



# WELCOME

Love Has No Labels



# Visual Media in Diversity & Inclusion Learning and Development

Friday, October 7, 2016





# Introductions



**Katheryn King**  
**Corporate Diversity & Inclusion Consultant**



**Lockheed Martin:**  
**We're Engineering A Better Tomorrow**

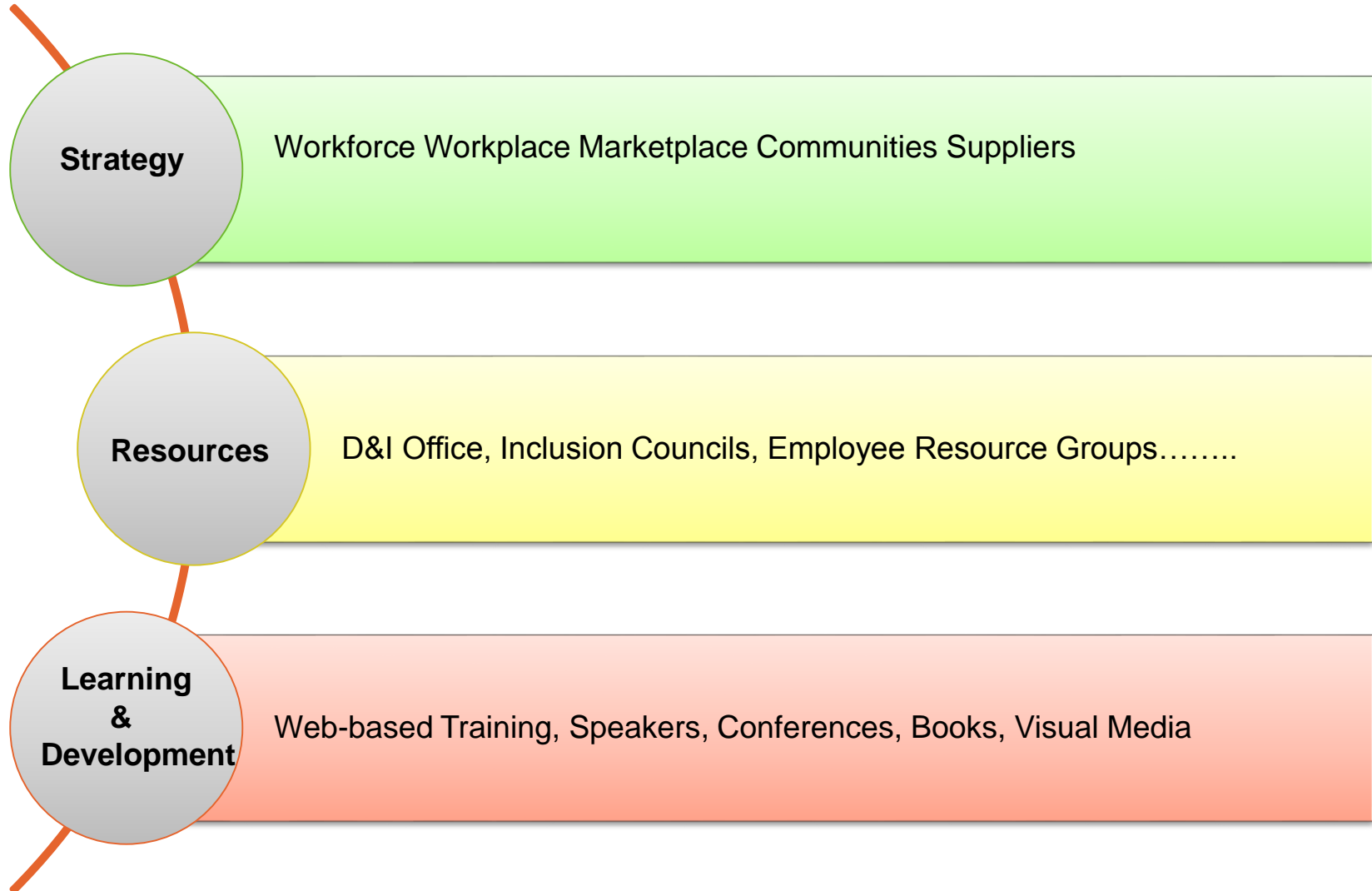
**Chris LaFleur**  
**Sandia PRIDE Alliance Network Chair**



