communications, outreach, organization design and training development. Prior to leading the DC LGBT Networking Group, Michael led all Community Service and External Outreach events for the group. In this capacity, he was instrumental in making initial inroads with local LGBT non-profit advocacy groups, which later became lasting partnerships.



## » Jason Clauson: Project Management Consultant

Jason Clauson is a Project Management Operations Consultant with Accenture. He works and resides in the Washington, DC area. Professionally, Jason has worked with government clients assisting them with their project management activities to ensure the projects are on schedule and meeting their obligations to the client. He currently shares leadership responsibilities for Accenture's Washington, DC LGBT Networking Group and participates in several company-wide forums to advance LGBT and other diversity-group related causes.





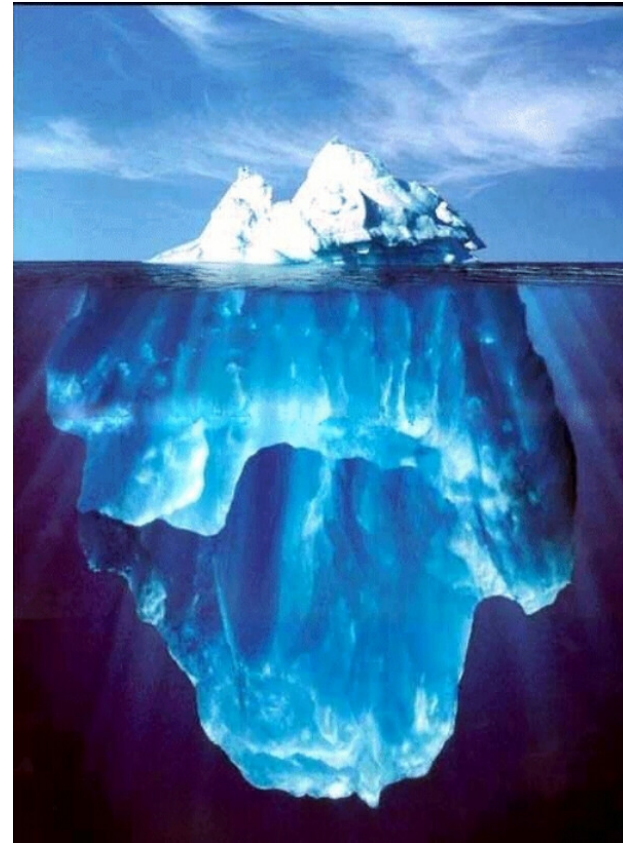
# Workshop Objectives

## The objectives of today's workshop are the following:

- Define the importance of partnering your local Employee Resource Group (ERG) with the local LGBT community
- Describe the impact to employee morale by engaging your local ERG in the LGBT community
- Discuss the significance and avenues of creating, fostering, and maintaining relationships with the local LGBT community
- Identify opportunities to serve, engage, and offer the best talent and knowledge to the local LGBT community
- Discuss the importance of holistically engaging your ERG in the local LGBT community and involving allies
- Address key challenges in establishing meaningful relationships with the non-profit community for local organizations and your members

# Icebreaker

**Let's break the ice and  
get to know each other**



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# Benefits of Community Involvement

**There are several benefits to greater community engagement. These benefits include:**

- Building your company's brand
- Bringing people together
- Combating LGBT stereotypes

# Benefits of Community Involvement

**In an environment where corporate giving is becoming more difficult, direct service hours are an excellent way to build your company's brand.**

According to a recent study by the Washington Business Journal, the following large employers ranked among the top "best places to work."

