



Planning for Success

Best Practices for Realizing
Your BRG Goals

VMware
October 2019

Agenda

Who We Are & Who You Are

Ground Rules

Planning for Success

Types of Groups

Critical Components

Planning

Recap

Closing Reminders

Welcome!



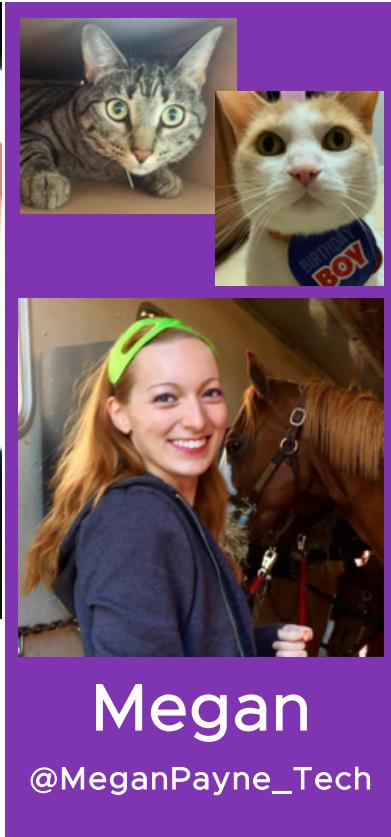
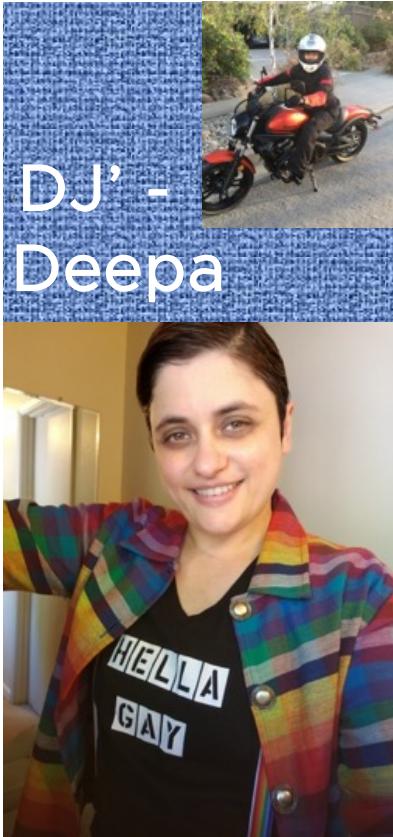
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vm*inclusion*



@VMWARE

Who We Are



PRIDE@VMware

Mission and Vision

Sample downloadable on Github!

What is PRIDE@VMware?

PRIDE@VMware is an employee and business resource group that serves as a community for, and representative of, the Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Intersex, Asexual, Allies and Pansexual (LGBTQ+) people at VMware.

Mission

To create a diverse and inclusive workplace for the LGBTQ+ community at VMware.

Vision

VMware is the employer of choice for the LGBTQ+ community and the pinnacle of diversity and inclusion in tech.



