

The Power of LGBTQ Storytelling in a Corporate Environment

Panelists:

Ghada Saliba-Malouf, Wells Fargo

Tamara Peterson, Wells Fargo

Kevin Custer-Shook, Wells Fargo

Moderator:

Adriana Fominaya, Wells Fargo

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Together we'll go far



Welcome to the workshop



Left-to-Right:

1. **Adriana Fominaya**, VP, Regional Banking District Manager, PRIDE TMN* Enterprise Events Chair, Wells Fargo
2. **Ghada Saliba-Malouf**, SVP, Sr. Managing Counsel, Wells Fargo
3. **Tamara Peterson**, SVP, Managing Counsel, PRIDE TMN* Enterprise President, Wells Fargo
4. **Kevin Custer-Shook**, VP, Business Initiatives Consultant, Enterprise Diversity & Inclusion, Wells Fargo

*Team Member Network

Appendix

PRIDE Video discussion guide

Video: Exploring Gender Expression and Identity

Your role as a manager

As a manager, you have a tremendous opportunity to support Wells Fargo's diversity and inclusion strategy. You have the greatest influence to focus our team members on building the most inclusive company possible, and you set an example of how to approach learning activities that support diversity and inclusion.

This guide provides managers, leaders, and team members with support and guidance for engaging in a team discussion after viewing the Exploring Gender Expression and Identity videos.

Objectives

- Energize and engage team members in a diversity and inclusion conversation
- Help team members connect with the commitment to diversity and inclusion, and to serve as an ally across differences
- Explore gender identities and gender expression that may differ from the mainstream gender binary
- Model having diversity discussions

Leader expectations

- Acknowledge that team members are experiencing lots of change and may not understand how diversity and inclusion is critical to our success
- Diversity is a personal journey. Give team members space to move along this journey at their own pace
- Consider how you will continue to engage team members around diversity and how you will integrate diversity into your daily culture
- Determine how you will connect this material to your business strategies

Leader actions: Before the meeting

- View the **Exploring Gender Expression and Identity Panel** videos on Wells Fargo On Demand (three 30-minute segments)
 - **Part 1:** Panelist introductions and coming out stories, discussion of gender identity vs. expression, "non-binary" defined
 - **Part 2:** "Cisgender" defined, discussion of gender expression and gender fluidity, how gender expression and identity may (or may not) overlap, bathroom challenges, differing expressions of gender in society and assumptions around gender expression based on social "norms"
 - **Part 3:** Gender biology, gender spectrum, pronoun usage, misgendering, understanding and acknowledging the privilege of identifying as a binary gender, recommendation to not assume someone's gender, and instead consider if the person's gender needs to be known
- Take time to pause and think about your personal reactions to the videos, what this means to you, to team members, and to the organization
 - Your thoughts and feelings are important to how you will communicate and engage with your team during the discussion
 - You may want to discuss your reactions with your leader and your peers—hear their reactions, as well as what they are thinking and saying after watching the videos

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PRIDE Video discussion guide

Video: Standing up as Allies: The role we play

Your role as a manager

As a manager, you have a tremendous opportunity to support Wells Fargo's diversity and inclusion strategy. You have the greatest influence to focus our team members on building the most inclusive company possible, and you set an example of how to approach learning activities that support diversity and inclusion.

This guide provides managers, leaders, and team members with support and guidance for engaging in a team discussion after viewing the Standing up as Allies: The role we play videos.

Objectives

- Energize and engage team members in a diversity and inclusion conversation
- Help team members connect with the commitment to diversity and inclusion, and to serve as an ally across differences
- Understand the impact that ally behavior can have on building an inclusive workplace
- Model having diversity discussions

Leader expectations

- Acknowledge that team members are experiencing lots of change and may not understand how diversity and inclusion is critical to our success
- Diversity is a personal journey. Give team members space to move along this journey at their own pace
- Consider how you will continue to engage team members around diversity and how you will integrate diversity into your daily culture
- Determine how you will connect this material to your business strategies

Leader actions: Before the meeting

- View the **Standing up as Allies: The role we play** videos on Wells Fargo On Demand (three 30-minute segments)
 - **Part 1:** Panelist introductions, the concept of being an ally, sharing of each panelist's ally story
 - **Part 2:** Courageous conversations, addressing non-inclusive behavior, the case for "straight community" allies
 - **Part 3:** Discussions around being an ally vs. activist (or both), panelists' most meaningful experiences as allies, how to reach "people in the middle" to be more inclusive
- Take time to pause and think about your personal reactions to the videos, what this means to you, to team members, and to the organization
 - Your thoughts and feelings are important to how you will communicate and engage with your team during the discussion
 - You may want to discuss your reactions with your leader and your peers—hear their reactions, as well as what they are thinking and saying after watching

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Live Panel Event Sample Project Plan