Company	Corporate Citizenship Agenda on Website	Annual Corporate Citizenship Report Published	Community Service Values
Wachovia	Yes (Standalone)	Yes : <i>Charitable Contributions Report &amp; The Wachovia Wells Fargo Foundation Report</i>	<ul style="list-style-type: none"> <li>Improving education and strengthening neighborhoods</li> </ul>
KPMG	Yes (Recruiting)	No	<ul style="list-style-type: none"> <li>Creating "caring communities" through involvement in education, sport, he arts and culture</li> </ul>
Clear Channel Worldwide	Yes (Standalone)	No	<ul style="list-style-type: none"> <li>Generate "local spirit" by supporting children's hospitals &amp; shelters, food banks, educational programs, healthcare, cultural enhancement s, etc.</li> </ul>
Electronic Data Systems (HP)	Limited (Newsroom)	Yes	<ul style="list-style-type: none"> <li>Environmental sustainability, human rights, social innovation and corporate governance</li> </ul>
Computer Associates International	Yes (Standalone)	No <i>(2008 Sustainability Report)</i>	<ul style="list-style-type: none"> <li>Improving the social and economic development of local communities</li> </ul>
Accenture	Yes (Standalone)	Yes	<ul style="list-style-type: none"> <li>Teaching and using "Skills to Succeed," environmental stewardship and community giving</li> </ul>

# Benefits of Community Involvement

**By offering community service and engagement opportunities, the members of your ERG will be able to come together. This often leads to improved engagement and retention in the workplace.**

- Recent “team success,” employee opinion and ERG group effectiveness surveys indicate that employees involved in networking groups and initiatives such as community service feel more engaged.
- Engagement is measured by a combination of “say, stay, strive” factors and can be improved by seeking ongoing feedback, listening and taking action on what members say.

## **In a recent survey, Accenture’s DC LGBT Networking Group found:**

- ~90% of their members were either satisfied or completely satisfied with the group
- +70% were satisfied or completely satisfied with the group’s community service efforts
- 21% thought the group should focus on increased community service activities for FY11



# Benefits of Community Involvement

**Finally, providing community engagement opportunities can help combat negative LGBT stereotypes both within and outside your organization.**

- **Within your company:**
  - By publicizing your group's events internally, you will break down barriers between members of the LGBT community and their straight counterparts
  - There is also an increasing effort within many companies for ERGs to collaborate in planning and executing large-scale events
  - Internally, this assists in growing a strong and supportive ally network
- **External to your company:**
  - External community partners will also respond well to an organization's offer to help. This yields positive results in breaking down LGBT stereotypes
  - It is important to find LGBT-focused community organizations that can assist in doing this and to choose the events you participate in wisely



## Group Activity

Think of the benefits we just discussed. Are any of these applicable to your group or company? Are there others? Take a moment to discuss these as a team, designate a spokesperson and share your findings.

Activity: 5 minutes



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# Challenges Involving Your Community

**There are certain challenges you will face when coordinating events with community partners. These challenges include:**

- Creating partnerships with local non-profits
- Securing funding and advertising these events within your community
- Engaging your ERG Group Members

# Challenges Involving Your Community

**Creating strong and lasting partnerships with local non-profits can be challenging when exploring community service opportunities.**

- Obtaining contacts with non-profits
  - Use local connections in your ERG to obtain “ins” to local non-profits such as individual ERG group members or your company’s existing connections in the community.
  - Cold Call, attend events held by non-profits or research non-profits online
- Non-profit responsiveness
  - Non-profits can be under staffed which leads to a lack of response to emails and/or phone calls
  - Requires continual follow-up
  - Building relationships with key individuals at non-profits is essential
- Maintaining and building relationships with non-profits
  - Face time with non-profit event coordinators
  - Regular events with key success non-profit events



# Challenges Involving Your Community

**Securing funding and lack of advertising can also cause community service initiatives to suffer.**

- Funding
  - Community service events are often free to conduct
  - Great way to engage ERG groups at a low cost
  - If possible, a group outing after the community service event is ideal
- Advertising
  - Plan regular community service events in advance
  - Advertise through ERG newsletters
  - Word of mouth advertisement
  - Networking with other ERG groups to increase ally participation



# Challenges Involving Your Community

**Finally, engaging your ERG group members is critical to ensuring successful events and solidifying your reputation in the community.**

- Community Service Event Types
  - Surveying ERG members on the types of community service events of interest
  - Offering a variety of community service event types to ERG group members
- Community Service Event Frequency
  - Bi-Monthly to Quarterly events work best for most ERG group members
  - Regular and repeatable community service events
- Community Service Event Timing
  - Offering community service events which allows for the majority of ERG group members to participate
  - Consider the workforce norms of your ERG group members

