

THE INCLUSIVE REPORT



Kellogg Launches Third Diversity & Inclusion Report

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Kellogg Company today proudly launched its third Diversity & Inclusion (D&I) report, titled *Features*, which details the company's efforts toward building a diverse workforce reflective of the consumers it serves and the communities in which it operates.

"Fostering diversity within our workforce and our supplier base is not just the right thing to do; it's critical for helping us achieve our strategic vision," said John Bryant, president and chief executive officer, Kellogg Company. "An actively inclusive, welcoming and respectful work environment promotes employee

engagement, drives innovation, improves retention and boosts productivity – all of which contribute directly to our bottom line." Examples of other initiatives – along with Kellogg's diversity and inclusion strategy – are detailed in *Features*. For example, Kellogg's Supplier Diversity Program has provided business opportunities for companies owned by members of minority groups, women and veterans with disabilities. Via this program, Kellogg Company now purchases from more than 200 diverse supplier companies and spends more than \$350 million a year with diverse suppliers.

"This year we took a more personal approach to our Diversity & Inclusion report," said Mark King, Kellogg Company's Chief Diversity Officer. "Reading and learning about real-life success stories from Kellogg teammates around the globe shows the human side – the inspirational side – that makes us incredibly proud of our ongoing journey. We continue to increase and leverage the diversity of our Kellogg team around the globe to create an inclusive culture where our employees can thrive."

As a testament to this progress, Kellogg has received over the past year

several accolades, including earning a spot among *DiversityInc's* "2012 Top 50 Companies for Diversity" (a leading organization for diversity and inclusion), and The CEO Leadership Circle of Excellence Award from the Minority Business Development Agency (a branch of the U.S. Department of Commerce through which recognition is based on accomplishments in supplier diversity).

Read the entire article at: <http://newsroom.kelloggcompany.com/2012-08-28-Kellogg-Launches-Third-Diversity-Inclusion-Report>

What Makes Kraft's Talent Development So Successful?

DiversityInc.com

How can you ensure that your talent-development programs are providing employees the proper leadership skills needed to build a pipeline of diverse talent? Hint: Look at your budget, says Kraft Foods' Vice President of Diversity Jim Norman.

By prioritizing the allocation of resources, diversity leaders can better align diversity-management initiatives—such as talent development, resource groups and mentoring—with business goals, which

is crucial for success, according to the diversity leader.

"We diverted our dollars away from heritage celebrations and some external partnerships to focus on leadership training. We provided external coaches and up to six hours of one-on-one time putting together a viable and robust development plan," said Norman during an interactive session on talent development at a DiversityInc event.

<http://www.diversityinc.com/talent-development/what-makes-krafts-talent-development-so-successful/>

<http://www.cartoonstock.com/directory/i/inclusion.asp>



"He heard about inclusion and followed me here. Can he stay?"



Intel commits \$300 million to workplace diversity

By Troy Wolverton ■ 01/07/2015

LAS VEGAS -- Under fire along with other tech companies for its lack of diversity, Intel on Tuesday said it plans to dramatically increase the number of women and minority workers it employs within five years and will commit \$300 million to the effort.

In a keynote speech at the Consumer Electronics Show here, Brian Krzanich, the chipmaker's CEO, said the company has set a goal for its workforce -- at all levels of the company -- to become "fully representative" of the diversity of the country's available talent by 2020. Additionally, the tech giant will use the money in part to encourage more women and people of color to enter the industry. Additionally, the

tech giant will use the money in part to encourage more women and people of color to enter the industry.

"Intel intends to lead by example," he said. "We invite the entire technology industry to join us." Intel's move was praised by the Rev. Jesse Jackson, whose Rainbow PUSH Coalition has been encouraging tech companies to diversify their workforces.

To meet its goal, Intel will significantly increase its hiring of women and minority candidates and will focus on promoting and retaining them, Krzanich said. The company will also tie some of its managers' pay to meeting its diversity goals.

Krzanich committed the company to "regularly" releasing updates of

its progress toward meeting its goal.

"This isn't just good business," Krzanich said. "It's the right thing to do."

Krzanich acknowledged that the goal will be difficult to meet. According to a 2013 equal employment opportunity report, women constituted just 24 percent of Intel's workforce that year and less than 16 percent of its executives and senior managers. Taken together, black and Hispanic workers made up just 12 percent of Intel's total employee base and only 4 percent of its executives and senior managers.

http://www.mercurynews.com/census/ci_27270701/intel-sets-goal-employee-diversity?source=infinite

Unleashing the Power of Employees for Retention of Workers and Customers with Disabilities

Founded in 1966, Best Buy, headquartered in Richfield, Minnesota, started out as a stand-alone **Sound of Music** (now known as Best Buy) store in Roseville, Minnesota and has grown to over 1000 U.S. and global Best Buy stores. The Company also has several subsidiary brands. The company mission is, "Our formula is simple: we're a growth company focused on better solving the unmet needs of our customers" and we rely on our employees to solve those puzzles. Thanks for stopping."

Individuals with ASD (Autism Spectrum Disorder) were finding it to be challenging to gain and then retain employment with Best Buy due to social differences that ASD poses. Through several of our retail employees and individuals contacting FACE (Facing Autism in a Caring Environment a Best Buy affinity group) members, management knew the issue needed to be ad-

dressed.

In January 2011, they developed a collaborative approach with the Autism Society of Minnesota and members of their corporate training team to develop a comprehensive eLearning that would educate their employees on the characteristics of ASD and how best to work with an employee (or customer) on the spectrum.

Both Best Buy retail and corporate staff served on the eLearning development team including cashiers, finance team members, and services agents as they were primarily those impacted by the issue. Also serving on the training team were the co-chair of the Best Buy disability affinity group, INCLUDE, and two training eLearning developers. The team developed an eLearning software application at a cost of approximately \$10,000.

Best Buy considers this initiative yielded a tremendous return on in-

vestment. The majority of employees who completed this eLearning module commented that they now "get it" and that they realize that their co-workers or customers who exhibit behaviors presented in the training may have ASD and they now know how to work with them more effectively. It is also one of the highest rated eLearnings among thousands in Best Buy's Learning Lounge program. As a result of this success, Best Buy packaged the eLearning, making it customizable, and it is now available to any organization through the Autism Society of Minnesota. For Best Buy, the lesson learned is that when you educate and create awareness, you dispel myths and therefore lessen the fears people have in addressing people who are different.

Find the full article at:
<http://askearn.org/success-Best-Buy.cfm>