GRACE HOPPER CELEBRATION

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How to build an inclusive work culture: the data driven approach

#GHC19

What are you going to learn?

- Work backwards to collect employee experience data
- Facilitate inclusive conversations across your organization
- Prepare to take action and close the loop with employees

Why is inclusion important to us?

Kim Stone
Sr. Manager

Bianca Richman
Sr. Program Manager

Amazon HR Tenets

2 We seek to be the **most scientific HR organization in the world**. We form hypotheses about the best talent acquisition, talent retention, and talent development techniques, and then set out to prove or disprove them with experiments and careful data collection.

5 We seek to be the **most technically proficient HR organization in the world.** Our team includes dedicated engineers, computer scientists, and product managers who develop world-class, easy, and intuitive products for candidates and employees.

6 We **manage HR as a business**, and we must scale faster through technology and simplified processes rather than through HR headcount growth. We rigorously audit ourselves to disrupt and reinvent HR industry standards.

Connections is a mechanism to listen to and learn from employees at scale so we can…

Eliminate obstacles that get in the way of customer obsession

1

Surface issues before they become acute problems

2

Make the employee experience better every day
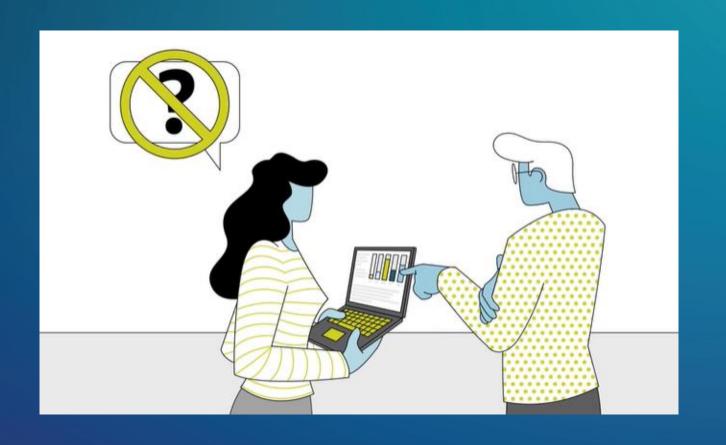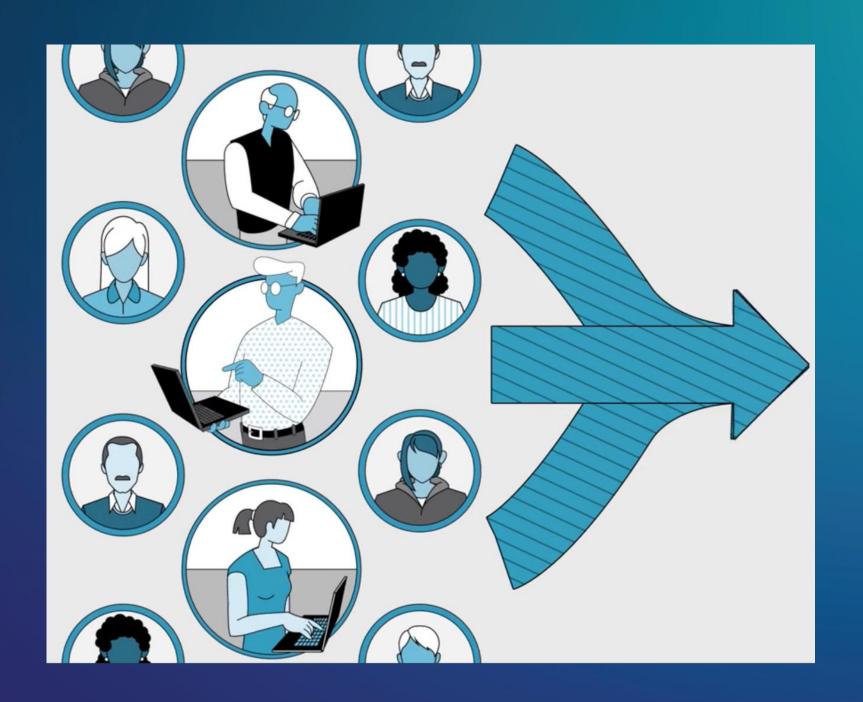
3

