

Tawanna Atwater

Strategic Thinker and Inclusive Leader with over 21 years of experience developing and managing programs that accomplish key business imperatives



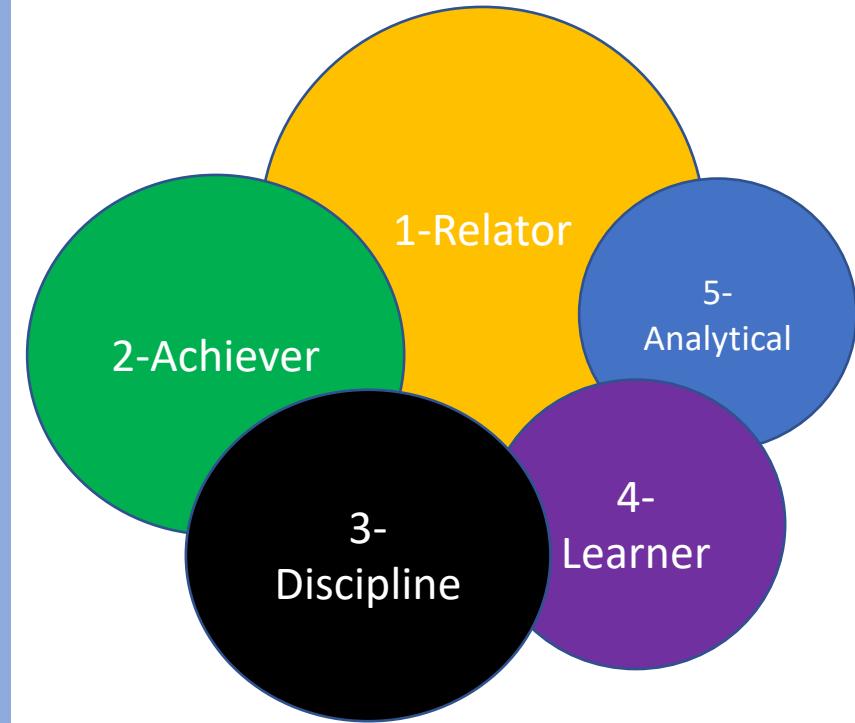
Quick Facts

- ATL resident
- DFW native
- Four kids
- Love the arts, outdoors, travel

Years of Experience

- 7 +** Leadership
- 10 +** IT
- 7 +** Sales Operations
- 10 +** Diversity & Inclusion
- 4 +** Consulting
- 2.5** Sales
- 14 +** Program Management

Top 5 Strengths



Background



B.S. MIS
University of
Alabama Huntsville



MBA Marketing
Dallas Baptist
University



6 yrs



14+
yrs

Programmer | Sys Admin | QA Analyst | Operations Mgr.

Sales Operations | Program Management | Services | Sales | D&I

You've Secured the Bag!

Now what?

Professional Etiquette

Email Etiquette

- Include a simple subject line
- Make email messages clear and concise (if you are sending a long email message, think about scheduling a quick meeting instead)
- Use carbon copy and blind carbon copy appropriately
- Include the call to action if there is one (if there isn't, make it clear that the email is informational)
- Remember any email you send may be forwarded to other people
- Think if you need to reply all or start a conversation with one person
- Be mindful of tone
- Proofread
- Include a signature
- Be mindful of cultural differences
- Tip: Add the email address last and make sure you selected the right recipient

One-on-One (1x1) Meetings

Subject: Introduction 1x1 _____ / _____
Hello _____,

My name is _____ and I am new to the _____ team supporting _____. Some of my key projects entail _____. I wanted to see if you had 25-30 minutes to discuss the _____ initiative you are supporting and share your career path at Dell Technologies.