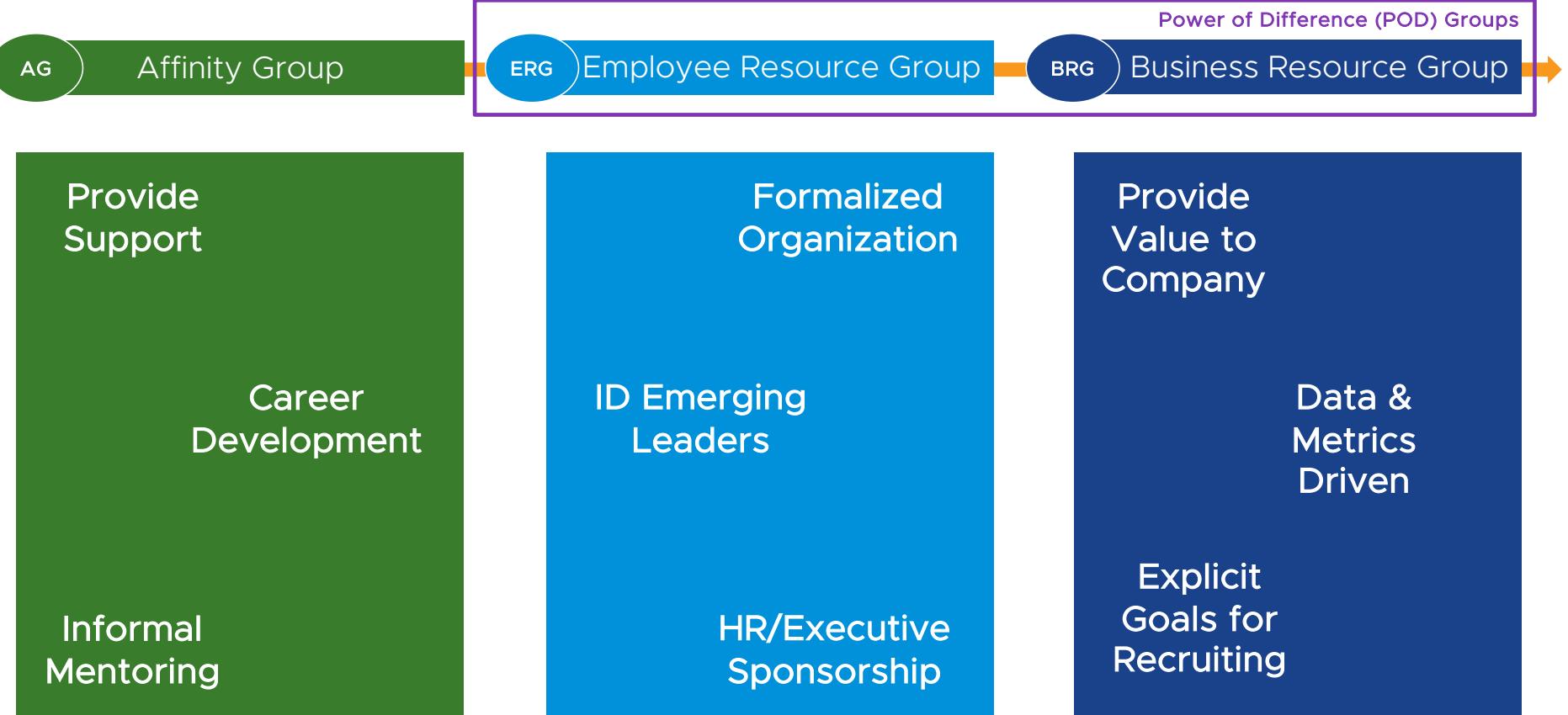


Types of Resource Groups

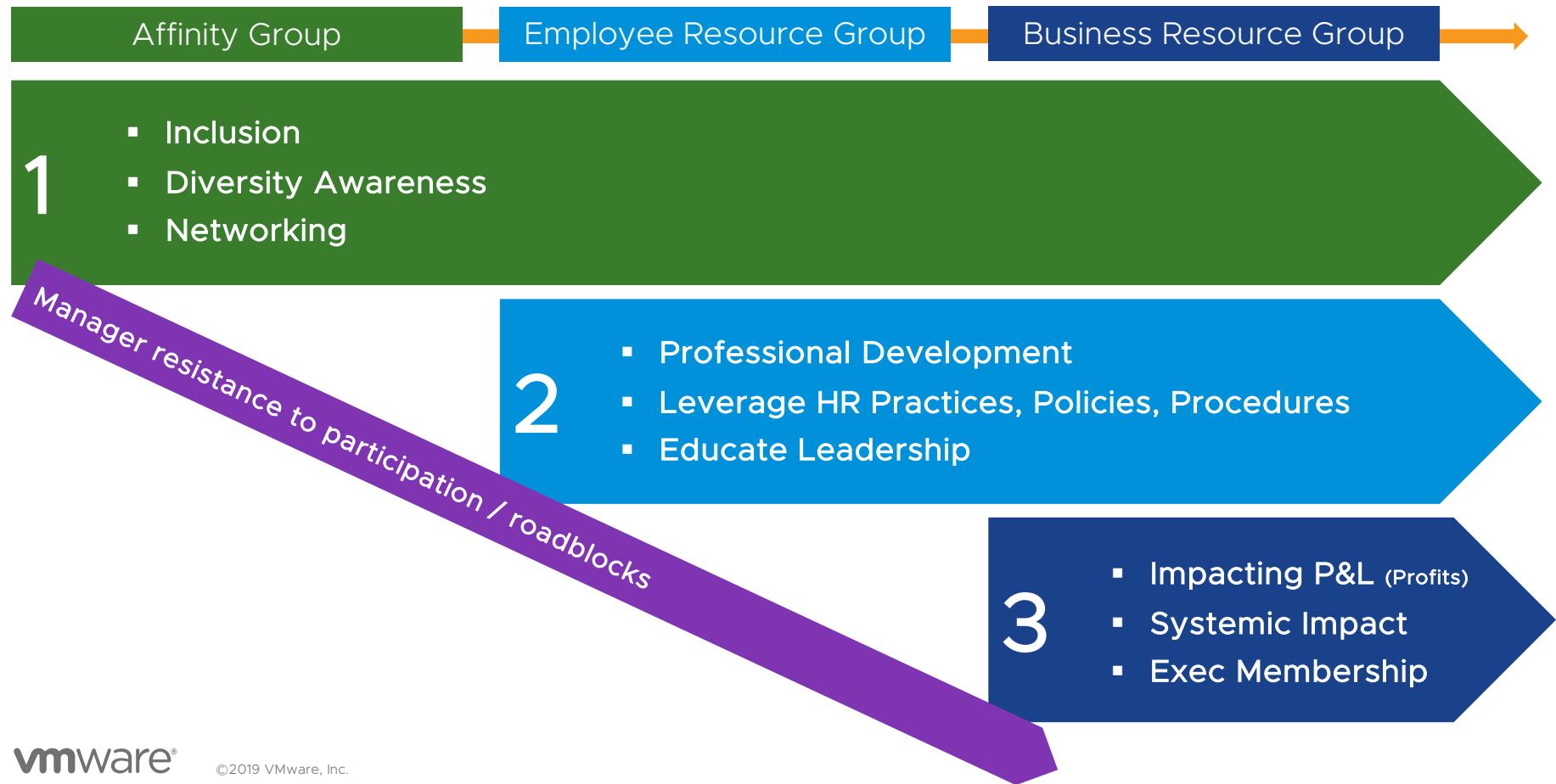
