

A large Boeing aircraft is shown in flight, viewed from a low angle, against a blue sky. The aircraft is white with the Boeing logo and name visible on the fuselage. The background is a gradient of blue and purple, with a rainbow-colored triangle in the bottom right corner.

The Day After: How companies can effectively leverage BRG's to help deal with tragedy

Presenter: Richard J. Cross
Special Thanks to The Board of The Dru Project

Date - October 3, 2018
Time - 9AM-10AM Session

Agenda

Boeing Global Diversity & Inclusion | Boeing Employees Pride Alliance

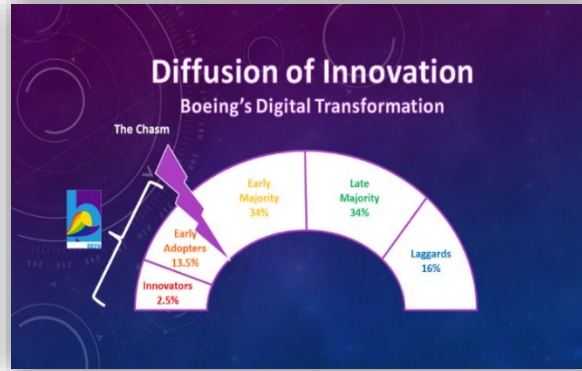
- Introductions
- My Connection to Pulse
- Dealing with Tragedy
- Boeing's Response
- Why GSA's and BRG's Matter
- Discussion: Other Companies' Responses
- The Success of The Dru Project



“Stories are just data with a soul” – Dr. Brené Brown - University of Houston

Introductions

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Logo Courtesy of The Dru Project

■ Myself – Richard J. Cross

- <https://www.about.me/richjcross>
- Senior Business Operations Specialist
 - Enterprise Program Management
 - Digital Transformation
- 10+ Years with Boeing
 - Most significant technical achievement – [Design & Development of the new 777X Composite Wing Center](#)
 - Boeing Employee Pride Alliance President 2014-2016
- Bachelor of Science – Industrial Engineering from the University of Central Florida
- MBA – Technology Management from the University of Washington's Foster School of Business

■ The Dru Project Board

- <http://thedruproject.org/team/>
- Shawn Chaudhry | President
- Brandon Wolf | Vice President
- Brittany Sted | Treasurer
- Sara Grossman | Secretary
- JP Cortes | Outreach Coordinator
- Neil Rios | Development Associate
- Christine Leinonen | Board Member Emeritus

My Connection to Pulse

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- The Dru Project Intro Video
 - <http://thedruproject.org/about>
- My Story
 - My connection with Drew, UCF, Pulse, and Orlando
 - Started UCF in 2002 at the same time as Drew
 - Served on the board of the school's Gay Straight Alliance (GSA) known as The Gay, Lesbian, Bisexual Student Union (GLBSU)
 - President 2007-2008
 - What Pulse meant to me and so many others
 - The week before Pulse
 - Researching the History of Violence against LGBTQ+ people
 - [My Tableau visualization](#)
 - Marriage Equality had just passed
 - Using data visualization to check for patterns after major civil rights wins
 - Sunday morning June 12th
 - My first text and the Facebook safety check-ins
 - Seeing Drew's mom, Christine, on the News



Dealing with Tragedy

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- Helping myself by helping others
- The Creation of The Dru Project
 - 501(c)3 Status
 - “The Dru Project is an LGBTQ+ advocacy organization on a mission to spread love across the nation and promote gay straight alliances by providing curricula and scholarships to LGBTQ+ youth.”
 - Annual Pulse Memorial Party
- Newsy Video
 - “The Dru Project offers hope after Pulse shooting”
 - <https://www.youtube.com/watch?v=iWivnpGxLyA>



Boeing's Response

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Members' Responses

- Suffering in Silence
- Member's Artwork
 - “Words can't describe the thoughts and emotions felt since hearing about Orlando but I wanted to express and process them in some way. I'll be making prints (not for profit) for anyone interested.” – Elizabeth Castro – Boeing Engineer & BEPA Member
 - According to Elizabeth, outside of work, her artwork generated \$2000 for the One Pulse Foundation non-profit.

My Response

- InSite Post
- Helping Boeing Employees Pride Alliance Members Heal

Tim Keating's Response

Ally Responses



A message from

Tim Keating

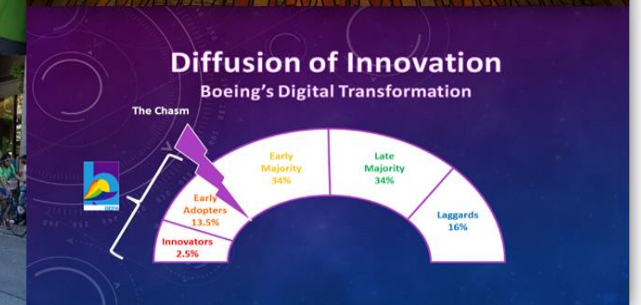
Executive Vice President, Government Operations



Why GSA's and BRG's matter

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- Inspiring & Recruiting
- Providing a sense of community and belonging
 - On-Boarding, Networking, and Relationships
 - Dealing with Tragedy
 - Boeing participation at Seattle Pride Parade increased by 200%
- Providing Experiential Learning for Personal & Professional Development
- Talent Pipeline
- Innovation



Discussion: Other Companies' Responses

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- Split the room into groups (5-10 people each)
- Each group will share stories from their own experiences from the Pulse Tragedy and going into work the next day
 - What do they remember going into work the next day?
 - How did their company respond?
 - What worked?
 - What didn't work?
- Sharing of Best Practices, Discussion, and Mind Mapping
 - Company Example(s)
 - Company Response(s)
 - Any opportunities for improvement?

The Success of The Dru Project

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“To date, we have given away over **\$30,000** in college scholarships, **\$5,000** in mini-grants for gay-straight alliances, and published one of the most comprehensive GSA curricula in the country.”



Picture & Video Courtesy of The Dru Project