Thank you,

“
**Email etiquette
reflects
professionalism**
”

Email Etiquette Continued

- Only discuss public matters
- Briefly introduce yourself
- Don't "e-mail angry"
- Use exclamation points sparingly
- Respond in a timely fashion
- Avoid using shortcuts to real words, emoticons, jargon, or slang
- Make sure your subject line is congruent with your message
- Send or copy others only on a need to know basis
- Do Not overuse the “High Importance” identification
- Always use a Signature

Firstname Lastname (they/their)

Title, Functional Area

Dell Technologies | Department or Business Unit

office +1 866 123 4567

mobile +1 000 123 4567

Firstname.Lastname@Dell.com

Professional Dress: Work from Home

Best Practices:

- Your home office is still an “office”
- Follow similar guidelines as to what you wear in office
- Casual/comfortable clothes are okay but still remember to look professional
- You never know **who** may be on a call or when you may need to turn your **camera on**



Social Media Etiquette

LinkedIn

- Repost topics that are of interest to you and your network
- Keep your profile up-to-date with your accomplishments
- Potential companies, teams, managers look at your LinkedIn to learn more about you
- Use your LinkedIn to positively represent yourself and your employer

**Anything you post
on the internet can
be seen by anyone
and you CAN'T take
it back**

**This is your
*personal brand***

Personal (Facebook, Twitter, Instagram, etc.)

- Be cognizant that even what you post on a private account can be seen
- Use company training to learn best practices for posting about Dell Technologies on social media

Social Media

Post work-appropriate content and tag!

Get Social Media Certified if available

Personal Brand

Pitch

It is extremely important to create a pitch about yourself that will make people want to know more about you. You never know who you will have 2 minutes with on an elevator, before a meeting starts or in the cafeteria. **Preparation always meets opportunity.**

- BE NATURAL
- SHORT AND SWEET
- SHOW VALUE
- END WITH A QUESTION

INTERNAL

MY NAME IS KESHA AND I WORK IN THE DIVERSITY & INCLUSION ORGANIZATION. I BUILD PROGRAMS THAT ALLOW US TO ATTRACT, RETAIN AND DEVELOP DIVERSE TALENT WHICH LEADS TO AN INCLUSIVE WORK CULTURE. WE WANT TO SEE DELL BE THE EMPLOYER OF CHOICE FOR ALL

WHAT ARE YOU DOING IN YOUR ORG TO SUPPORT INCLUSIVITY?

EXTERNAL

MY NAME IS TIANNA AND I WORK FOR A TECHNOLOGY COMPANY. I HELP COMPANIES TRANSFORM THEIR WORKFORCE BY PROVIDING SOLUTIONS AND SERVICES THAT ALLOW EMPLOYEES TO WORK SAFELY FROM ANYWHERE AT ANYTIME. WE WANT TO MAKE GETTING A NEW SYSTEM AS EASY AS GETTING A NEW PHONE.

WHAT'S YOUR EXPERIENCE LIKE WHEN YOU GET A NEW SYSTEM?

Navigating the Corporate Workplace

Build a strong brand by being dependable and deliver on your assignments. Sometimes that will not be enough to progress your career. You will need to know how to get visibility with the right people and make sure they know what you are doing today and where you want to go in the future.

- **Learn your surroundings**
 - How are decisions made and who makes them?
 - How does your boss like to communicate?
 - What are his/her priorities (what does they lose sleep over)?
 - Who's the team Rockstar and why?
- **Create allies early**
 - Identify people that can help you meet your goals and find out how you can help them meet theirs (before you need them)
- **Build trust**
 - Get to know the interests of the people you interact with
 - Be a better listener than a talker
 - Take ownership of mistakes and recognize others for their involvement in projects
- **Be effective with time management**
 - Prioritize work based on what will generate the most value
 - If you feel overwhelmed asked your manager to help your prioritize your workload

“Look at office politics as merely the organizational framework through which people get things done, based on their priorities and their personalities”

-Tim Eisenhauer

Professional Development

30-60-90 Day Plan

This plan is a document that articulates your intentions for the first 30, 60, and 90 days of a new job. It lists your high-level priorities and actionable goals, as well as the metrics you'll use to measure success in those first three months.