**Sandia Labs:**  
**Who We Are**



# The Diversity & Inclusion Journey





# Why Visual Media?



- **65% of the population are visual learners\***
- **The brain processes visual information 60,000 times faster than text\***
- **90% of information that comes into the brain is visual\***
- **Behavioral-Based Learning & Development**
  - **SEE-FEEL-CHANGE vs. ANALYSIS-THINK-CHANGE\*\***
- **Adult Learning**
  - **WIIFM WIIFU**
- **Enhance Individual Diversity Lens Through Visual Media**

\*Statistics on Visual Learners by Kydiams StudyMode Aug 2014

\*\* Kotter, J. & Cohen D., The Heart of Change 2005

# Sandia National Laboratories

## Diversity Cinema Program

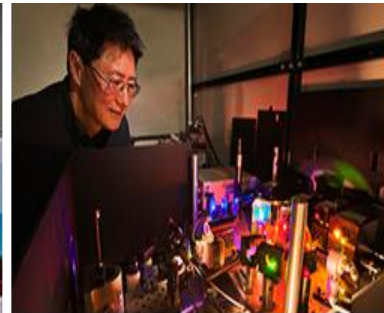
Chris LaFleur

PRIDE Chair



Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000.

*Exceptional service  
in the national interest*



# Diversity & Inclusion

## Learning and Awareness Goals

Create a safe environment to engage in dialogue

Mobilize learning & awareness through encore sessions

Build skills to foster an inclusive environment

Transition from a centralized to a distributed model

Employee  
Resource  
Groups

Human Resources  
Business Partners (HRBPs)

Subject  
Matter  
Experts

### RESOURCES

Workshop  
In a Box



Diversity  
Cinema



Audio  
Books



Book  
Library



Video  
Library



Continuing  
Effective  
Leadership  
of Inclusive  
Teams  
Dialogue



I am a  
Sandian  
Videos



Heart of  
Diversity



# Diversity Cinema Program

A monthly, face-to-face, dialogue using video films as a springboard for cultural change

**128**

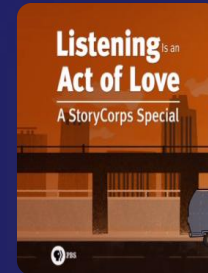
Lunch time sessions to-date

TED Talks, video clips, YouTube, and more. Inspires thoughtful discussion and dialogue.

Fosters a sense of community and continuous learning that results in a positive work environment.



