

Iowa Business Council
Diversity Conference 2007
Community Involvement



Iowa Business Council

Iowa Business Council Members



"Providing *Customer Focused* Supply Chain Solutions"



HNI Corporation



IOWA STATE UNIVERSITY



JOHN DEERE



An Independent Licensee of the Blue Cross and Blue Shield Association



Iowa Business Council

Ice Breaker

- ❑ **Lifesaver Breath mint – unique growing up experience?**
- ❑ **Jolly Rancher – Something unusual you like to do in your spare time?**
- ❑ **Chocolate Kiss – Most unusual professional experience?**
- ❑ **Butterscotch disc – Unique travel/cultural experience?**



Mel Haught

President & CEO
Pella Corporation



*Day of Learning & Sharing
with a Community Focus*

Learning From Our Guests ...

Sharing With Each Other

SURVEY SAYS



Do you have a Diversity Initiative?

16 YES

5 NO

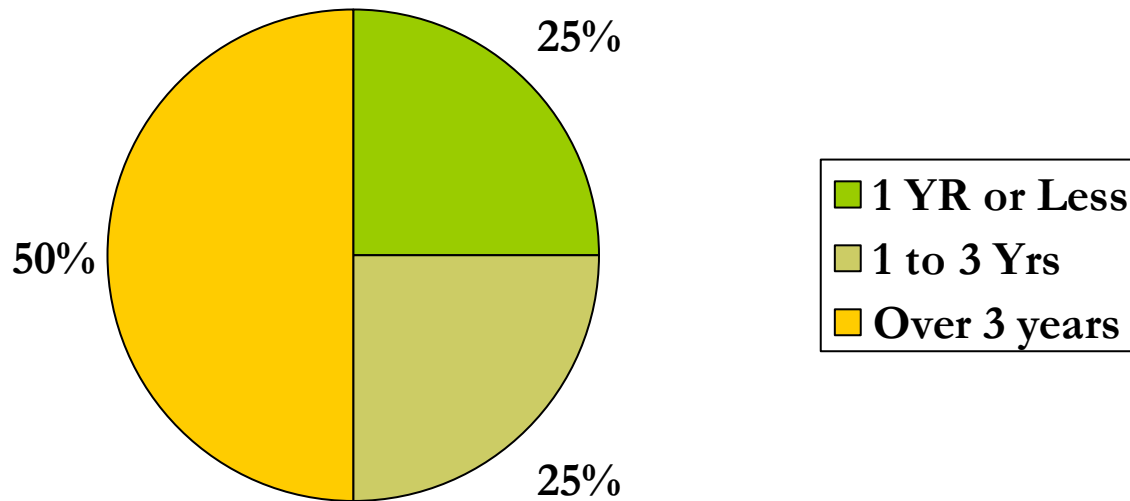
1 N/A

- Most have a broad definition of diversity.
- Some required to have Affirmative Action Plans but not all.
- Must be driven from the top of the organization.
- A number of initiatives extend to Suppliers.

Diversity only describes “who” we are but inclusion describes “how” we operate.

3

How long has your initiative been in place?



Diversity is about making sure everyone feels valued, included and has the opportunity to succeed in their career.

Measurements of Success ?

☑ 11 YES

- ❑ EEO Surveys
- ❑ Affirmative Action Plan Data
- ❑ Team member surveys
- ❑ Management Percentages
 - Gender, Ethnicity
- ❑ Interview statistics
- ❑ Hiring Data
- ❑ Women & minorities in top positions & top 100 paid

