

Webinar Series:  
Cultural Competence for  
LGBT Pride Month

# Encourage Your Colleagues to Sign Up to DIBP

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- Use testimonials from employees that access DIBP.
- Promote DIBP to employee resource groups.
- Encourage talent-development leaders to use and educate employees about access to DIBP.
- Include message about DIBP or include links to career advice content on company intranet.

# Meet Today's Panelists

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Rick Wilson, Director, Diversity & Inclusion,  
**AT&T**



Adam Bernard, Associate Director Competitor  
Intelligence, **General Motors**



# LESBIAN, GAY, BISEXUAL, TRANSGENDER, & QUEER PRIDE AT AT&T

**RICK J. WILSON, DIRECTOR – DIVERISTY & INCLUSION**

**JUNE 12, 2018**

- **Largest** communications company in the world
- Nearly **\$161 billion** 2017 consolidated revenues
- **247,000** employees worldwide; **211,000** in U.S.
- Transforming to **Telecom-Media-Technology** company





RANDALL STEPHENSON  
Chairman & Chief Executive Officer



“

By valuing diversity and building an inclusive culture, we've made AT&T a great place to work for our **people**, a more innovative company for our **customers**, a meaningful member of our **communities**, and a role model to our **suppliers**.

”

*Randall Stephenson, Chairman & CEO*



# 4 DIVERSITY PILLARS




EMPLOYEES



CUSTOMERS



COMMUNITIES



SUPPLIERS



## DIVERSE WORKFORCE, INCLUSIVE CULTURE

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- **31%** female; **43%** people of color
  - **18%** Black
  - **15%** Hispanic
  - **7%** Asian
- **11,600** veterans
- **2,000** LGBTQ
- **3,950** individuals with disabilities
- Largest U.S. full-time union workforce
- Middle-class or higher wages







# POLICIES, PROGRAMS DRIVE DIVERSITY, INCLUSION, EQUALITY



EEO, CODE OF BUSINESS  
CONDUCT



TALENT  
ACQUISITION



DEVELOPMENT TRACKS



EMPLOYEE  
RESOURCE GROUPS



DIVERSITY  
LEADERSHIP  
STRENGTHENS  
REPUTATION  
ACROSS KEY  
SECTORS

Business



Education



Advocacy



D&I



# A HISTORY OF LESBIAN, GAY, BIXESUAL, TRANSGENDER, & QUEER INCLUSION

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- 1975: Prohibited discrimination on the basis of sexual orientation
- 1987: LEAGUE at AT&T founded
- 1998: Adopted one of the 1<sup>st</sup> domestic partner benefit programs for LGBTQ employees
- 2006: Began offering transgender-inclusive health benefits
- 2015: Signed-onto a marriage equality “friend of the court” brief



## AT&T “TURNS UP THE LOVE” FOR PRIDE MONTH AND BEYOND



#TurnUpTheLove

- \$1M donation and multi-year initiative with The Trevor Project
- *Turn Up the Love* celebrated in over 50 retail stores
- iHeartRadio KISS FM *Wango Tango* by AT&T
- *LOVELOUD* Festival Powered by AT&T
- Exclusive premier of 'Alone in the Game' on AUDIENCE Network on U-verse, DIRECTV and DIRECTV NOW
- Best and Proudest Content on DIRECTV and DIRECTV NOW

# LGBTQ PRIDE MONTH

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# **ENABLING CULTURAL COMPETENCE**

**ADAM BERNARD, GENERAL MOTORS**

**JUNE, 2018**

# WHO WE ARE

The General Motors employee resource group for lesbian, gay, bisexual, transgender, queer or questioning (LGBTQ) and allied employees

OUR VISION: A fully inclusive workplace for LGBTQ and allied employees in the spirit of one team

- WHAT: Moving GM forward by making a safer place for all lgbt and allied employees
- HOW: Visibility, empowerment, education, advocacy, recruitment, and retention
- WHY: The people that create the product should be as diverse as our customers



