

# LEVERAGING INTERSECTIONALITY

5 WAYS TO DRIVE ERG PARTICIPATION





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everydrop™  
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\*Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas.



# WHIRLPOOL PRIDE IS . . .



- Chris Forbes
- Originally From: Jamaica
- Current Role: Business HR
- Previous Role: Diversity & Inclusion



- Randy Maples
- Originally From: Tennessee
- Current Role: Enterprise Ops Manager
- Previous Role: Training Manager

pride



Whirlpool Corporation



- Erin Brown
- Originally From: Michigan
- Current Role: eCommerce Marketing
- Previous Role: Brand Marketing



- Greg Fulmer
- Originally From: Hoosierland
- Current Role: Senior Engineer
- Previous Role: Chemist

## WHIRLPOOL IS . . .



14th consecutive year for honor



Proud to be a leader in workplace equality and continue raising the bar...

# WHIRLPOOL ERGs ARE ...



**FOCUS**  
WHIRLPOOL CORPORATION



**WHIRLPOOL ASIAN COMMUNITY**



**pride**  
Whirlpool Corporation



Whirlpool Hispanic Network  
Developing leaders, growing our business



# WHAT IS INTERSECTIONALITY



...“the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage.”

## **Whirlpool Pride's view of Intersectionality:**

We focus on people because each individual possesses more than one dimension of intersectionality which is highlighted by the existing Employee Resource Group Strategy.

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- 1. Build and implement Corporate ERG strategy**  
(From the Boardroom to the factory floor)
- 2. Leverage Brands to drive ERG strategy**  
(They have the corporate checkbooks)
- 3. Establish Clear Accountability**  
(Diversity is a Team Sport)
- 4. Incentivize ERG Involvement**  
(Show People the WIIFM)
- 5. Educate and engage your Allies**  
(Allies could be your MVPs)

## 5 Ways to Drive ERG Participation

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## 5 Ways to Drive ERG Participation

# INPUTS

[ERG  
Leads](#)



[ERG Forum](#)



[PE Strategy](#)



[Best-in-Class  
Benchmarking](#)



[Senior Leader  
Interviews](#)



# BUILDING BLOCKS FOR BEST IN CLASS ERGs



# ERG TRANSFORMATION JOURNEY



CELEBRATE - COMMUNICATE - SPONSOR PRIDE!



GRAND RAPIDS  
**PRIDE**  
FESTIVAL



2017 | kalamazoo  
**PRIDE**  
LOVE WHO YOU ARE



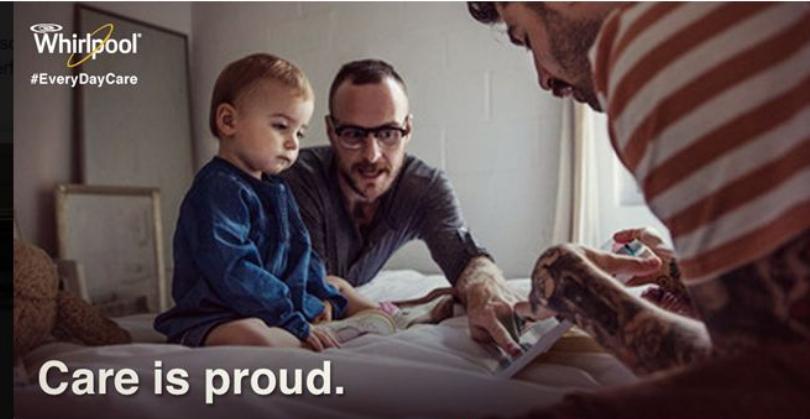
**B**PRIDE  
BATTLE CREEK PRIDE

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# WHIRLPOOL BRAND - #EVERDAYCARE



Love is love,  
no matter  
how you  
Duet.<sup>®</sup>





Whirlpool Corp @WhirlpoolCorp · Jun 8

We're proud of our #PRIDE network for giving back to the community in June and all year long! [whrcorp.co/SN5TpM](http://whrcorp.co/SN5TpM)