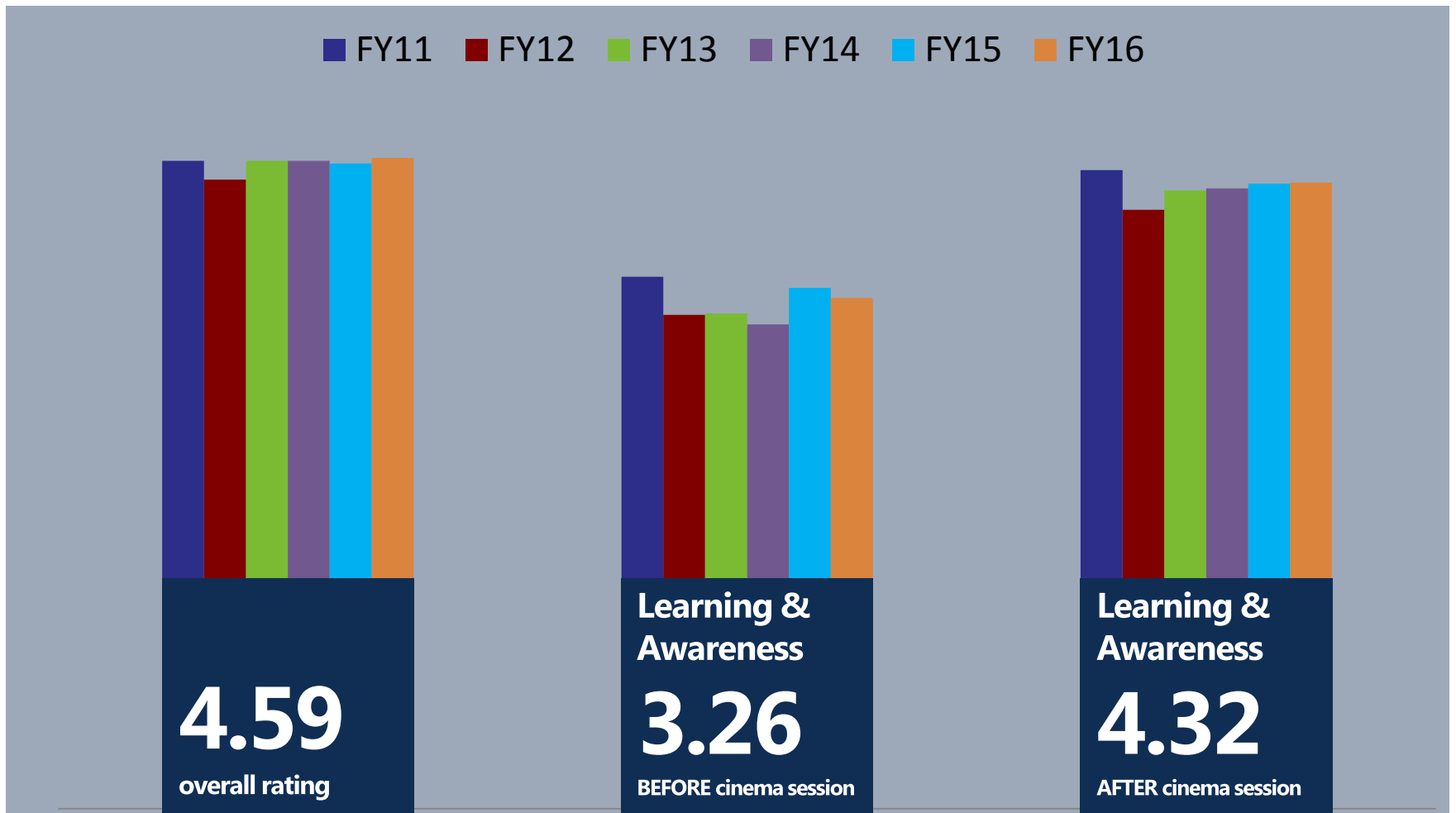
Focused collaboration with our Employee Resource Groups.





# Diversity Cinema Program: Trends

FY11 – FY16, scale 1 to 5



# Understanding The Complexities of Gender

## Sam Killermann



Sandia National Laboratories

# Discussion Questions



Sandia National Laboratories

- What causes me discomfort around this dimension of diversity?
- What do you know now that you didn't know prior to the TED Talk? What surprised you?
- Sandia's goal is to promote a more inclusive workplace given our similarities and differences. How can we promote inclusion around a tough topic such as gender identity?
- What is a key "take away" for you today?

# Lessons Learned



Sandia National Laboratories

- Vetting Video with Business Leaders
- P and V
- Advocates and Roadblock Busters