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# Solutions to Improve Community Engagement

**With challenges, come solutions. There are several solutions to creating fun and engaging community outreach opportunities for members of your ERG. These include:**

- Coordinating “done in a day” events
- Sponsoring or hosting one time, large-scale events
- Finding opportunities for skill-based volunteering



# Solutions to Improve Community Engagement

**Done in a Day events provide your community members with a fun, easy way to help a community partner and to increase engagement by spending time with co-workers and friends.**

- Community service events which only require a few hours of your ERG members time
- Should be planned on a regular basis to provide continuity for community service events
- Provide an inroad to establishing relationships with community service with LGBT and non-LGBT organizations
- Types of Done in a Day Events:
  - Serving and food preparation
  - Indoor and outdoor improvement projects
  - Serving at existing non-profit fundraising events
  - Office assistance
  - Mentoring at local schools



# Solutions to Improve Community Engagement

**One time, large-scale events can be used to develop a closer relationship with community organizations where “done in a day” events have been successfully. They bring about the same benefits for group members, but may have a greater impact on the community organization you are partnering with.**

- Typically, these events occur less frequently (i.e. annually) as they require more effort
- Opportunity to participate in large community wide events
- Create “Cornerstone Events” for your ERG group
- Avenue to kick off and increase momentum for community service in your ERG group
- Ability to utilize multiple strengths of your ERG group members
- Engage the ally community in your ERG
- Types of Large Scale One-Time Events:
  - Athletic Events (Walkathons, Bike Races, Runs, etc)
  - Clothing drives
  - Food drives
  - Planning fundraising events

# Solutions to Improve Community Engagement



## *Spotlight on Accenture's DC LGBT Networking Group annual Human Rights Campaign (HRC) panel discussions*



**In the past, the DC LGBT Networking Group has collaborated with the HRC to host successful panel events on issues such as marriage equality and being out in corporate America.**

### **Marriage Equality (June 2009)**

This event – held at the HRC Equality Forum in conjunction with Paul Hastings – centered around the state of marriage equality in the District of Columbia and at the national level.



### **Out in Corporate America (May 2010)**

Hosted in partnership with the Workplace Project, this discussion provided a lively atmosphere for individuals to ask questions on managing your career and building professional relationships as an LGBT worker in Corporate America.



# Solutions to Improve Community Engagement

**Skill-based volunteering provides an opportunity to align your group members' experiences and expertise to a specific community need.**

At Accenture, our “Skills to Succeed Program,” aligns a community need to an Accenture core competency. The program is intended to benefit employees that are motivated to make a contribution to their community as well as local non-profit organizations.



All Skills to Succeed initiatives go through a formal contracting and Quality Assurance review process; however, they are at no charge to the community organization.

*For more information on Accenture's specific Corporate Citizenship efforts, please read the [2009 Corporate Citizenship Report](#).*

## Group Activity

Think about the challenges and benefits we just discussed. What ideas do you have to bring back to your community? Take a moment to discuss these ideas as a team, then work individually to complete the community engagement action plan at your table. Designate a table spokesperson to share your findings.

Activity: 10 minutes



# Conclusion





# LGBT Resources & Presenter Contact Information

**Below is a list of sample LGBT Resources to assist in finding local volunteer opportunities:**

- The Task Force ([http://www.thetaskforce.org/activist\\_center/act\\_locally](http://www.thetaskforce.org/activist_center/act_locally))
- Human Rights Campaign ([www.hrc.org](http://www.hrc.org))
- Out and Equal ([www.outandequal.org](http://www.outandequal.org))
- GLAAD ([www.glaad.org](http://www.glaad.org))
- Victory Fund ([www.victoryfund.org](http://www.victoryfund.org))

## **Presenter Contact Information:**

- Dwain Young: [dwain.r.young@accenture.com](mailto:dwain.r.young@accenture.com), 703-947-5058
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- Jason Clauson: [j.clauson@accenture.com](mailto:j.clauson@accenture.com), 703-947-5156