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Whirlpool Corp Retweeted

Whirlpool USA @whirlpoolusa · Jun 1

Laundry doesn't discriminate and neither do we. Happy #Pride Month to LGBTQ families everywhere. #EveryDayCare

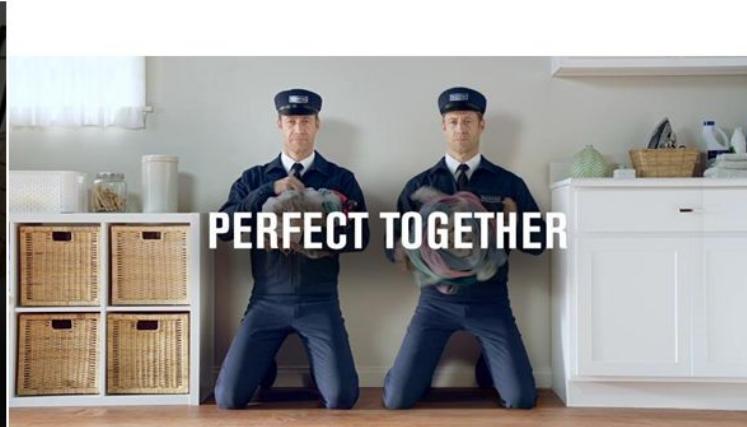


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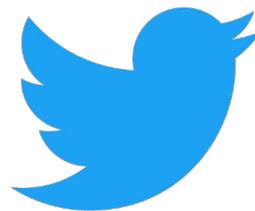
# THE MAYTAG MAN - A MAJOR ALLY



# MAYTAG'S SOCIAL MEDIA IMPACT



A screenshot of a Twitter post from the account @TheMaytagMan. The profile picture shows a man in a suit and cap. The tweet reads: "Proud to be in any home. Happy #Pride Month." with a timestamp of "10:19 AM - 1 Jun 2015". A "Follow" button is visible in the top right corner of the tweet card.



*Yummly™*

**ADWEEK**

**Mashable**

**HUFFPOST**

# KITCHENAID BRAND - STAND MIXER AND BEYOND



KitchenAid @KitchenAidUSA · Jun 21

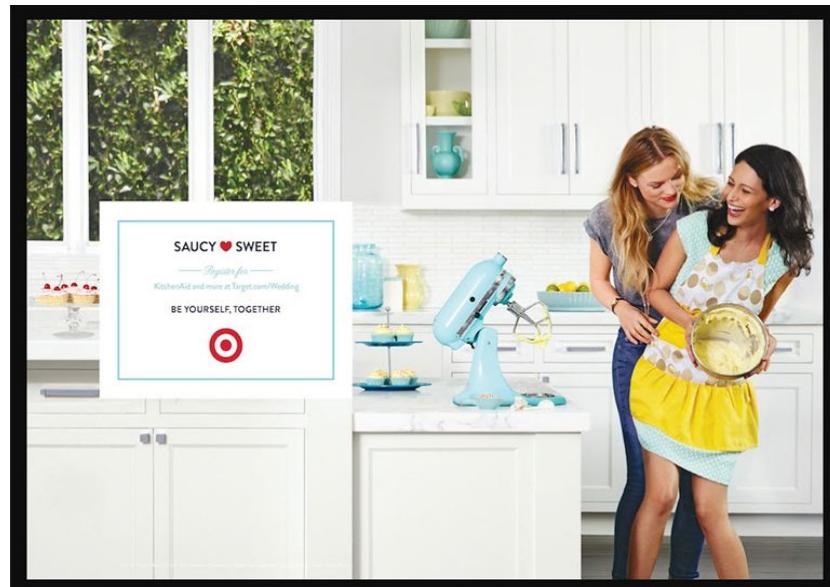
Because love comes in all the colors of the rainbow. Happy #Pride Month from KitchenAid. #PrideMonth #LoveWins



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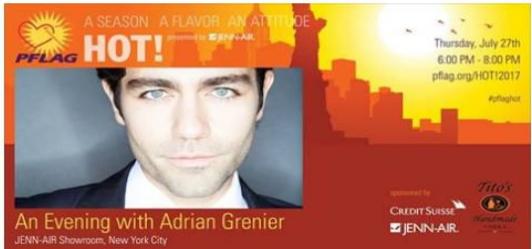