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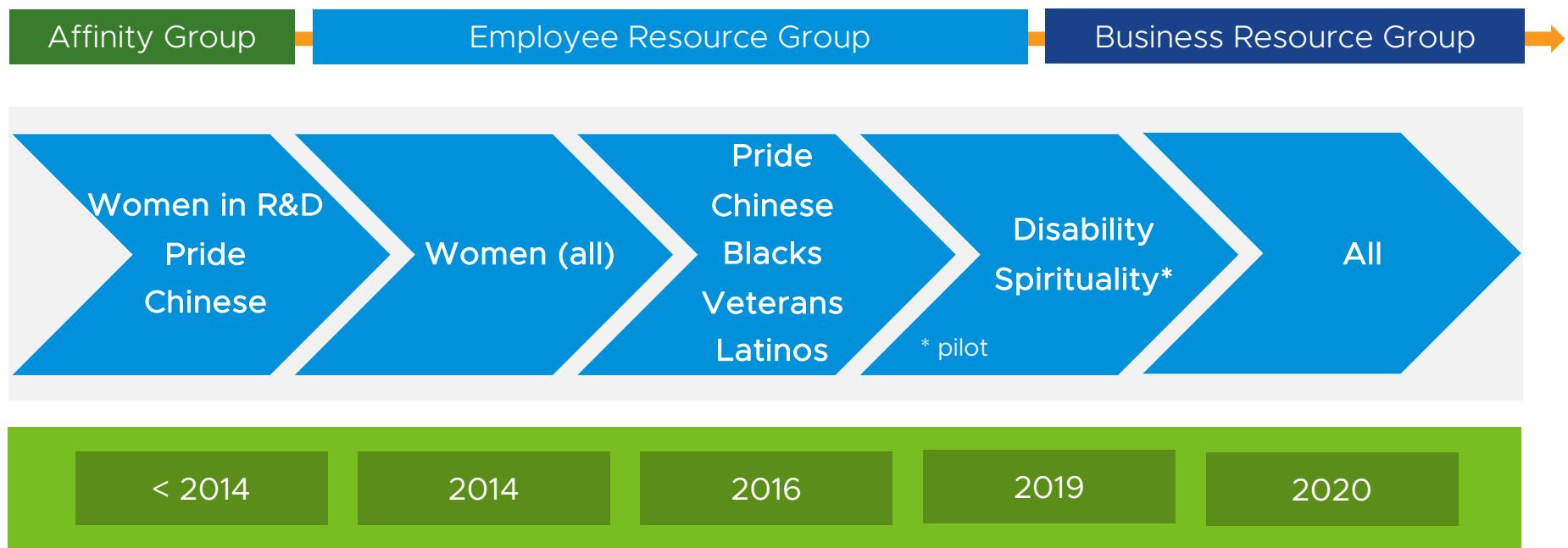
Types of Resource Groups