# The Lens at Lockheed Martin

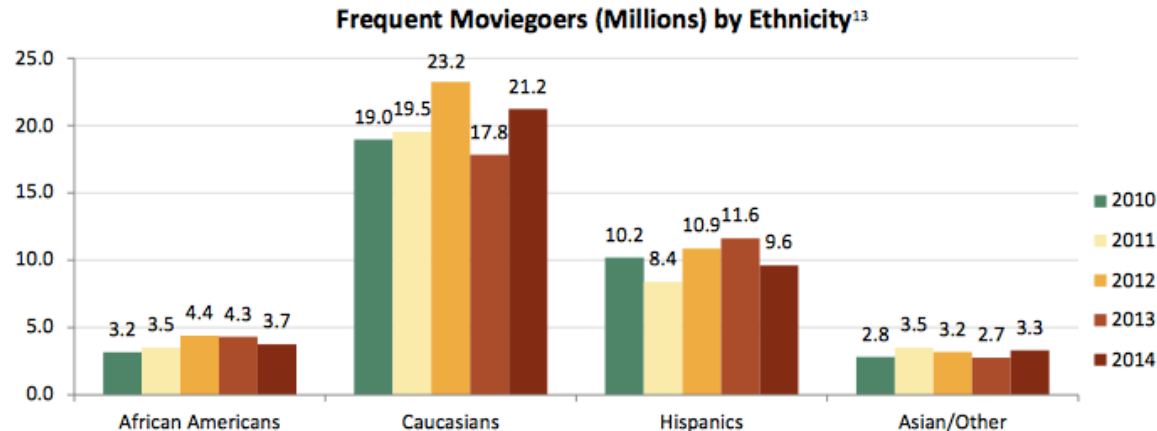
*Feature Films*

**Katheryn E. King CCDP/AP**  
**Consultant, Diversity & Inclusion**  
**October 7, 2016**

# The Movie Industry



- 2014 US/Canada box office sales \$10.4 Billion\*



	African Americans	Caucasians	Hispanics	Asian/Other
% of Population: 2014	12%	63%	17%	8%
% of Frequent Moviegoers: 2014	10%	56%	25%	9%

<sup>13</sup> Prior years' data may differ slightly from previously published data due to calculation methods and the effects of rounding. <sup>12</sup>

- **Movie Streaming Services**
  - 3.4 Billion Paid Transactions 2012\*\*
  - 135% YoY Increase (2011)\*\*
- **Movie Physical Formats**
  - 2.6 Billion Views 2011\*\*

