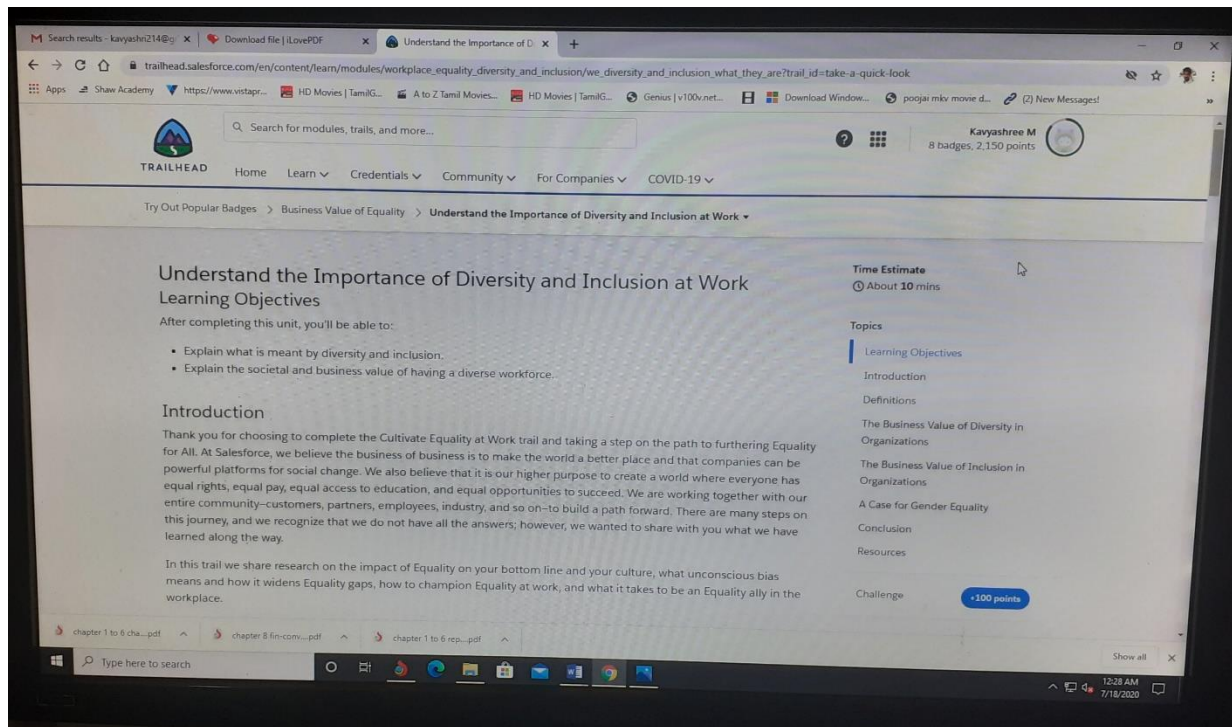


DAILY ASSESSMENT

Date:	17-7-2020	Name:	Kavyashree m
Course:	salesforce	USN:	4a115ec036
Topic:	Try Out Popular Badges	Semester & Section:	8th A
Github Repository:	kavya		

FORENOON SESSION DETAILS



Business Value of Equality

Understand the Importance of Diversity and Inclusion at Work

Introduction

At Salesforce, we believe the business of business is to make the world a better place and that companies can be powerful platforms for social change. We also believe that it is

our higher purpose to create a world where everyone has equal rights, equal pay, equal access to education, and equal opportunities to succeed. We are working together with our entire community customers, partners, employees, industry, and so on to build a path forward. There are many steps on this journey, and we recognize that we do not have all the answers; however, we wanted to share with you what we have learned along the way. In this trail we share research on the impact of Equality on your bottom line and your culture, what unconscious bias means and how it widens Equality gaps, how to champion Equality at work, and what it takes to be an Equality ally in the workplace.

More and more business leaders are seeing that cultivating Equality is not just the right thing to do, but also the smart thing. Data shows that customers and employees expect companies to drive Equality and that it has a tangible impact on the bottom line. Salesforce Research surveyed over 1,500 business professionals and found that 80% believe that companies have a responsibility to go beyond profit to make an impact on society.



