

## AGENDA

# Diversity, Equity, Inclusion & Belonging 2021: Strategies for Achieving Talent Parity



**DIVERSITY  
EQUITY  
INCLUSION &  
BELONGING  
CONFERENCE**

**VIRTUAL!**

**August 5, 2021  
10am – 4pm EST**

PRESENTED BY

**DiversityWomanMedia**



**Welcome!** This year's conference theme will explore new and best practices to address systemic disparity in order to ensure all employees, across all dimensions of diversity have equal access to development, pay and opportunity.

## Agenda\*

*All times are EST*

10:00 - 10:15	<b>Opening Remarks</b>
10:15 - 10:45	<b>OPENING KEYNOTE:</b> <b>Performing or Transforming? Intentional Strategies to Foster Community, Capacity, and Change</b> <b>Dr. Sharoni Little</b> , Head of Global Inclusion Strategy, CAA
10:45 - 11:30	<b>A World for Everyone: Living in the Intersection</b> In the last year we have witnessed the murder of George Floyd, an increase in Asian hate crimes, and the eroding of transgender rights. All of these horrific incidences have something in common – hate directed at groups of people simply because they are different. As we struggle to process the pain and address these inequities and injustices, what have we learned? Diversity is not about one singular issue or addressing on singular incident. It's about creating better workplaces. It's about conceiving a world where we can all thrive. A world where equity, respect, safety, and belonging are fundamental rights granted to every single human being. To get there we must stop thinking about diversity as a collection of individual causes. During this panel we will explore our intersectionalities and the emerging opportunities to forge new partnerships with renewed energy focused on creating a world that is truly equitable and inclusive of everyone. <b>MODERATOR:</b> <b>Candi Castleberry Singleton</b> , Vice President of Diversity Partnership Strategy & Engagement at Twitter <b>PANELISTS:</b> <b>David Johns</b> , Executive Director, National Black Justice Coalition <b>Rebecca Cokley</b> , Program Officer in the President's Office, The Ford Foundation <b>Bill Moreno</b> , Director of Policy & Legislation, LULAC <b>Ebonie Riley</b> , DC Bureau Chief, National Action Network
11:30 – 12:15	<b>GLOBAL CDO PANEL</b> <b>The Role of Your DEI Strategy in Achieving Talent Equity</b> <b>MODERATOR:</b> <b>Tanya Odom</b> , Director, Equity & Inclusion Program, Walton Family Foundation <b>PANELISTS:</b> <b>Melonie Parker</b> , Vice President & Chief Diversity Officer, Google <b>Brenda Velasquez Wagner</b> , Chief Diversity and Inclusion Officer, LabCorp <b>Edna Kane-Williams</b> , Chief Diversity Officer and Executive Vice President, AARP

\*As of August 2, 2021



12:15 – 12:30	Break
12:30 – 1:20	CONCURRENT SESSIONS
BREAKOUT #1	
<b>How to Actively Invest in a Diverse Talent Pool to Address Systemic Inequality</b>  <b>SPEAKER:</b> <b>Irma Olguin Jr.,</b> Co-founder and CEO, Bitwise Industries	<p>Years of corporate diversity and inclusion initiatives have yet to create a more representative workforce. Fortune 500 companies spend a collective \$16 billion annually on hiring, roughly \$32 million per company. Of that, \$2.5 million a year is spent on recruiting minorities. When you consider that by 2050, 53-percent of the total population will be people of color, why are businesses challenged with finding non-white talent?</p> <p>These same Big Tech employers complain that there is no talent pipeline to pull diverse applicants from. The truth is that employers are comfortable with the status quo and would rather spend money then actually address the systemic racial problems that plague tech.</p> <p>Employers must improve their recruiting practices, and this starts with leadership. The problem isn't really with the talent pipeline. It is that there are very few people of color in leadership positions who can create cultural and structural change within the organization. Representation needs to have an internal champion and without diversity at the top, there will be no real change anywhere in the company.</p> <p>This presentation will focus on how Bitwise has been able to create a diverse tech talent pool in unexpected corners of America using its apprenticeship program. Irma will explain how her company's approach has grown and diversified the tech workforce, caught the attention of investors, and changed the lives of thousands of people - highlighting how other companies can create similar change within their organization by investing in apprenticeship models.</p>
BREAKOUT #2	
<b>The Workplace of the Future: Are you Ready?</b>  <b>MODERATOR:</b> <b>Anjali Bindra Patel,</b> Director of Diversity, Equity and Inclusion, Winrock International  <b>SPEAKERS:</b> <b>Trinidad Hermida,</b> Head of Diversity and Inclusion, Niantic, Inc. <b>Melody Mitchell,</b> America's Head of Talent, Development and Inclusion, Barclays <b>Rosalyn Taylor O'Neale,</b> Principal Consultant, Cook Ross	<p>As we prepare to return to our physical workplaces post-COVID we know that the needs of our employees are changing. In fact, a Glassdoor report found that 86% of workers say they would prefer to continue working from home, at least part time, after offices reopen.</p> <p>As DEI practitioners we will engage in a conversation to discuss:</p> <ul style="list-style-type: none"><li>• How are our workplaces changing? How are workforce demographics changing?</li><li>• What do employees want from an employer?</li><li>• How do we create/maintain a culture of belonging post COVID?</li><li>• What do we need to be doing differently in order to attract, develop and retain diverse workforces?</li></ul>