30

Investigate

1. Get to know my team, overlay teams, strategic goals
2. Familiarize myself with the process, tools and resources needed to be successful
3. Schedule 1x1s with management to align objectives
4. Review products, services and industry best practices
5. Research ERGs and internal support groups



60

Plan

1. Identify internal learning paths and create a plan
2. Build relationships with strategic partners based on mutual success
3. Create a plan to meet objectives leveraging best practices as well as creative ideas
4. Hold meetings with key stakeholders to share the vision, get input and buy in



90+

Implement

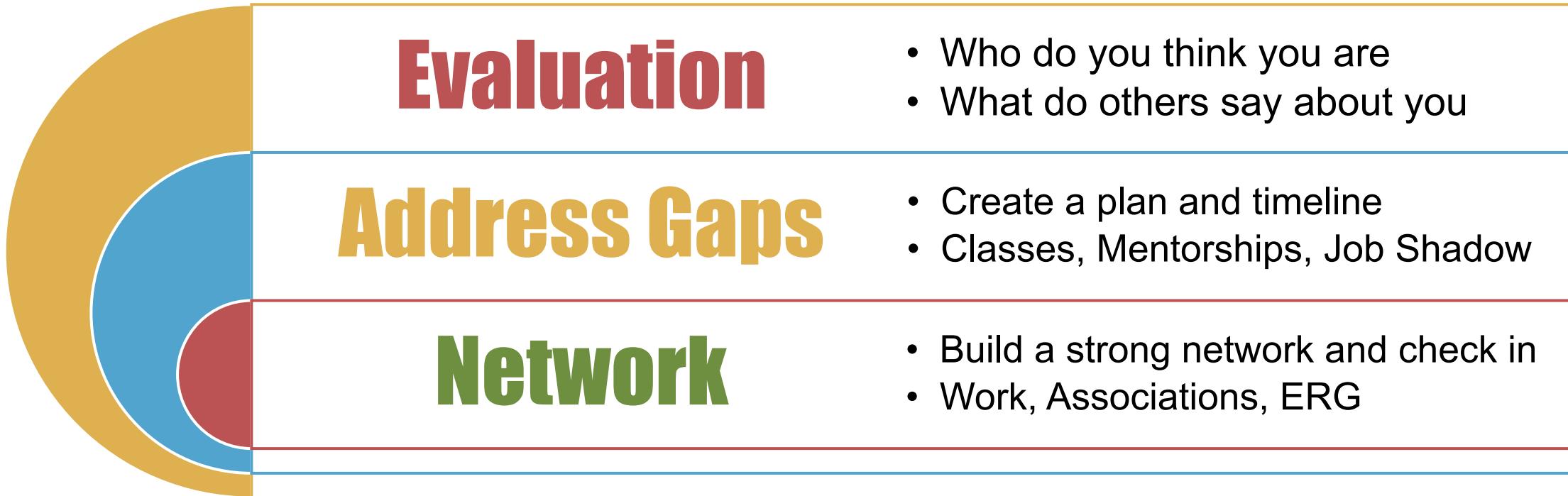
1. Fine tune KPIs
2. Establish a mechanism to measure progress
3. Join industry related groups on social media as well as in person
4. Enroll in relevant educational courses
5. Join an ERG



Ready Set Go!

Know your Brand

What do people say about you when you are not in the room?



Networking

1x1s

- Set up outlook meetings with your leadership and teams that are critical to getting your work done
- Schedule a bi-weekly meeting with your manager
- Schedule a quarterly meeting with your 2nd line manager
- Schedule weekly meetings (Mondays) with support teams

Finding a Mentor

- Meet with team members and key colleagues in other organizations ask for a recommendation on a mentor
- It is important that you meet with the mentor every other week for 2 months then monthly for at least 6 months
- Go prepared with a list of goals and ask how you can help them (reciprocal)

Employee Resource Groups (ERG)

- ERGs provide significant support with career development, recruitment, retention and community outreach
- Joining an ERG will increase your success rate
- ERGs can help you find a mentor, sponsor and how to get advocates