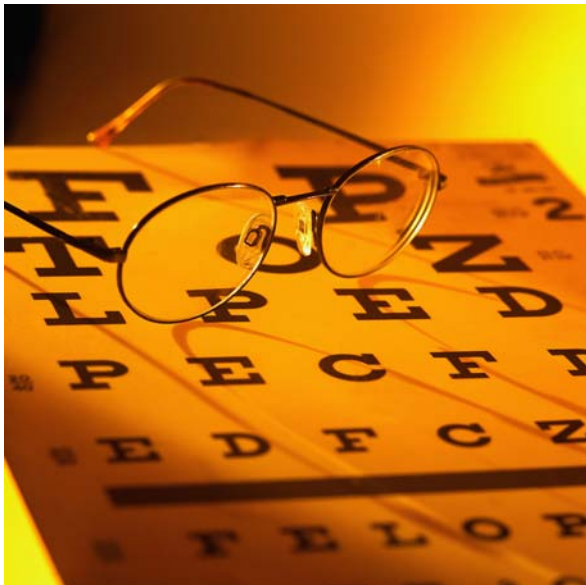
☑ 8 NO

- ❑ Turnover/Retention
- ❑ Workforce Demographics
- ❑ Labor shed comparisons
- ❑ Supplier spend goals
- ❑ Diversity initiative participation
- ❑ Age - generations
- ❑ Marital status – single parents.
- ❑ Levels of education

You get what you measure!

What Would You Change?

■ Hindsight is 20/20 ■



- Add resources
- New initiatives
- Better training
- Create an easy to understand strategy sooner
- Start with clean data
- Keep metrics simple
- Be more proactive
- Better communication of business case

Initiative is an on-going "living" concept that changes as the needs of the business and the communities we serve change.

What are your key lessons learned?



- ❑ Top management must be actively engaged
- ❑ Need full time organizational effort
- ❑ Retention is critical
- ❑ Long-term commitment.
- ❑ Must coordinate efforts to maximize return.
- ❑ Research & benchmark
- ❑ Need mid-level management support

Increasing diversity in an organization cannot be viewed as a stand-alone initiative. It must be driven from the top yet gains traction at the operating level.

What method of training are you using?

- ❑ Classroom/Basic Awareness Training
 - Combination of experiential and small group exercises
- ❑ Root Learning Map
- ❑ Brown Bag/Lunch & Learn Sessions
- ❑ E-Learning Sessions
- ❑ Company Wide Summits
- ❑ Trainers
 - ProGroup – Minneapolis
 - Global Lead – Cincinnati



Must build training into standard processes

Diversity Awareness Training

- What employees have completed training?
 - New
 - Most managers
 - All salaried employees
 - All employees

- ★ Corporate Diversity Councils

- ★ Business line diversity councils

Acceptance

□ Mixed Reviews

- General acceptance
- Takes time
- Some still want proof of the business case
- Difficult to devote resources

*We have not asked employees to accept diversity -
It is an expectation that all will respect the diversity
of their peers and our patients.*

Areas of Greatest Impact/Interest?

Impact

- ❑ Student Engagement
- ❑ Provide an environment that values diversity.
- ❑ Link to the team
- ❑ Recruiting & Retention
- ❑ Relating better to a variety of customers
- ❑ More inclusive environment

Interest

- ❑ Best Practice Sharing
- ❑ Methodology others use in implementing diversity initiatives
- ❑ Future workforce trends.
- ❑ Generational Diversity
- ❑ Retention
- ❑ Training resources

Best Practice Sharing is Valued

Community Diversity Initiatives?

