

Power in Numbers: Leveraging Internal Partnering

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Asia
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2009

DIVERSITY
LEADERSHIP FORUM

JBC Introduction

Jennifer Brown, President and Founder

- > Passionate advocate and social entrepreneur
- > Masters degrees – Vocal Performance and Organizational Development
- > Founded JBC in 2004
- > Majority of clients in Fortune 500
- > Diverse supplier/minority business owner: WBE & NGLCC
- > Board/Committee member for WPO, Out & Equal, NGLCC, Starting Bloc
- > Awards: NYC Controller Bill Thompson's Diverse business owner of the year; Finalist for Wells Fargo's LGBT-owned business of the year

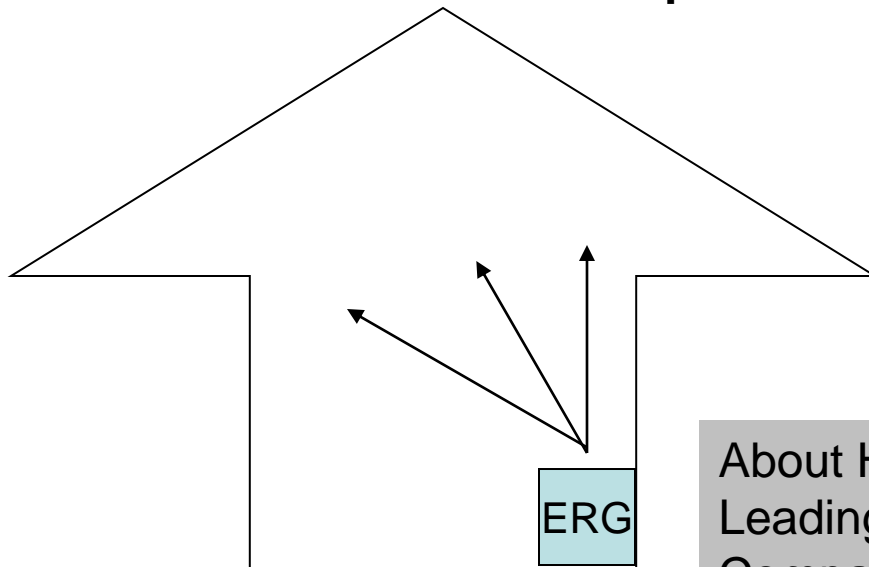
Company's Key Focus Areas

- **Diversity 2.0:** strategy creation and program development with business focus; **ERG/Affinity Group specialist:** original designer of Diversity Best Practices' Network & Affinity Leadership Conference (NALC): multi-year presenter and SME
- Next-generation **Training, consulting and executive coaching** to grow leaders and teams in global, generationally-diverse technology-connected workplace ecosystems