Maturity Stages



VMware's Path



Critical Components

Vision
Mission
Strategic Priorities



Critical Components

So you want to run an ERG/BRG/POD/ETC...

Company / Organization Priorities

Employee Priorities

D&I Priorities

Vision

Mission

Strategic Priorities

PRIDE@VMware

Just one example...

Vision

VMware is the employer of choice for the LGBTQ+ community and the pinnacle of diversity and inclusion in tech.

Mission

To create a diverse and inclusive workplace for the LGBTQ+ community at VMware.

Strategic Priorities



Creating Your Vision, Mission and Strategic Priorities

Lets do it together

Vision

A **mental image** of the Organization located in a **realistic, credible future** that has never happened and is somehow **significantly better than what now exists**.

Mission

What you do + for whom you do it

List of possible actions (verbs): create, develop,
inspire, build, design, organize, empower, aid, act,
conserve, discover, coach, enrich, enhance



Travelers, clients, employees, community,
the world, humanity, mankind

Strategic Priorities

The **most important things** that you **must accomplish right now**

Creating Your Vision, Mission and Strategic Priorities

Lets do it together

Activity Time!

Grab your activity sheet

Take a moment to write down your vision and mission

- If you don't have any think about what you want them to be
- If you have some already think about what you might change

Socialize! Share and learn with your neighbours

Now take a few moments to write down your strategic priorities

Lets regroup and hear a few examples

We are here to help if you have questions!



Roles & Responsibilities

Roles & Responsibilities

Organize Accordingly

Without execution, 'vision' is just another word for hallucination.

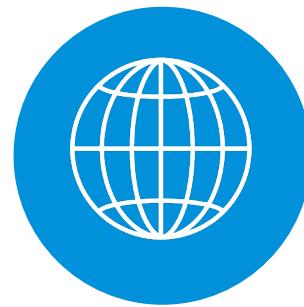
Mark V. Hurd



Know your
Vision, Mission,
Strategic
Priorities



How big is your
organization?



Is it local or
global?

