

Google EMEA #ItsUpToMe Platform

Global business leaders step up to own their role in a culture of belonging

Purpose

Invigorate and accelerate a culture of belonging, diversity, and inclusion at Google by empowering all business leaders and Googlers to take responsibility for diversity, equity, and inclusion.

Executive Champions

- Pedro Pina, Vice President, Global Client Partner
- Matt Brittin, President of EMEA Business & Operations

Participants

Google employees who are responsible for hiring, growing, progressing, and retaining talent.

Structure

To promote this platform globally, the executive champions of the program cohosted #ItsUpToMe launch events with country directors at Google headquarters in 30 offices in Europe, the Middle East, Africa, Asia-Pacific, and parts of the Americas. #ItsUpToMe chapters help pair business leaders in-market with employee resource groups to encourage active allyship and visibility.

The next phase of the program, “2.0,” focuses on accountability. Business leaders choose from a concrete list of possible objectives and key results, recommended by DE&I and human resources (HR) partners, to design their own personal #ItsUpToMe commitment. Each leader’s progress on their personalized program is factored into the biannual performance process, so it is held to the same standard as their core business responsibilities. The key enablers for successful implementation have been the list of meaningful objectives, and a network of empowered senior managers acting as “coaches” for their peers.

Differentiator

Having high-level business leaders speak up about belonging and build diversity, equity, and inclusion objectives into their day-to-day provides credibility and centralizes DE&I work as a core business imperative.

“The ‘aha’ moment came when we decided that DE&I was not an HR challenge but a business one, requiring business leaders to contribute to finding solutions.”

– Pedro Pina, Vice President, Global Client Partner, Google

Johnson & Johnson (Janssen) Germany Parent Initiative

Working parents find strength in community and strategic support from their organization

A casual conversation between colleagues about their experiences as working parents sparked a grassroots movement to connect and support caregivers across Johnson & Johnson and its pharmaceutical subsidiary Janssen in Germany. Over the past year, with the buy-in of executives, the parent initiative has accomplished “quick wins” and set to work on strategic long-term solutions in three core areas: community, childcare, and career development. Today, over 200 members swap tips, resources, and caregiving tales on a team platform.

To address the need for childcare in the transition back to work, Janssen is providing emergency nannies and child-friendly workspaces. The initiative is also implementing more flexible work options at all levels. Now, nearly one in five job postings offers the option for part time—benefitting not only parents, but all members of the workforce.

Members continue to add to the initiative’s growing list of goals for its future, developing plans for childcare camps parents can take advantage of during school breaks, and building out educational programming for children about LGBTQ+ identity in partnership with Johnson & Johnson’s Open&Out employee resource group.

Johnson & Johnson’s leaders in other countries have taken notice of the group’s success and are looking to establish their own parenting programs.

Inclusion@Intel

Equipping employees with the tools for a self-guided inclusion journey

Purpose

Ensure employees actively advocate for and demonstrate inclusion, one of Intel's six organizational values.

Participants

Intel employees of all seniority levels, at all campuses worldwide.

Content

Beginning with a web-based training and self-assessment to determine the individual's preliminary inclusiveness level, participants then can continue their journeys by choosing from a variety of topics and resources, such as psychological safety, cultural awareness, unconscious bias, belonging, and inclusive leadership. The program is designed to accommodate different learning styles and features podcasts, videos, articles, and many other online resources.

Structure

Employees have 24/7 access to online resources that they can consume at their own pace, plus access to a growing community of inclusion enthusiasts from around the globe through an internal social media platform.

Outcomes

Since the program's inception, roughly 9,000 people from 30+ countries have visited the online portal; more than one-third of these visits were made by leaders and managers. Over the past couple of months, there has been a 10% increase in platform visitation.

Differentiator

Storytelling and multi-modal, self-directed learning are encouraged, which moves the organization organically toward an inclusive culture.