In a recent McKinsey study, research showed that companies that are more gender diverse are 21% more likely to outperform others; those that are ethnically diverse are 33% more likely to outperform others. Those are pretty significant returns!

Diversity alone doesn't move your entire business forward—inclusion is an integral part. Even if a room is vastly diverse, if those unique perspectives aren't being heard and if those people do not feel a sense of belonging, the impact is lost. Our Chief Equality Officer, Tony Prophet, describes Equality as diversity plus inclusion. But before we go any further, let's take a moment to review some definitions.

Definitions

As you begin to have brave and sometimes difficult conversations about Equality, language matters. Agreeing on common terms and learning the correct or thoughtful language to use in these dialogues ensures that they are effective and respectful.

Diversity is the full range of ways a person can identify. When we say diversity in the workplace, we mean the idea that our companies reflect the communities we serve. Diversity has many facets including race, ethnicity, gender or gender identity, age, religious affiliation, and sexual orientation. But diversity isn't always something we can measure or see. Diversity also includes people with differing educational backgrounds, personality types, cultural references, experiences, or physical abilities.

Inclusion is when every single person in the community is valued, heard, respected, empowered, and feels a true sense of belonging. It goes beyond tolerance to actually celebrating and elevating every person in the room.

The Business Value of Diversity in Organizations

There is a tangible impact of diversity on a company's bottom line. According to the Center for American Progress, here are the top 10 ways diversity in the workplace influences a company.

1. A diverse workforce drives economic growth.
2. A diverse workforce can capture a greater share of the consumer market.
3. Recruiting from a diverse pool of candidates means a more qualified workforce.
4. A diverse and inclusive workforce helps businesses avoid employee turnover costs.
5. Diversity fosters a more creative and innovative workforce.
6. Businesses need to adapt to our changing nation to be competitive in the economic market.
7. Diversity is a key aspect of entrepreneurialism.
8. Diversity in business ownership, particularly among women of color, is key to moving our economy forward.
9. Diversity in the workplace is necessary to create a competitive economy in a globalized world.
10. Diversity in the boardroom is needed to leverage a company's full potential.

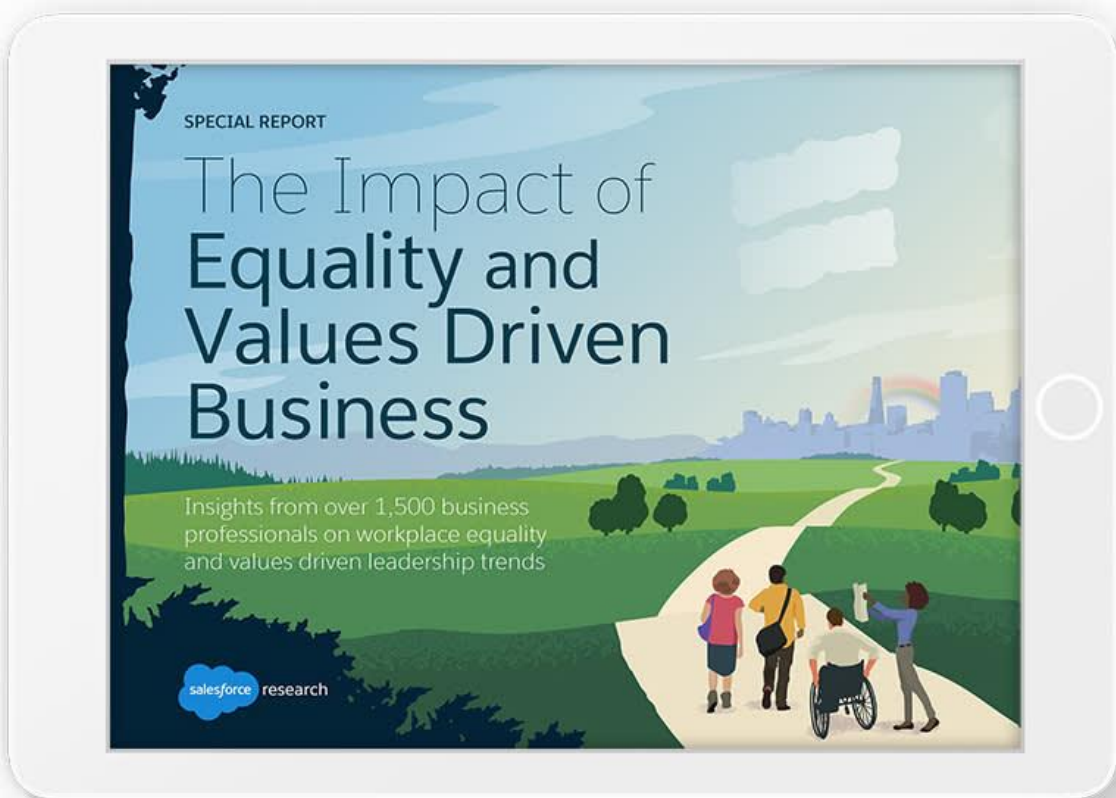
The Business Value of Inclusion in Organizations