### BREAKOUT #3

#### **Curiosity, Empathy and Proximity – How to Build Inclusive Teams**

**SPEAKERS:**

**Alex Allen,**  
Inclusion and Collaboration  
Director for the Cisco  
Customer Experience,  
Operations, and Sales &  
Marketing, Cisco  
**Trey Boynton,**  
Global Lead for Inclusion  
Strategy & Alignment,  
Cisco

Please join us for a conversation about the power of proximity and how leaders can unlock the potential for a more conscious and inclusive culture.

Inspired by the October 2019 conversation about proximity with Cisco CEO Chuck Robins and Bryan Stevenson, founder and Executive Director of the Equal Justice Initiative, Cisco launched the proximity initiative in an effort for our leaders to be intentional about getting proximate, be curious, and increase understanding of difference and the lived experiences across the full-spectrum of diversity. The proximity call-to-action was so compelling, we codified it in a set of Social Justice Beliefs that Cisco announced in September 2020.

We believe that when leaders can get curious about the diversity within their teams, empathy gets activated, and tangible positive change can occur. During this session, we will share the foundational underpinnings of proximity, best practices and the impact it is realizing for our people and culture.

***By attending this session you will:***

- **Practice.** Get curious. Have a Proximity Meeting with someone different than you.
- **Pledge.** Take The Multiplier Effect pledge [www.MultiplyDiversity.com](http://www.MultiplyDiversity.com)
- **Plan.** Make space for reflection on your team's rituals and routines and find one way to be more inclusive

1:20 – 1:35

**Transition to Breakout**

**1:35–2:25**

**CONCURRENT SESSIONS**

### BREAKOUT #1

#### **Best Practices for Aligning Diversity, Equity and Inclusion with HR**

**SPEAKER:**

**Karla Blanco**  
Director, Diversity and Inclusion, Products & Systems Integration, Global Diversity, Inclusion & Social Impact Group, Intel

Research has found that one of the keys to effectively implementing DEI practices is tight alignment and collaboration with Business HR partners who are deeply integrated within the business. Karla will discuss how to ensure D&I programs are not being implemented in silos, but instead are being carried forward throughout the organization. She will share some of the processes and programs Intel has put in place to successfully communicate and embed a culture of inclusion.



## BREAKOUT #2

### White Men as Champions

**SPEAKERS:**

**Jen Mahone-Rightler**

Vice President, Diversity & Inclusion, Epsilon

**Markus Achord**

Head of Diversity, Inclusion & Belonging, Sunrun

**Wayne Townsend**

Chief Strategic Growth Officer, Epsilon

The current social climate is challenging the role of white men in diversity and inclusion efforts. Many white men who believe in advocating and championing for diversity and inclusion – not because it's the right thing to do but because they believe in the talent – are being drowned out by the noise around us.

Organizations need to challenge the way their systems are set up to ensure this group of influential decision-makers is not alienated from championing D&I efforts in the workplace.

In this session, learn how Epsilon has positioned white men as champions and successfully channeled the company's energy and passion for D&I to create an environment of two-way dialogues that promote empathy, respect and belonging.