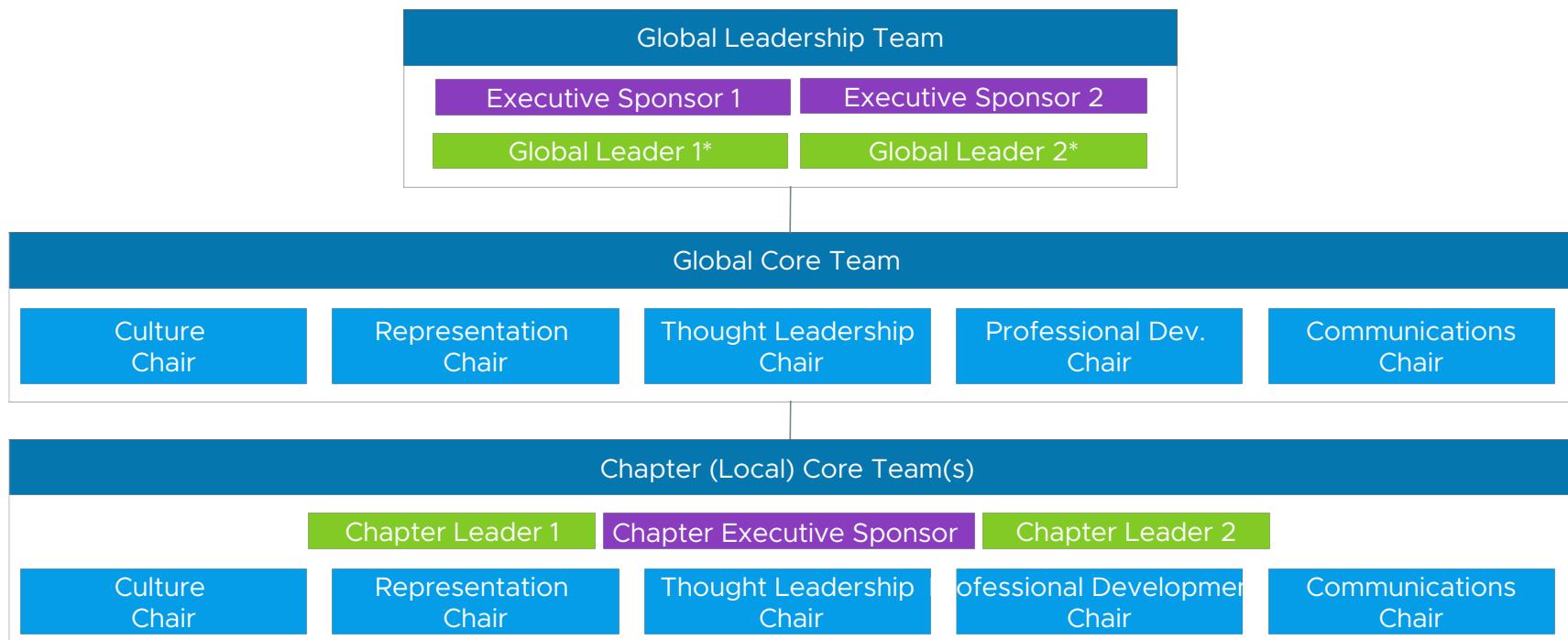


Do you have
Executive
support or is
this grassroots
level effort?

Demographic Structure

Sample downloadable on Github!