In a report by Salesforce Research, *The Impact of Equality and Values-Driven Business*, companies that actively work to make their cultures more inclusive are better positioned to achieve strong customer loyalty as well as boost employee engagement and productivity.

Here are a few key stats:

- Employees who feel their voice is heard at work are nearly five-times (4.6X) more likely to feel empowered to perform their best work.
- Employees who say their company provides equal opportunities are nearly four times (3.8X) more likely to say they are proud to work for their company.
- Employees who say they're able to be their authentic self at work are nearly three times (2.8x) more likely to say they are proud to work for their company — and

nearly four-times (4.4x) more likely to say they are empowered to perform their best work.



A Case for Gender Equality

Consulting firms Catalyst and McKinsey each studied how gender diversity at senior levels impacts the financial performance of major organizations. Both reported that high returns on equity correlated with greater diversity. In essence, women board directors and women in senior leadership are connected with better financial performance. McKinsey also found that \$12 trillion can be added to global GDP by 2025 by advancing women's Equality.

Conclusion

The most innovative companies of the future will understand both the societal and business value of Equality. Those that work to foster diversity and inclusion will see

significant financial gains as they maximize the potential of every employee and understand the unique needs of their customers.

Introduction

Thank you for choosing to complete the Cultivate Equality at Work trail and taking a step on the path to furthering Equality for All. At Salesforce, we believe the business of business is to make the world a better place and that companies can be powerful platforms for social change. We also believe that it is our higher purpose to create a world where everyone has equal rights, equal pay, equal access to education, and equal opportunities to succeed. We are working together with our entire community customers, partners, employees, industry, and so on to build a path forward. There are many steps on this journey, and we recognize that we do not have all the answers; however, we wanted to share with you what we have learned along the way.

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Explore the Salesforce Strategy for Promoting Workplace Equality

Introduction

Salesforce is committed to driving Equality within our own four walls and beyond. We are on a path to cultivating a workplace that reflects our communities and where everyone feels valued, heard, and a sense of belonging. We recognize that there is more work to be done, but here are some steps we've taken so far.

At Salesforce, we elevated Equality to be one of our four core values. Our values are our compass; we lead with them in everything that we do. Having Equality as a core value underscores our commitment to all of our 30,000+ employees. We continually amplify our Equality message at events such as World Tour and at Dreamforce where we hosted the Equality Summit.

The journey we are on starts with transparency. Our diversity statistics are updated annually and always available to you . We have made real progress in some areas and less in others. We continue to work diligently to bridge the divide and increase representation across the board.

Equal Pay

A few years ago, two of our Salesforce leaders, Leyla Seka (EVP, AppExchange) and Cindy Robbins (chief people officer), came to our CEO, Marc Benioff, to let him know they suspected that men and women weren't being paid equally. As Marc describes in a 60 Minutes episode about Equal Pay, he didn't believe it at first, but he then empowered the leaders to find the data. Since then we have paid 8.7 million dollars to adjust the salaries of our employees for pay equity.