Amazon Connections

1. REVIEW CONNECTIONS REPORTING

2. SHARE AND DISCUSS AS A TEAM

3. TAKE ACTION AND CLOSE THE LOOP WITH YOUR TEAM

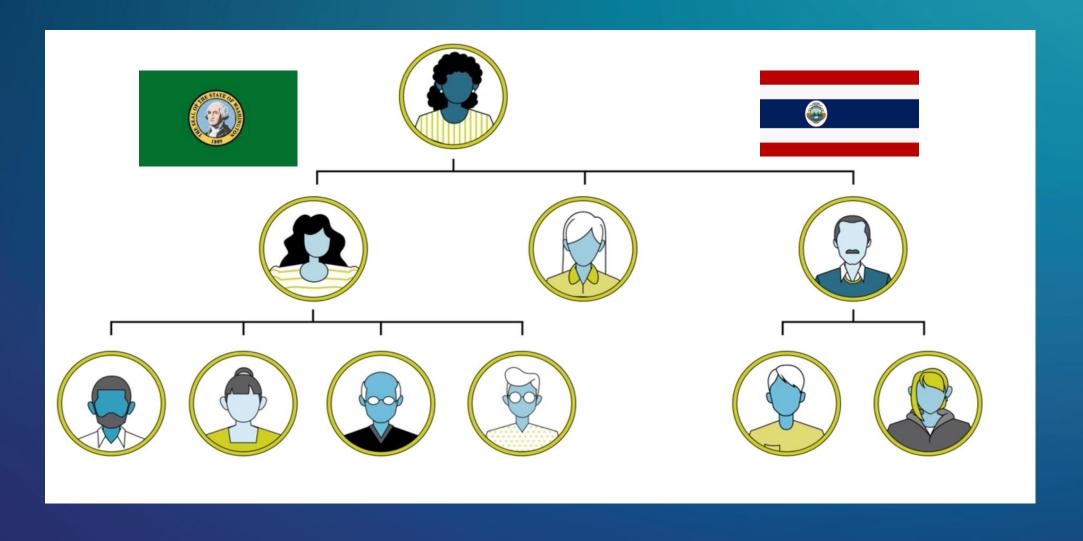# Essentials
vs
Bells & whistles

Measuring inclusion

How many of you have annual survey?

Who has used a survey to build a more inclusive culture?

Inclusion Efforts Impact the Customer Experience

Work Backwards: Survey Design

Working Backwards

1. Why do you think it's important to have an inclusive work environment? Who is the customer?

2. What's currently going well or not going well with your inclusion efforts? What is the customer problem or opportunity?

3. How do you know what your customer needs or wants? What is the most important customer benefit of connecting to the front line? What blind spots might you have by not employing a survey tool in this way?

4. How do you measure your inclusion efforts? What metrics do you currently track or need to start tracking? Are any biz metrics impacted?