LGBTQ+, Black, Latino, Chinese, Women, Disability, Spirituality, etc

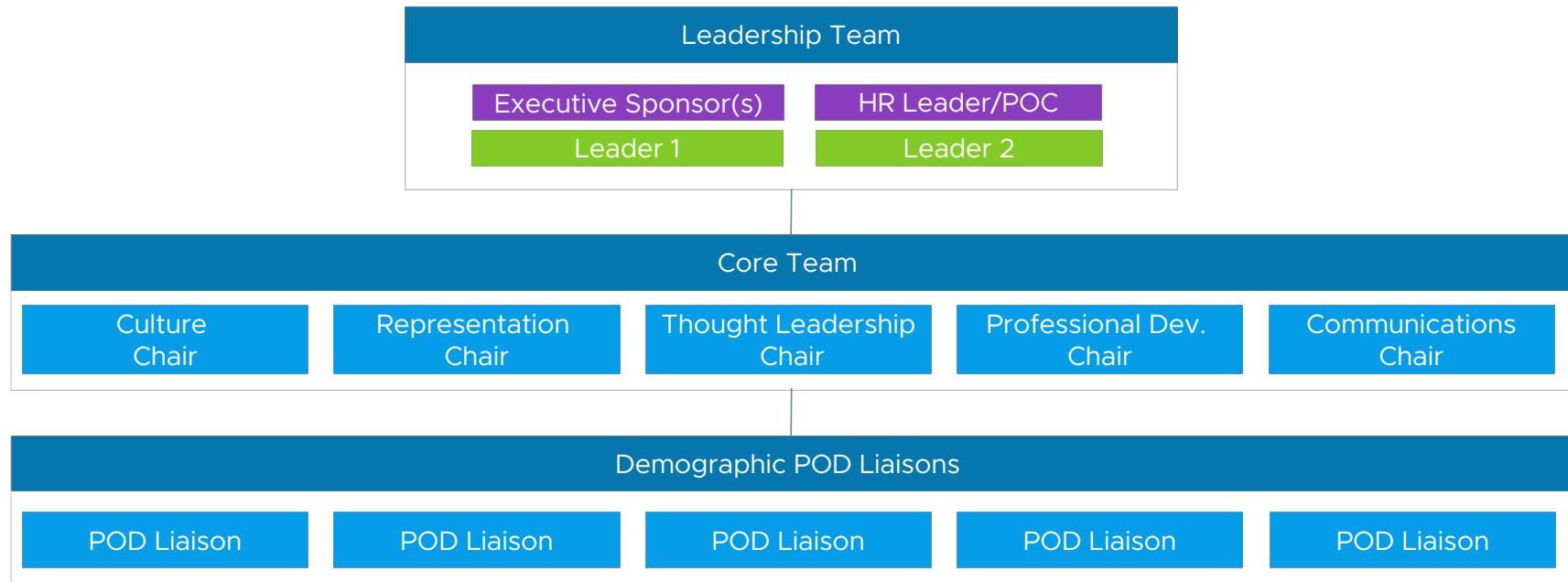


- Organized around a demographic who have a shared identify or experience, and their allies

Location Structure

Palo Alto, Austin, Atlanta, Costa Rica, UK, India, etc

Sample downloadable on Github!



- Representations an entire location rather than a demographic subset
- Leaders can be from any demographic group; demographic Liaisons bring the voice of the demographic groups

Global and Local Roles: PRIDE@VMware

Aligned for Scale and Strategic Priorities

Sample downloadable on Github!

Global Roles

Current or Emeritus Co-Lead

Global Membership Lead

Global Education Lead

Global Communications Lead

Global HR Consulting Lead

Global Ally Program Lead

Global VMinclusion Liaison

Existing POD Experience

Global Pride Month Lead

Global Political Policy Lead

Global Benefits & Company Policy Leads

- General
- Transgender

Global Out & Equal Global Lead

Global Talent Liaison

Local Roles

Co-Leads & Core Members

External Community Engagement Lead:

- Youth engagement
- University talent
- Service learning
- Local LGBTQ+ professional organizations

Pride Parade Lead

Pride Month Lead



Show Me The Money!
It's Budget Time



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Budgeting for Success



Budget Sources

Who will provide budget for our ERG/BRG?

- HR or D&I
- Executive Sponsors
- Business Units
- Partner where the money is

What strings are attached?

Spend time asking questions about the budget

Plan for Success!

Budget Considerations

Decide what matters

External Events

- Pride Parades & Pride Month
- Conferences (O&E?)

Internal Events

- High School Scholars
- Leadership Development
- Speaker Series
- Lunch n Learns
- Professional Development

SWAG

- Visibility and Recognition

External Sponsorships & Scholarships

Budget Tracking

I have budget, but now how do I keep track?

Work with who is providing the budget to support you

Connections make all the difference when trying to track budget

Excel is my Best Friend!

Spend it all!