Equal Education

Part of Equality is empowering the diverse workforce of the future by ensuring equal access to quality public education. Salesforce is committed to furthering access to K–12 education for all. We have donated a total of \$34.7 million to K–12 education in the Bay Area.



Equal Rights

We empower Equality for all by creating a workplace that is free of discrimination and by advocating for Equality for all in the communities where we live and work. As an example, in early 2015, Salesforce employees in Indiana started a grassroots effort to fight the passage of a law allowing discrimination against LGBT individuals. As a company, Salesforce rallied behind those employees, showing support in multiple ways, including taking a public stance against the law and offering relocation assistance to employees who wished to move. Salesforce CEO Marc Benioff and Salesforce Marketing Cloud CEO Scott McCorkle swiftly joined in the effort, and ultimately the state of Indiana amended the law.

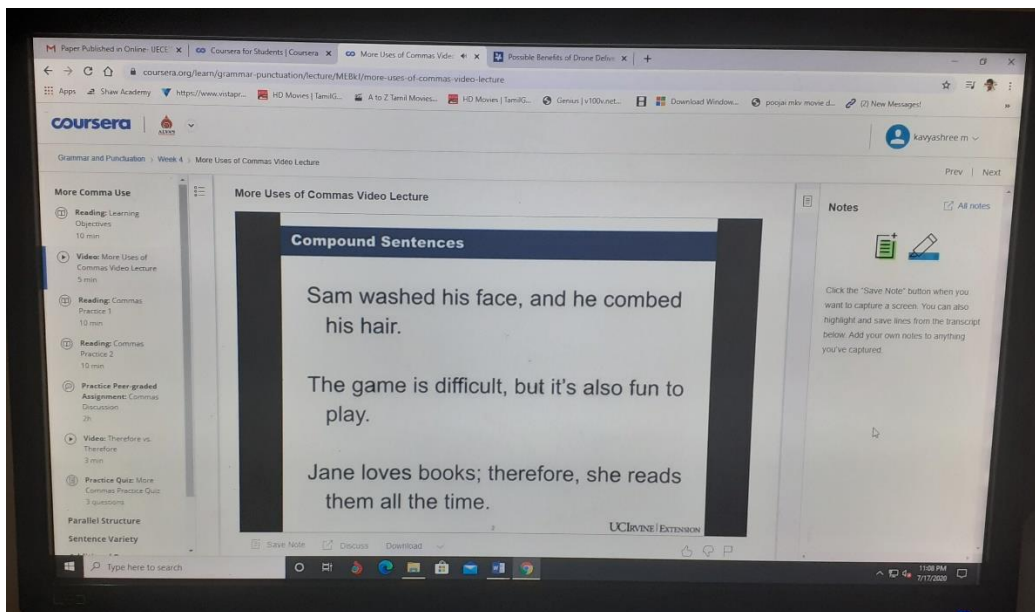
Equal Opportunity

Salesforce is working to attract, retain, and advance diverse talent. We've doubled down on our community outreach efforts to nonprofits and educational groups focused on driving diversity in tech including adding more schools to our FutureForce university recruiting efforts, increasing our support for STEM education initiatives that touch diverse populations, and supporting the work of nonprofits building a more diverse tech pipeline. One example is our partnership with PepUp tech. On the hiring front, we are addressing unconscious bias through awareness training and by instituting inclusive hiring practices that include standardized interview processes, a diverse interview panel, a candidate pool that reflects our communities, and ensuring fair processes.

AFTERNOON SESSION DETAILS

Date:	17-7-2020	Name:	Kavyashree m
Course:	coursera	USN:	4al15ec036
Topic:	More uses of commas	Semester & Section:	8th A
Github Repository:	kavya		

Image of session



More uses of commas

It explains how the comma (,) can be used to make your writing clear, unambiguous and easy to read. It gives examples of the main uses of the comma, and highlights some commonly encountered problems.

Why use commas?