# BACKGROUND

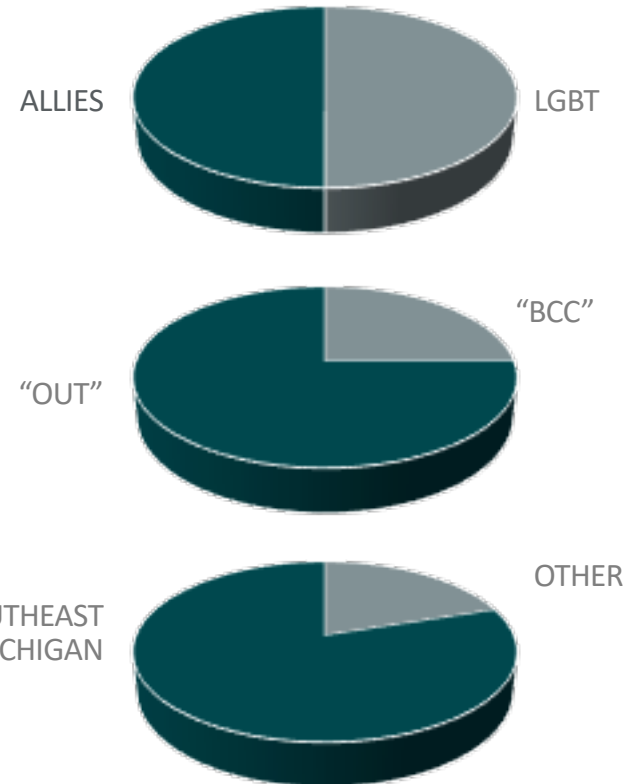
1993: Founded as a social organization

1999: Sexual orientation added to non-discrimination policy

2000: One of eight formal “affinity groups” sanctioned

2006: Gender expression/gender identity added to non-discrimination policy

Currently over 700 members in chapters around the world



# MENTOR PROGRAM

- Launched in 2015
- Mentees manually matched with mentors
- Developed through benchmarking of other employee resource groups
- Open to all employees, but managed through GM PLUS
  - Provides opportunity to identify potential new ERG members
- Twelve month process
- Program includes
  - Definitions of terms
  - Process suggestions (meetings, communications)
  - Professional developmental activities, e.g., resume building, interview strategies
  - Visits to GM facilities (battery lab, wind tunnel)
  - Social events
- Currently about 60 employees globally



# PFLAG 'STRAIGHT FOR EQUALITY'

Training session sponsored by Corporate Diversity and operated by PFLAG (Parents, Families, and Friends of Lesbians and Gays)

Educational session targeting straight allies who want to be more supportive of LGBT friends and colleagues

Two live 90min sessions (June—Pride Month), and one virtual (October—National Coming Out Day)

Extremely positive feedback

- “I really enjoyed the session last week. I gained some insight into how to address others in our work place as a straight ally when inappropriate behavior is displayed.”
- “That is one of the best training sessions and actionable that I have attended at GM.”



# INTERNAL POLICY

- Recently created Policy Chair focuses on both internal and external policy issues
- Developed Gender Transition Guidelines working directly with Human Resources, including
  - Links to resources
  - Process guidelines for both transitioning employees and managers
  - Terminology definitions
- Currently working on updating WorkLifePlus employee assistance program
  - GM PLUS board member identified issues with terminology (searchable for *gay* and *lesbian* but not *LGBT* or *LGBTQ*) and lack of articles on transgender issues
  - HR/Medical working with vendor to update terminology while GM PLUS to provide articles on transgender issues



**WORKLIFEPLUS**



# THE “ROAD SHOW”

~15-minute presentation, generally better presented to a ‘captive audience’ (e.g., staff meeting), but could work in an invitation setting (e.g., lunch and learn)

## Key elements

- Introduction to your Board
- Terminology definitions, if appropriate (e.g., “What is a straight ally?”)
- Vision, mission, goals, etc
- Key accomplishments, including examples of outreach to the community and/or training events
- “What you need to know”—key points about the constituency that outsiders may not be familiar with
- “Challenges/issues”—what challenges your particular ERG is facing
- “What you can do”—action items for the audience (e.g., “Become an ally and join the ERG!”)

# MOTOR CITY PRIDE

- 45 mainstream media articles
- 40 blog posts
- 4,964 Facebook posts
- Total reach: over 9.1m
- GLAAD advertising award

**Our cost: \$750**

“MOM, DAD,  
*I'm electric.*”



Volt runs on an electric battery and a gas generator. So, whatever revs your engine, we support you 100%. Happy Motor City Pride from the entire Chevrolet family.