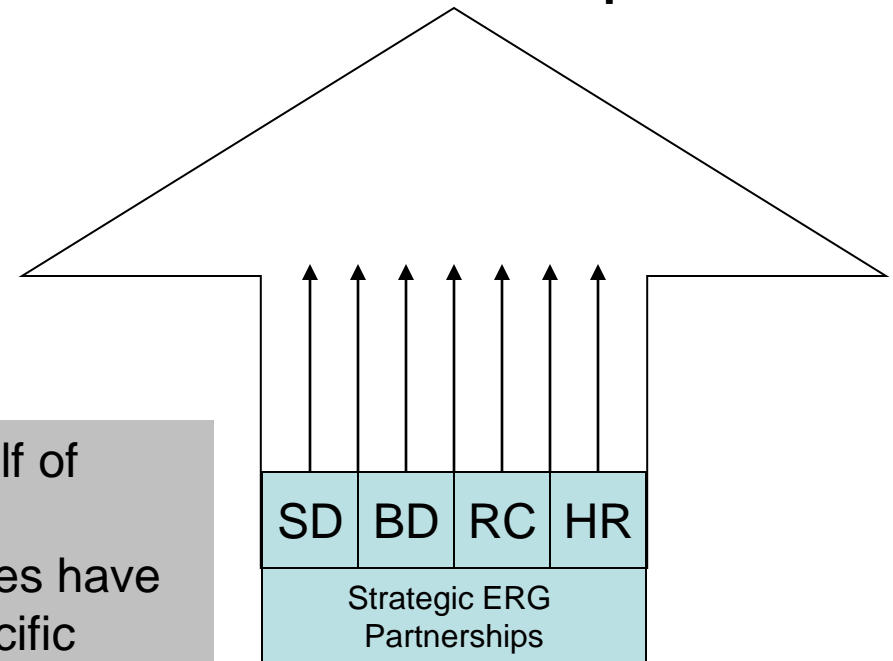


Internal ERG Partnerships

Traditional Business Growth and ERG Relationship



Advanced Business Growth through ERG Partnerships

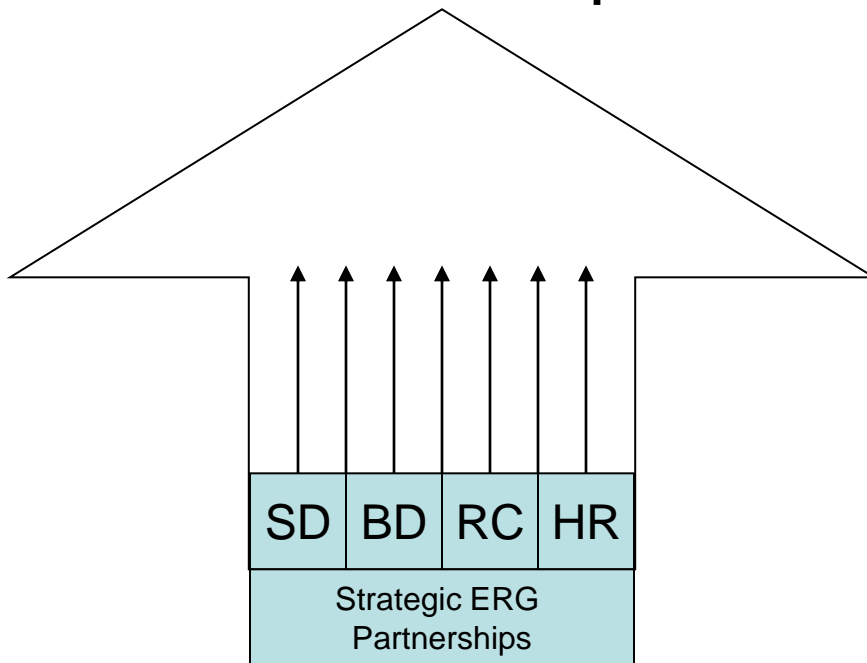


About Half of
Leading
Companies have
Asian/Pacific
Islander Groups*

*Catalyst 2008 Benchmarking Report

Internal ERG Partnerships

Advanced Business Growth through ERG Partnerships



- Identify
- Engage
- Set Goals
- Evaluate

IDENTIFY KEY STAKEHOLDERS ACROSS THE BUSINESS

- Business Units
- Human Resources
- Diversity Leaders
- Recruitment
- Supplier Diversity
- Others?

Engage

FIND COMMON INTERESTS WITH STAKEHOLDERS

- Business Units → Drive KPIs with ERG support
- Human Resources → Recruit, Retain and Advance employees
- Diversity Leaders → Gain ERG resources, support
- Recruitment → Market and brand to new employees with ERG insights
- Supplier Diversity → Reach out to new suppliers with ERG expertise

Set Goals

IN ORDER TO ACHIEVE, GOALS NEED TO BE SET

- Schedule Kick-off Meeting
 - Objectives and approaches might be different – take time to get on the same page!
- Focus on Bottom Line
 - Create results-oriented metrics that focus on concrete performance
 - Borrow and track ROI from business unit goals
- Have Stakeholders Pull Resources
 - Provide new product solutions or recruitment efforts; identify new supplier diversity companies
 - Set small wins

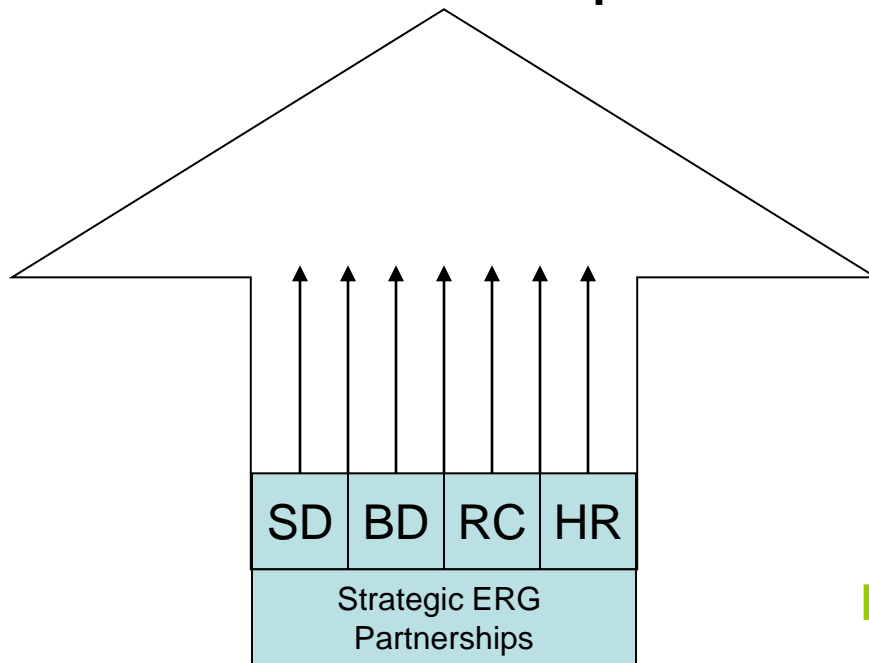
Vision: “Business pulls us in to add value to their metrics, as opposed to us “pushing” and advocating for our own inclusion.”

Evaluate

- Catalogue successes and challenges
- Keep dialogue open with business units
- Look at resource push to resource pull “conversion rate.”
–Strive to be the go-to resource for innovation!

Internal ERG Partnerships

Advanced Business Growth through ERG Partnerships



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Think about diversity in a new way. Focus on achieving robust business practices by correctly utilizing a diverse and inclusive workforce.

Exercise

Share details about your Internal Partnerships

- ❖ Describe who you partner with currently, and outcomes
- ❖ What is one partnership your ERG hasn't explored, that you are considering?
- ❖ How could you create a “pull” dynamic?
- ❖ Where can you potentially “borrow” ROI to show value?
- ❖ What challenges do you foresee, and what are some ideas to overcome these?



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Thank You!

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