You'll hear how, with the support of the highest leaders in the organization, Epsilon charted the course to embracing D&I as a business imperative with white men as champions.

**By attending this session you will :**

- Learn how you can turn white men into allies
- Understand how you can take a methodical approach to your D&I efforts
- What it takes to get everyone in the organization – from top down – to talk about inclusion and foster a two-way dialogue without discomfort
- How to sustain your evolution of an inclusive culture

## BREAKOUT #3

### Ally Up!

**SPEAKER:**

**Di Ciruolo,**

Head of Inclusion, Jambb and Author of *Ally Up: The Definitive Guide to Building More Inclusive, Innovative, and Productive Team*

The world is changing, and the ways we understand success are changing. Companies are measured not only by their profits, or their products; but by their people, and by their inclusion strategy. Companies, Communities and Organizations alike have two choices: get dragged under by sticking their collective heads in the sand, or take the right steps to weave diversity, equity, inclusion and belonging initiatives (DEI) into every layer of their business.

Companies can do better by knowing better. From thoughtfully creating cultures and onboarding strategy to team-building and benefits. Backed by multitudinous research studies, and hundreds of real-life interviews this session teaches inclusion and promotes allyship at every step of the employee life cycle.

Ally Up will take participants from hesitant bystanders in the movement for inclusive workplaces, to confident allies and advocates.



2:25 – 2:30	<b>Break</b>
2:30 – 3:30	<p><b>Mentoring Circles</b></p> <p>Mentor Circles are topically focused and give participants the opportunity to talk to one another, share ideas for overcoming common/shared challenges and to work collectively towards moving diversity and inclusion forward. Each Mentor Circle will be led by a facilitator and participants will self-select from a list of provided topics. <b>Topics include:</b></p> <ul style="list-style-type: none"> <li>• Creating a Culture of Belonging</li> <li>• Creating Psychologically Safe Work Environments</li> <li>• Establishing and Growing Employee Resource Groups</li> <li>• Establishing the Business Case for DEI</li> <li>• How do we engage allies?</li> <li>• HR's role in supporting DEI</li> <li>• Including People with Disabilities in Your D&amp;I Efforts</li> <li>• Inclusive Leadership: Managing More Effectively in Today's Workplace</li> <li>• Intersectionality at The Cross-Roads of Race, Gender, Class, Ability, Ethnicity and Other Dimensions of Diversity</li> <li>• Measuring the Success of Your DEI Strategy</li> <li>• Planning for Diverse and Inclusive Hiring</li> <li>• Self-Care: Managing the Heavy Load that DEI Practitioners Carry</li> <li>• Strategies to Enhance Inclusive Recruiting</li> <li>• The Future of Work: Creating an Environment That Effectively Develops Diverse Talent</li> <li>• Understanding and Managing Unconscious Bias</li> <li>• What does Equity Mean for My Organization?</li> <li>• What Have We Accomplished? Best Practices in Community &amp; Social Responsibility a Year Since the Death of George Floyd</li> </ul>
3:35 – 3:55	<p><b>CLOSING KEYNOTE</b></p> <p><b>Fireside Chat: What's next? DEI from a Futurists Perspective</b></p> <p><b>Dr. Patti Fletcher</b>, Co-CMO, Workhuman; CEO, PSDNetwork; and Chief Creator, Disrupter Productions</p> <p><b>MODERATOR: Dr. Sheila Robinson</b>, Founder, Publisher &amp; CEO, Diversity Woman Media</p>
3:55 – 4:00	<b>Closing Remarks</b>





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**Alex Allen**

Inclusion and Collaboration Director, Cisco Customer Experience; Operations, and Sales & Marketing, Cisco



**Markus Achord**

Head of Diversity, Inclusion & Belonging, Sunrun



**Karla Blanco**

Director, Diversity and Inclusion, Products & Systems Integration, Global Diversity, Inclusion & Social Impact Group, Intel



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Program Officer in the President's Office, The Ford Foundation



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**David Johns**

Executive Director, National Black Justice Coalition



**Dr. Sharoni Little**

Head, Global Inclusion Strategy, Creative Artists Agency





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**Tanya Odom**  
Director, Equity & Inclusion Program, Walton Family Foundation



**Irma Olguin Jr.**  
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**Rosalyn Taylor O'Neale**  
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**Thank you Sponsors!**