Commas are used to divide or separate parts of a sentence in order to make the meaning clear and the sentence easier to read. They mark a brief pause in the sentence, usually at a point where you would naturally pause if you were speaking rather than writing. They may be used to separate individual words or phrases within the sentence. Some examples of the main types of usage are given below.

Using commas to separate items in a list

Commas are used to separate the individual words or phrases that together make up a list.

The fish kept in the ponds were eels, tench, pike, perch and carp.

The main reasons for the closure were low enrolment, poor learning material, staff recruitment problems and inadequate funds.

Note that a comma is not normally used before the last item in the list, unless it is needed for clarification.

The choices were History and Archaeology, Archaeology and Sociology, and Ancient History.

Here, a comma is used before the last item in the list to avoid confusion.

Separating the parts of a sentence

Commas are used to separate an introductory word or phrase from the main sentence, or to separate a word or phrase that briefly interrupts the flow of the sentence. In the examples below, the introductory and interrupting words or phrases have been italicised. Nevertheless, many critics see value in this theory.

After the first decade, the changes were fully integrated into the system.

Numerous studies, however, prove that the theory is inaccurate.

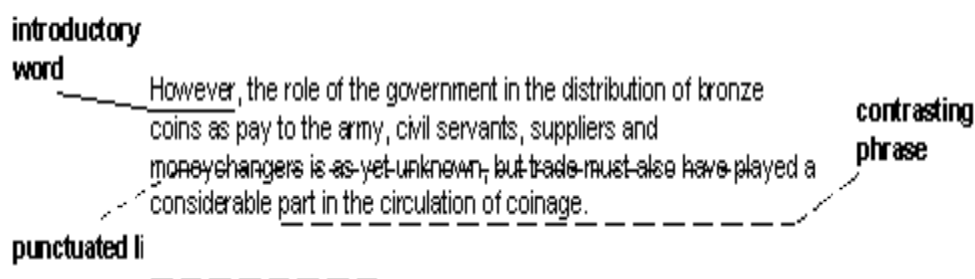
The same theory, according to most writers, can be applied to language acquisition.

Similarly, commas are used to separate an afterthought or a final phrase that contrasts with the main part of the sentence.

The war was vitally important for Europe, far more than it was for Britain.

To understand a particular culture we must look at the whole of society, not just its individual parts.

A single sentence can, of course, use commas in more than one way. In the following example, commas are used to separate an introductory phrase, punctuate a list and separate a final contrasting phrase.



To use the comma effectively, avoid overuse as this can make the sentence difficult to read and understand. Use the comma purposefully, as shown in the example above, and re-read a longer sentence to check the pauses are in the most helpful places.

Using commas to link simple sentences

A series of short, simple sentences can be jerky and tedious to read.

The University is large. It is close to the town centre. There are special rooms available. Advance reservation is necessary.

A way of improving the flow of the writing is to link sentences with a comma together with a linking word (a co-ordinating conjunction) such as and, but, so, or, nor or yet.

The University is large, and it is close to the town centre. There are special rooms available, but advance reservation is necessary.

Warning!

A comma cannot be used on its own to join two sentences. A comma only indicates a pause in a sentence; it can not join sentences without the addition of a co-ordinating conjunction. For example, these two sentences, whilst grammatically correct, would read better if joined.

The people followed their own creed. They were willing to die for it.

However, they can not be joined by using a comma on its own, as the comma shows only a pause, not a link. X The people followed their own creed, they were willing to die for it. X.

A comma together with a co-ordinating conjunction joins the sentences correctly.

The people followed their own creed, and they were willing to die for it.

Sentences can sometimes be joined effectively using a semi-colon (;). The companion leaflet, Using the Semi-colon and Colon provides a guide to its use.

Summary

If in doubt about your use of commas, read each sentence aloud, pausing briefly at each comma. If the sentence flows badly and seems jerky, you probably have too many commas. If you are breathless by the time you have reached the end of the sentence, you might need to insert some commas at appropriate points as shown in this guide. It may even be necessary to divide a very long sentence into two or more separate sentences.