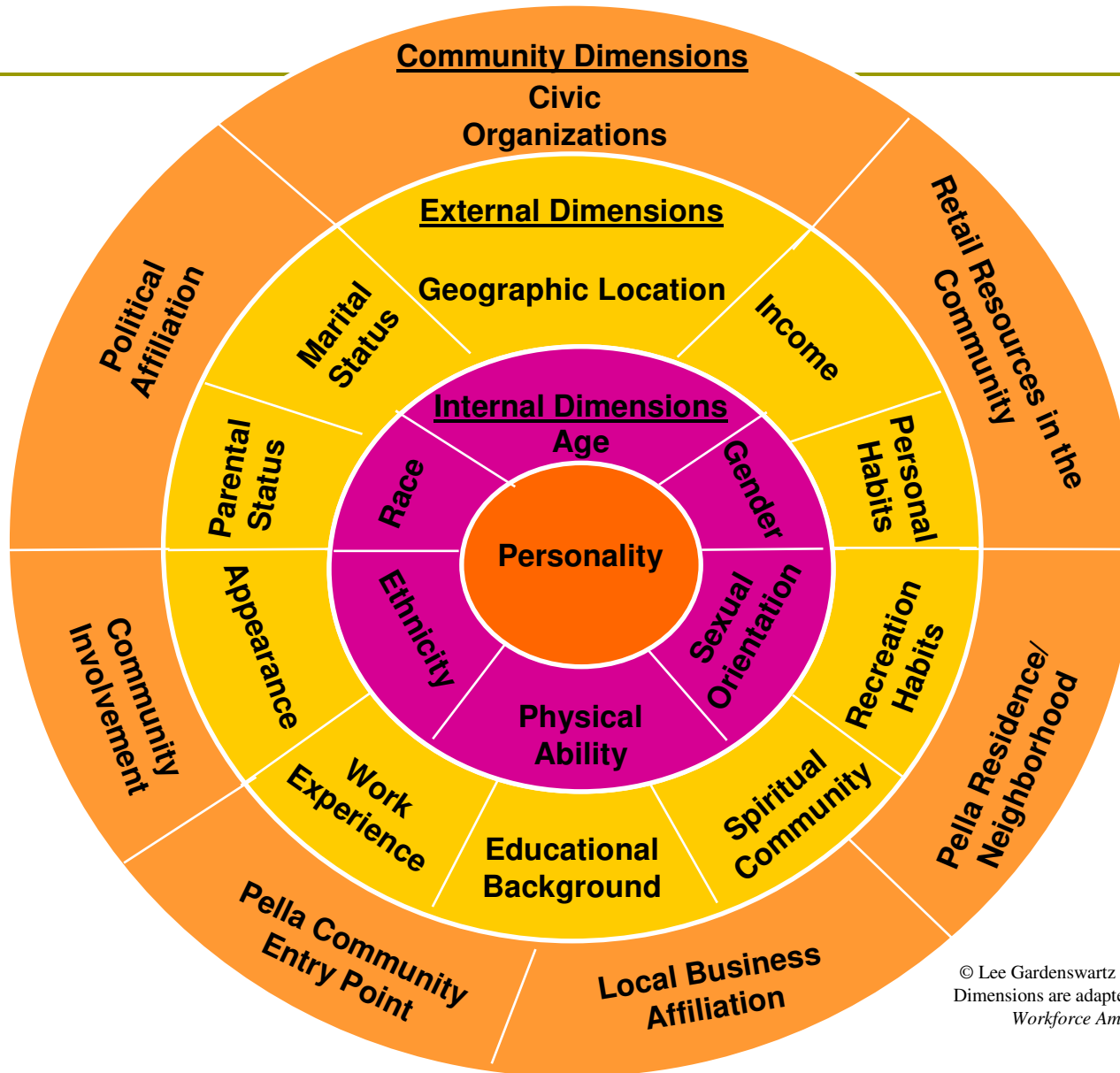
- Neighborhood initiatives
- Targeted community events
- Company departments that focus on community investment
 - For example: Iowa Asian Alliance, Latino Heritage Festival, I'll Make Me a World in Iowa, Urban Dreams, Iowa Jobs for America's Graduates, Professional Women's Network, Diversity Focus, etc.
- Diversity Focus; Positively Pella; Des Moines Partnership

*If We Build It They
Will Come*



But Will They Stay?

Diversity and Inclusion Wheel



© Lee Gardenswartz and Anita Rowe. Internal and External Dimensions are adapted from Marilyn Loden and Judy Rosener. *Workforce America!* (Business One Irwin, 1991)