# JENN-AIR - HIGH PROFILE EXPOSURE



**Jenn-Air**  
June 23 at 9:50am ·

Happy Pride Month from Jenn-Air and PFLAG National! To help support this organization, we're teaming up to bring you HOT!, an evening of delectable bites and amazing cocktails with Adrian Grenier. Get your tickets today before they sell out: <http://jenn.ai/PCvw6c>





Jenn-Air

9 mins ·

Finally, we're all invited to the party. #MarriageEquality



Unlike · Comment · Share

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## 5 Ways to Drive ERG Participation

# STRATEGIC TOP LEADERSHIP INTEGRATION & DEVELOPMENT

## ERG Leads

Launch customized maturity plan

Seek & Identify active Executive Sponsor

Meet with Executive Sponsor to discuss ERG focus, activities, as well as meeting cadence and accountability (dashboard)

Partner with Talent COE to identify high potential leaders for 2018 Pillar & Lead roles

Assess annual progress

## Executive Sponsor

Meet with ERG Leads to discuss ERG focus, activities, as well as meeting cadence and accountability

Meet in Q3 (as Executive Sponsor Steering Committee) to identify work of ERG for 2018

Recognize work of ERG Leads (Bravo award, communication to Manager, etc.)

## D&I COE & Operations Team

Create an Executive Sponsor Steering Committee to build senior leadership support

Partner with Talent COE to identify LDPs for required LDP rotation in ERG leadership team (all leadership programs)

Provide coaching/mentoring opportunities for ERG Leads

ERG work identified on Lead/Committee Lead PMP

Create a dashboard to track quantitative diversity metrics

# STRATEGIC FOCUS & GLOBAL FRAMEWORK

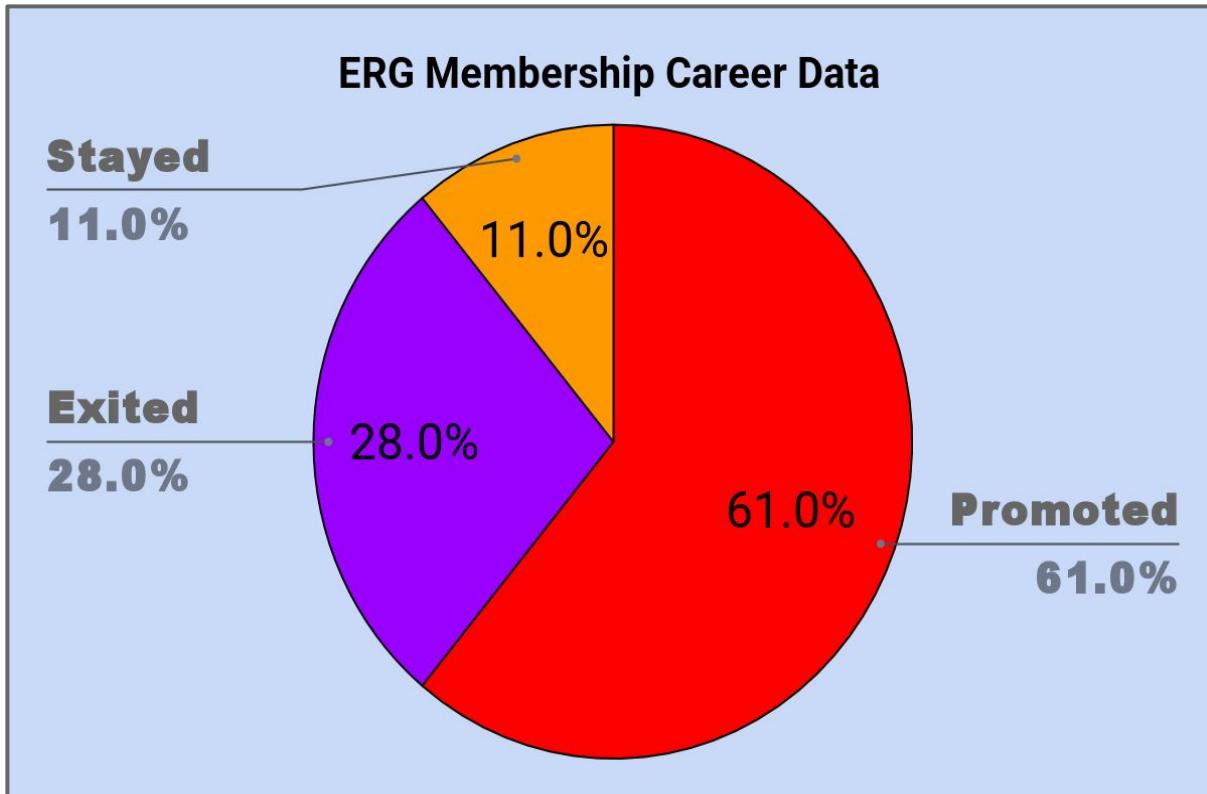
ERGs	Executive Sponsor	D&I COE & Operations Team
<p>Pillar Leads meet monthly for cross-collaborative work and shared alignment</p> <p>Partner with Talent Acquisition to lead diversity partnership &amp; recruiting efforts (Prospanica, NBMBA, etc)</p> <p>Meet with Executive Sponsor to align on goals (future planning), funding and talent assessment</p> <p>Network &amp; share ERG successes at Top Leadership Summit</p>	<p>Conduct ERG Lead Performance Review and update People Leader</p> <p>Meet with ERGs to align on goals (future planning), funding and talent assessment</p> <p>Participate in the Executive Sponsor Steering Committee</p>	<p>Work with Talent Management to have ERG work as a PMP metric for Leads &amp; Executive Sponsors</p> <p>Ensure ERG Lead managers are aware of role responsibility within the ERG</p> <p>Build and launch ERG Global framework</p> <p>Host Senior Leadership Summit in Q3 &amp; end-of-year wrap up (goals, funding and talent assessment)</p>