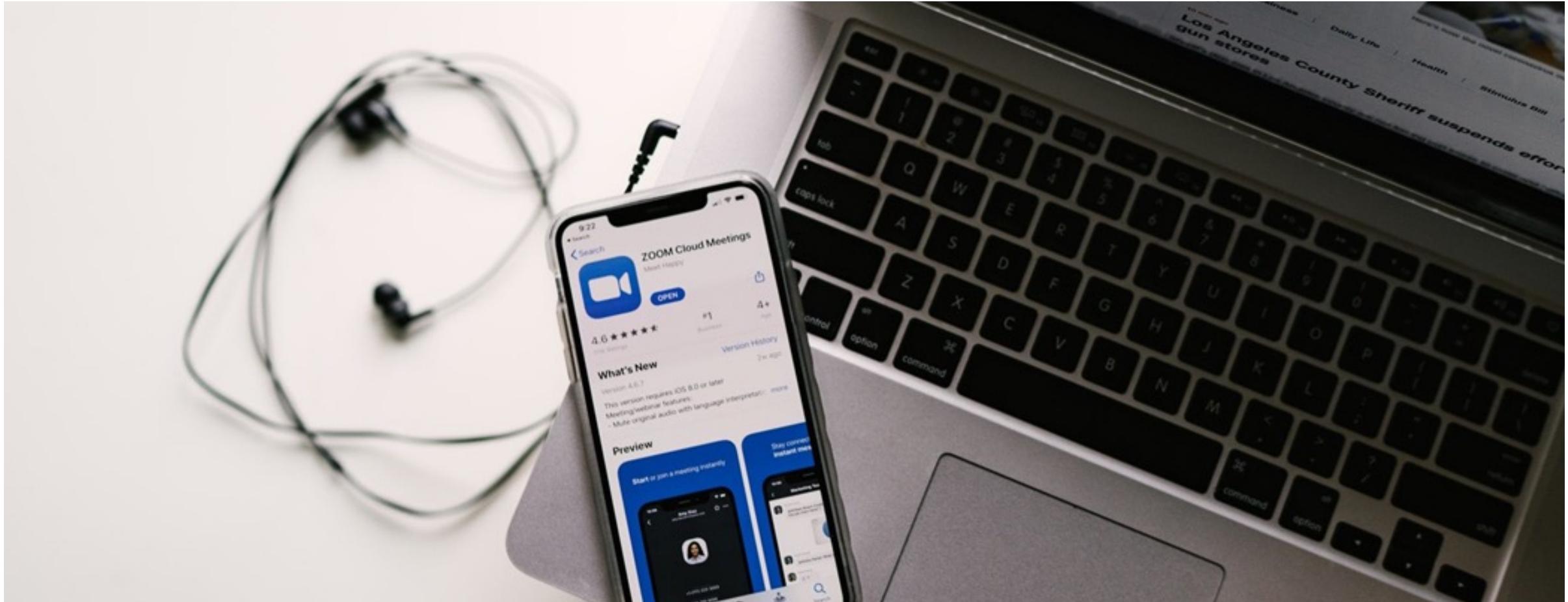
Dell Technologies Employee Resource Groups



Remote Environment

Working Remotely

Winning Strategies for Working Remotely



Tips for Working From Home (WFH) / Remotely



Have a Morning Routine

Eat, get dressed and go into a dedicated work-space to start your work day
Identify a “clock-in time”, when you go online and start to tackle tasks for the day



Create a Dedicated Workspace

Maintain a clean, cleared and well-lit workspace – What do you want your manager/ team to see on a video conference?
Take advantage of less distractions, block off time to work on more difficult tasks



Over Communicate

Losing the clarity of face to face will require you to explain more and potentially repeat yourself.

Schedule check-ins with teammates, send screenshots, record video screencasts, be more descriptive with feedback — any way to help ensure everyone is on the same page



Take Breaks

Identify a “lunch-time” – and TAKE IT.



Use Video Chat

Leverage Zoom (step by step guide to leverage Zoom [HERE](#))



Create “Shut Down” Routine and Respect It!

Account for all open items, a plan to address them the next day, and then...walk away

The background of the slide features a complex, abstract geometric pattern in shades of blue. It consists of numerous small, white, circular dots connected by thin, light-blue lines, forming a dense network of triangles and larger polygons. The overall effect is reminiscent of a molecular structure or a complex data visualization.