\*2014 Theatrical Statistics Summary Motion Picture Association of America

\*\*2012 IHS ISuppli Research Firm

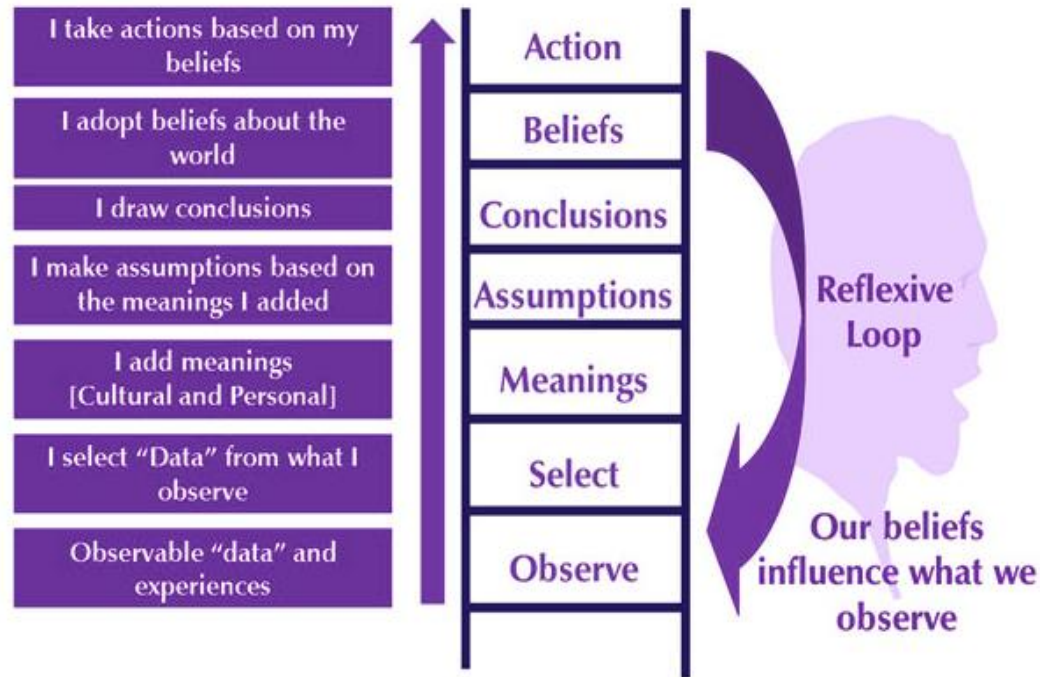


# Entertainment to Enlightenment

Dimensions of Diversity



The Ladder of Inference



\*Word Press.com Diversity  
\*\*Pivitalthinking.wordpress.com



SSC DIVERSITY CINEMA PRESENTS

W I L L S M I T H

**TUESDAY, AUG 30**  
**3:30PM**

**ENG PRESENTATION ROOM**  
**BLDG 330, 2nd FLOOR**  
**WATERTON CAMPUS**

**REFRESHMENTS**  
**PROVIDED**

BASED ON A TRUE STORY

# CONCUSSION

EVEN LEGENDS NEED A HERO

© Columbia TriStar Industries, Inc.