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# ERG INVOLVEMENT = EMPLOYEE DATA



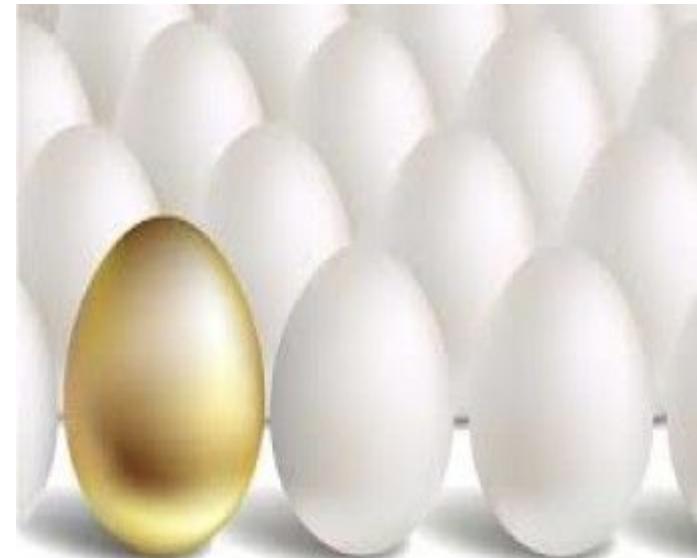
## ERG Promotion Breakdown:

- Senior Analyst
- Manager
- Senior Manager
- Director

# TALENT DIFFERENTIATOR - CONVERSIONS TO PROMOTIONS

ERG Involvement adds value to your career

- Conversion from Contractor to Full-Time
- Band or Peer Differentiation
- Leadership Experience
  - Talent Management
    - Build and Form Teams
    - Provide Feedback
- Exposure to other business departments
  - Marketing
  - Merchandising
  - Procurement
    - Contract Negotiations
    - Legal Requirements