#	Task	Description	Owner	Due Date	Status	Note
1	Define vision/concept	Example: explore gender expression and identity				
2	Determine participants	Find appropriate panelists				
3	Panelists Invitation	Create communication with details/expectations				
4	Determine moderator	Decide who to invite to moderate the event				
5	Moderator Invitation	Communicate event concept and moderator expectations				
6	Develop learning materials for the moderator	Send the moderator resource materials to familiarize them with the panel topics				
7	Determine Location	Choose appropriate event venue				
8	Contact TV Producer	Explain event concept and desire to partner with TV Team				
9	Complete TV Team project form	Request Producer, assigns project code, determine costs				
10	Secure funding	Present funding request to Accounting Unit Manager				
11	ERG funding form request	Describe event details and expected costs				
12	Determine Accounting Unit for TV Team to proceed	Provide Accounting Unit to TV Team				
13	TV Team assigns Producer	Fully dedicated producer assigned to the event				
14	Bi-Weekly Production Meetings	Facilitate weekly production meetings to prepare for the event				
15	Prepare Panelists Questions	Determine topics and questions to be asked of the panelists				
16	Schedule call with panelists	Gather the panelists together to meet each other ahead of the event				
17	Gather bios, images	Collect bios and images from the panelists for communications, ppt				
18	Create PowerPoint to be used during the event	Create PowerPoint for the event, including headshots and bio information, with slide breaks, the high res ERG logo				
19	Share questions with the moderator and panelists	Send the questions to the moderator and panelists and request feedback/changes				
20	Touch base with the Moderator to determine comfort level	Schedule call with Moderator, project team, and the Producer				
21	Create event flyer	pdf version of the event details to be shared with other ERGs communications, website, etc.				
22	Organize volunteers	Volunteers needed as ushers and mic runners, and to be at the welcome table outside of the auditorium, have non-employees sign a disclosure form to be filmed in the audience				
23	Determine day of event contacts	Needed to answer questions that may come in				
24	Prepare RSVP web site info	Create a page for the ERG site to host the RSVP process and event details				
25	Monitor RSVP counts	Useful in determining how much more publicity and grass roots inviting to do				
26	Advertise the event	ERG Monthly Communication, partner with D&I				
27	Draft RSVP communications	Communications needed for each option of participation: Live Streaming, In-Person, TV viewing rooms, Bridgeline				
28	Send final logistics to the participants	Send final pdf/email to the panelists, moderator - capture the location, schedule of the day, finalized questions, list of pre-submitted questions that may come up during the Q&A portion of the event				

Live Panel Event Sample Project Plan

#	Task	Description	Owner	Due Date	Status	Note
29	Compile the presubmitted questions	As folks RSVP'd, they had an opportunity to submit questions - organize the questions by theme				
30	Review the presubmitted questions	Choose which questions to add to the event				
31	Prepare script for the event opening	Write out how the event will be kicked off				
32	Event Rehearsal	Panelists, Moderator, Project Team, TV Producer, gather early on the day of the event to rehearse				
33	Catering	Provide breakfast or lunch (depending on the time of the event) for the panelists, crew, volunteers				
34	Event participants to makeup	Make up and hair prepared before the event goes live; TV Producer coordinates contracting the Makeup Artist				
35	Determine if any editing should be done post-event	After the event is completed, determine if anything should be edited before the final release is uploaded for replays				
36	Finalize video file for replay portal	TV Team will provide the final product and upload to replay portal				
37	Event Survey	Develop/launch post event survey to see how the audience reacted to the event and ask for ideas for future topics, things to improve, etc.				
38	Video Discussion Guide	Develop video discussion guide to accompany the replay video; break the hour and half production into three 30-minute segments so that departments can plan meetings to discuss with employees				
39	ERG communication announcing the replay	Provide the replay information to the ERG members; can be forwarded to other ERG leaders, etc.				
40	Post the replay information on the ERG Teamsite	Provide the replay information on the ERG site				
41	Develop post event report	Gather stats on the show, include feedback rec'd from team members and leaders across the company; document the outcome of the event for HR, Diversity & Inclusion board members, etc.				
42	Final debrief meeting	Meet with the key players and document any lessons learned, what worked well, what could've been better - to help facilitate even better events in the future; share survey results				

Wells Fargo's PRIDE TMN Past Panel Events



Cross-TMN panel: When we pay attention, we are capable of learning more

The Black/African American Connection, Latin Connection, PRIDE, and Women's Team Member Networks hosted a live panel event on leveraging intersectionality. It's important to have an understanding of our own intersectionality in order to authentically bring our best self forward. Panelists discuss how they have developed an understanding of their own intersectionality, how that understanding has influenced and shaped their career, and how they navigate multiple dimensions of diversity. They offer perspective on ways they celebrate and leverage their various characteristics that make them whole, including gender, race and ethnicity, parental status, etc. Finally, we explore how we can all serve as better allies to each other for mutual support and success.

Original air date: August 14, 2018



PRIDE/Veterans' TMN Panel: "Life as an LGBTQ Military Member"

The PRIDE and Veterans' Team Member Networks held a moving and informative panel event on November 8 titled: "Life as an LGBTQ Military Member." Topics included: LGBTQ military family life, the future of transgender service members, how life varies geographically for LGBTQ service members, and much more.

Original air date: November 8, 2017



Exploring Gender Expression and Identity

A playback of this moving and informative panel discussion around gender, where we discussed appropriate terms and heard personal experiences around gender identity and expression.

There are several viewing options and related materials available.

Original air date: May 31, 2017



PRIDE LGBT Family Panel playback

A playback of this panel focuses on LGBT family life, covering topics like adoption, gender roles, financial planning, teenagers, and more.

Original air date: July 27, 2016



Standing Up as Allies: The Role We Play

A playback of this moving and informative panel from December 2016 focusing on how we can all be powerful allies to the LGBT community is now available via Wells Fargo On Demand.

Original air date: December 6, 2016