New Hire

Tips to Leave a Positive Imprint on Your Organization and Colleagues

- **Complete all necessary projects**
 - FINISH THE JOB – complete all projects
 - Complete obligations needed to ensure you receive academic credit (for internship)
- **Showcase and record your work**
 - Remind the organization of your contribution and accomplishments – in writing or in a presentation format
 - Complete self-assessment and inventory your skills, values, personality and interests.
 - Craft your resume bullets, updated resume
- **Skills developed are important, so are relationships!**
 - Identify peers and managers you want to keep-in-touch with and best way to do so
 - Some may warrant social media add, be mindful of how you present yourself on such platforms
 - Ask for references
- **Be a guide**
 - Document systems and processes you used in your role E.g. a walk-through document to facilitate a complicated process

Financial Wellness

Know your Health & Wellness Benefits

Companies offers a wide range of benefits ranging from medical and dental to a Personal Benefit Professional, to assist employees with navigating some of life's challenges.

- ✓ PPO and Health Fund Medical Plans
- ✓ Dental
- ✓ Vision
- ✓ Short & Long Term Disability
- ✓ Maternity and fertility support
- ✓ Hyatt Legal Plan
- ✓ Identity & Credit Monitoring
- ✓ Health Coaching
- ✓ Fitness Reimbursement and Discounts
- ✓ Employee Assistance Program
- ✓ 24/7 Nurse line
- ✓ Dell Wellness Hub
- ✓ HSA and FSA



Financial Fitness

Manage your money before it manages you by making informed short- and long-term decisions. Avoid living paycheck to paycheck.

- ✓ Order credit reports
- ✓ Create and sticking to a budget
- ✓ Set financial goals for saving and addressing debt
 - ✓ Have an emergency fund (six months)
 - ✓ Saving for a home
 - ✓ Saving for retirement
- ✓ Shop for the best rates (car/insurance/etc.)
- ✓ Think about using cash vs. a credit card

BASIC Zero-Based BUDGET

INCOME		
Paycheck #1	\$ _____	
Paycheck #2	\$ _____	
Paycheck #3	\$ _____	
Paycheck #4	\$ _____	
Other Income	\$ _____	
Other Income	\$ _____	
TOTAL INCOME	\$ _____	

MONTH: _____		
MONTHLY EXPENSES		
	Budgeted	Actual
Mortgage	\$ _____	\$ _____
Car Payment	\$ _____	\$ _____
Car Insurance	\$ _____	\$ _____
Life Insurance	\$ _____	\$ _____
Health Ins.	\$ _____	\$ _____
Cable/Satellite	\$ _____	\$ _____
Phones	\$ _____	\$ _____
Internet	\$ _____	\$ _____
Water/Sewer	\$ _____	\$ _____
Trash	\$ _____	\$ _____
Electric	\$ _____	\$ _____
Student Loan	\$ _____	\$ _____
Car Maint.	\$ _____	\$ _____
Debt 1	\$ _____	\$ _____
Debt 2	\$ _____	\$ _____
Debt 3	\$ _____	\$ _____
Debt 4	\$ _____	\$ _____
	\$ _____	\$ _____
	\$ _____	\$ _____
	\$ _____	\$ _____
TOTAL	\$ _____	\$ _____

OFF THE TOP		
Tithe 10%	\$ _____	
Savings 10%	\$ _____	
TOTAL	\$ _____	

CASH ENVELOPES		
Food	\$ _____	
Household	\$ _____	
Gasoline	\$ _____	
Pet Supplies	\$ _____	
Hair Care	\$ _____	
Blow Money	\$ _____	
Commissions	\$ _____	
	\$ _____	
	\$ _____	
TOTAL	\$ _____	

OFF THE TOP TOTAL	\$ _____
CASH ENVELOPES TOTAL	\$ _____
EXPENSES TOTAL	\$ _____
OVERALL TOTAL	\$ _____
TOTAL INCOME	\$ _____
OVERALL TOTAL -	\$ _____
EQUALS	\$ _____ 0.00

NOTE: Your total expenses should = total income. If

Closing

With Proper planning and a solid plan, you can reach your goal one step at a time



Thank you