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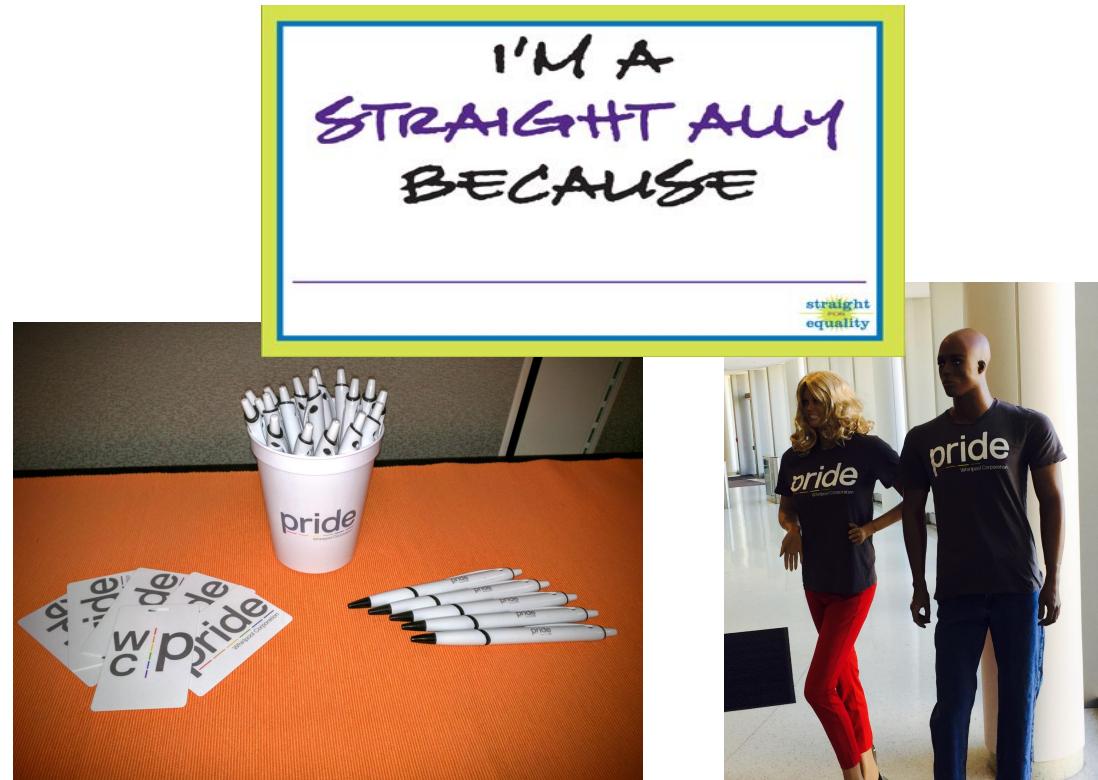
## 5 Ways to Drive ERG Participation

- Inclusivity must be built on a strong foundation of understanding
  - Annual diversity workshops for both corporate offices and manufacturing facilities
    - PFLAG National's *Straight For Equality* is great
  - Quarterly Lunch & Learns
    - Great opportunity to partner with other ERGs
  - Training for Concierge Team
    - Trans 101 course for receptionists
    - Answered legal questions



# SWAG BREEDS INCLUSIVE CULTURE

- Build an inclusive work environment with the aid of nonverbal communication tools
  - Buddy badges
  - Pens / note pads
  - Wall plaques
  - Laptop “skins”
  - Pride apparel
- Lead by example
  - Come Out as an Ally
  - Others will follow



# GET PERSONAL WITH YOUR COMMUNICATIONS



- Personalize your message to engage ERG members and employees
  - Find opportunities to share your story
  - Invite new ERG members to coffee chats
  - Get your corporate communications involved to spread the word
- Find ways to involve local community
  - Partner with local groups for fundraising
  - Get the local papers involved
  - Offer educational opportunities to the public schools
    - Partner with local Gay-Straight Alliances (GSAs) if they exist
    - Help raise money to build GSAs if they don't



# QUESTIONS



# THANK YOU!

## JOIN THE CONVERSATION

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 @WhirlpoolCorp #WhatMatters

 [LinkedIn.com/company/Whirlpool-Corporation](https://www.linkedin.com/company/Whirlpool-Corporation)  
[WhirlpoolCorp.com](http://WhirlpoolCorp.com)