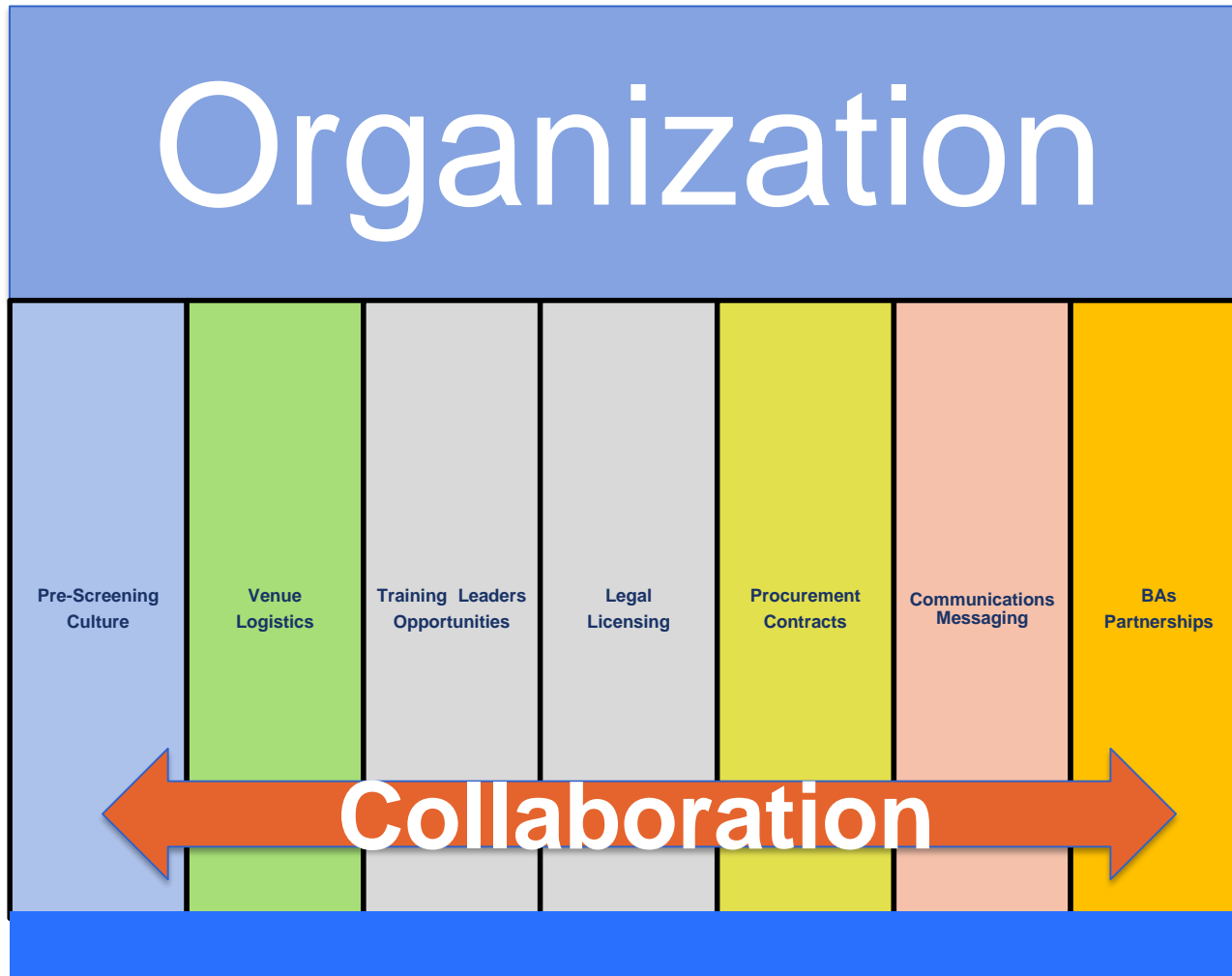
**D&I DISCUSSION TO FOLLOW**

Diversity Attendance Credit For Leaders





# Strategic Partnerships





## **OTHER SOURCES** for information on copyright...

### **THE MOTION PICTURE ASSOCIATION OF AMERICA (MPAA)**

[www.mpaa.org](http://www.mpaa.org)

Office of the Chairman and CEO  
1600 Eye St., NW  
Washington, DC 20006  
(202) 293.1966

**SWANK**  
MOTION PICTURES, INC.

**1.800.876.5577**

10795 Watson Road • St. Louis, Missouri 63127  
[www.swank.com](http://www.swank.com)

# Sample Program Offering



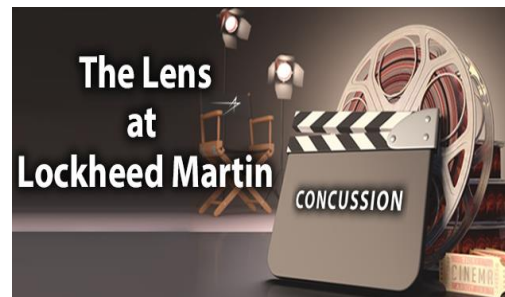
- **Create Movie Experience**



- **Brief Leader Introduction**



- **Screen Feature Film or use Movie Clips**



- **Short Break**



- **Post Screening Discussion**

# Discussion Facilitation



- **Diversity of View – What did you see?**
- **Key Concepts**
- **Workplace Applicability – Group/Individual Activities**
- **Change of Perspective**
- **Final Thoughts**

# Success/Return on Investment



## Feature Film/Visual Media

Who You Watch it Again?  
Would You Recommend to Others?

## Before/After Knowledge

What did you know about [topic] before the film?  
What did you know about [topic] after the film?

## Facilitation

How was the facilitator?  
How was the discussion?

## Overall Event

Effective as D&I Learning and Development?  
Would you attend another movie event?

# The Lens at Lockheed Martin



**Out & Equal  
2016**



# ZOOTOPIA

## SCENE 1



# ZOOTOPIA

## SCENE 2



# ZOOTOPIA



Walt Disney Pictures



**We all make mistakes**  
**We all have a lot in common**  
**The more we try and understand**  
**one another, the more we know how**  
**exceptional we are**  
**But we have to try....**  
**Try to make the world a better place**  
**- Officer Judy Hobbs**



# Key Takeaways



- Visual Media is an emotive and relatable part of our everyday lives
- Consider a SEE-FEEL-CHANGE model in addition to the THINK-ANALYZE-CHANGE model when building processes
- Visual Media can be a non-threatening way to approach difficult conversations, build cultural competencies and develop a lens to view the world
- Respect and Protect Intellectual Property
  - Avoid Copyright Infringement!



# Licensure Review



**Love Has No Labels**

**Ad Council Terms & Conditions**

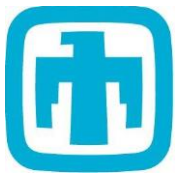
**Lockheed Martin/Sandia Videos**    **Internal Video on Public Site**

**Understanding The Complexities of Gender**

**TED Talks Usage Policy**

**Zootopia**

**Swank Motion Pictures**



# Thank You

**Chris LaFleur**  
**[aclefle@sandia.gov](mailto:aclefle@sandia.gov)**

**Katheryn King**  
**[katheryn.king@lmco.com](mailto:katheryn.king@lmco.com)**