FIND NEW ROADS™



SHOW YOUR TRUE COLORS



HAPPY MOTOR CITY PRIDE



FIND NEW ROADS™ / PROUD TO SUPPORT THE LGBT COMMUNITY.

CHEVROLET



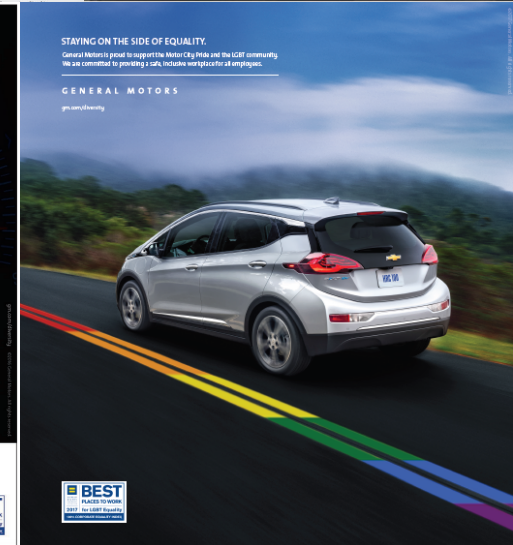
**MOVING THE NEEDLE TOWARD ACCEPTANCE.**  
General Motors proudly supports Motor City Pride and our LGBT community. Thank you for celebrating diversity, acceptance and pride in Detroit.

GENERAL MOTORS



**STAYING ON THE SIDE OF EQUALITY.**  
General Motors proud to support the Motor City Pride and the LGBT community. We are committed to providing a safe, inclusive workplace for all employees.

GENERAL MOTORS  
gm.com/diversity





GM PLUS

**THANK YOU!**

# Q&A

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**AT&T**

GENERAL MOTORS



# Find More Content About AT&T and GM on DIBP

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- AT&T

- [AT&T's Longstanding Commitment To LGBT Employees And The LGBT Community](#)
- [How to Have a Productive Dialogue About Race With Your Colleagues](#)
- [Advice on Developing and Managing a Successful Career](#)
- [AT&T's David Huntley Talks About Race and How Far We Have to Go](#)
- [AT&T's David Huntley: Understand Where the Growth Opportunities Are](#)
- [The Power of ERGs, the Importance of Mentors, and Why It's a Good Idea to Just Be Yourself](#)
- [3 Case Studies on Leveraging ERGs for Talent Management](#)

- GM

- [Taking a Promotion Doesn't Have to Stall Starting a Family](#)
- [Best Practices for Moving Women into Senior Leadership Roles](#)
- [How to Encourage White Men to Push for Change](#)
- [Career Advice for High Potential Women \(Part II\)](#)
- [Differences Between Mentors and Advocates](#)
- [How to Increase Your Chances of Getting a Promotion](#)
- [GM's Commitment to People With Disabilities](#)



# Best Practices in Identifying Talent to Lead ERGs

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- June 26, 2018 | 2-3 p.m. ET
  - This webinar will focus on leveraging ERGs to develop leadership talent. AT&T, GM and Wells Fargo will share best practices on identifying talent to lead ERGs and developing that talent for future leadership roles.
- Panelists:
  - Eric Mitchell, AVP, Diversity & Inclusion, **AT&T**
  - Julie Xiong, Global Diversity ERG Manager, **General Motors**
  - Kamina Young, VP, Implementation Consultant, Enterprise Diversity & Inclusion, and Mary Lou Zwaan, OED Senior Consultant, **Wells Fargo**

# Thank You for Attending

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- You will receive an email from us by this Friday containing a link to download this presentation.
- If you have questions/comments, please email us at [Shane@DiversityInc.com](mailto:Shane@DiversityInc.com).
- Follow us on:
  - [Twitter](https://twitter.com/DiversityInc) - [twitter.com/DiversityInc](https://twitter.com/DiversityInc)
  - [Facebook](https://www.facebook.com/DiversityInc) - [www.facebook.com/DiversityInc](https://www.facebook.com/DiversityInc)
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