Working Backwards Activity

- **20 Minutes total**

- 5 Minutes to complete **Worksheet**

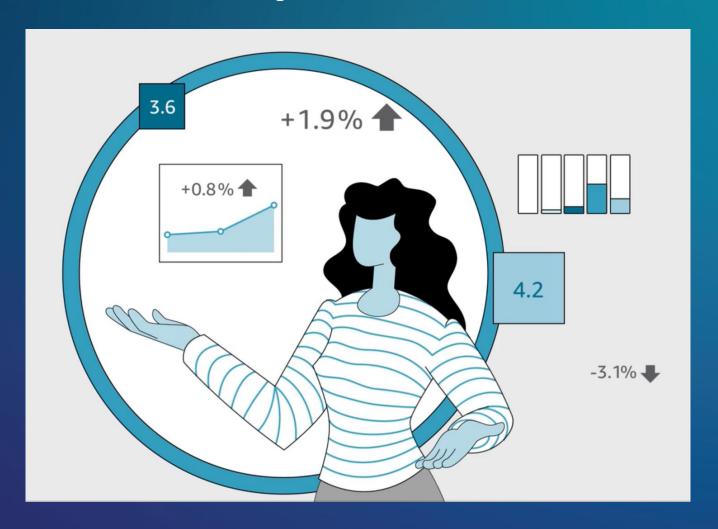- 5 minutes to debrief in small groups

- 10 minutes for group debrief

Working Backwards

1. Why do you think it's important to have an inclusive work environment? Who is the customer?

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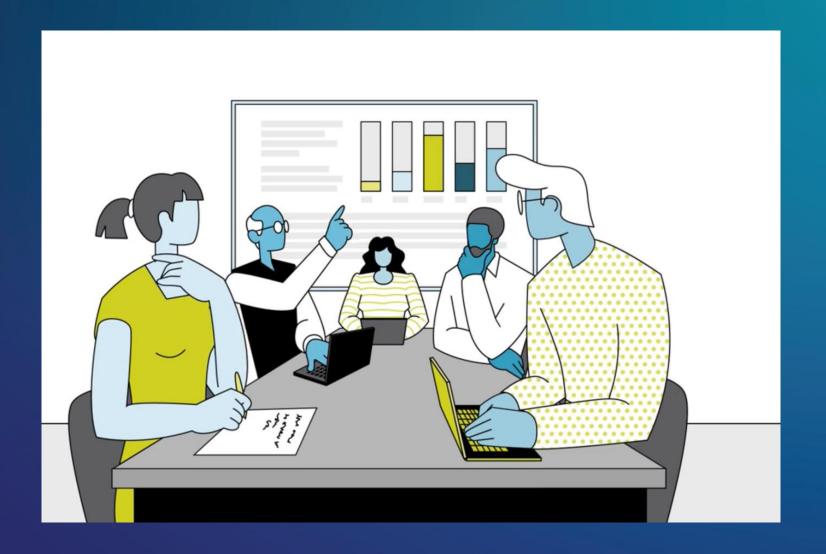
Best
practices

Dive Deep

TRENDS

BENCHMARKS

TOP/BOTTOM
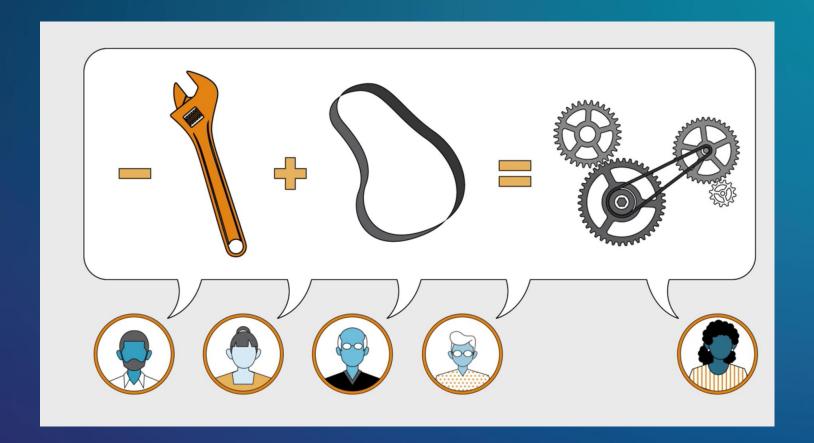
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Share and Discuss as a team

- TARGET STAKEHOLDERS

- GATHER ANECDOTES

- CREATE OWNERSHIP

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Take Action and Close the Loop

○ SET GOALS

○ INPUTS VS OUTPUTS

○ COMMUNICATE the "You said, we did"

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NEXT STEPS - Session Follow up

1. Launch your own survey
2. Review data and facilitate discussion
3. Repeat to measure success!

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