Budget Lessons Learned

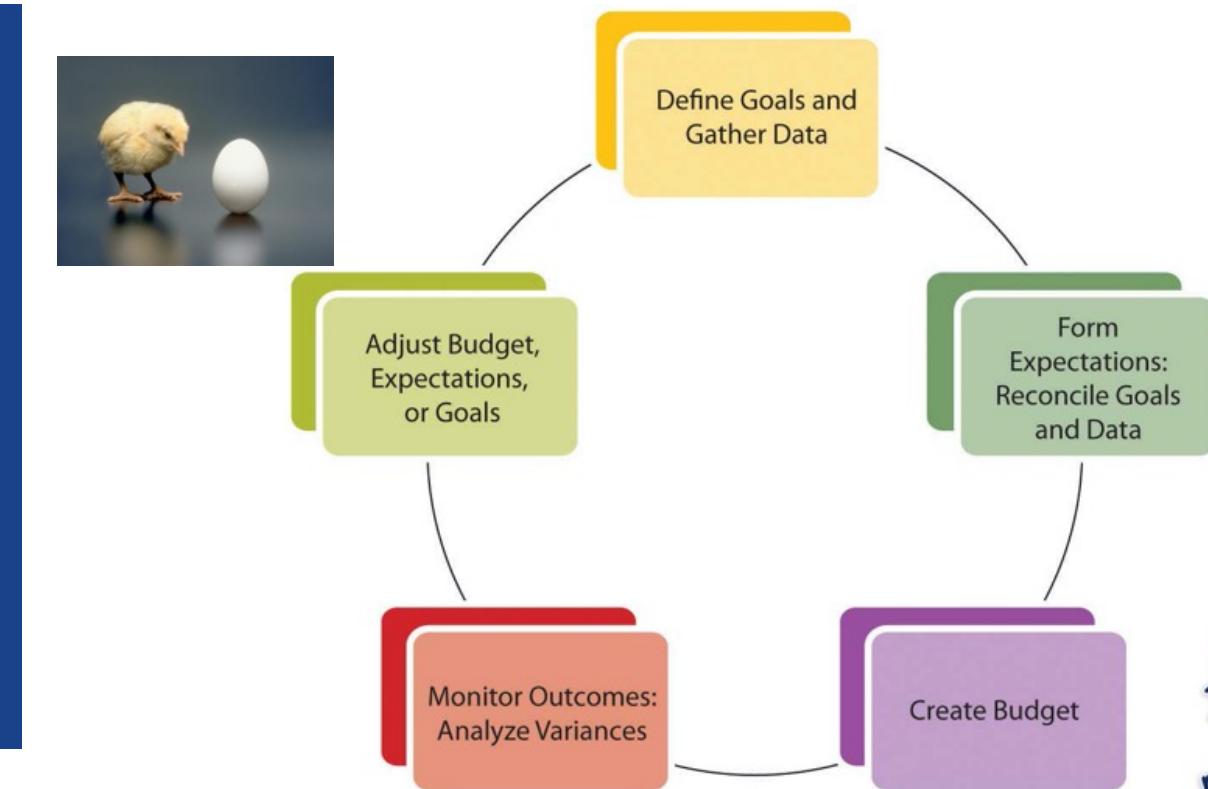
Plan ahead and make sure everything is captured

Take time to capture and lessons learned and put them into action

Provide clear direction on what you are trying to achieve

Once budget is set its hard to go back

Practice saying NO



Action Plan: Supporting Your Strategic Priorities

Do you need one? Yes! How do you create one?



Brainstorm

Design each action to assist with a Strategic Priority

Get creative!!! Move around the room!
Collaborate!

Assign roles later

Leverage your internal and external connection

Document

Narrow your ideas, keeping budget in mind

Be specific!

- Organizations
- Owners
- Events
- Dates
- Times



Use this to build your Calendar of Events

Calendar of Events

Host them? Attend them? Get ideas?

Pro Tip:

Your company doesn't have to plan or own an event to have a stake in it!

Ask your network!

Start with your Action Plan

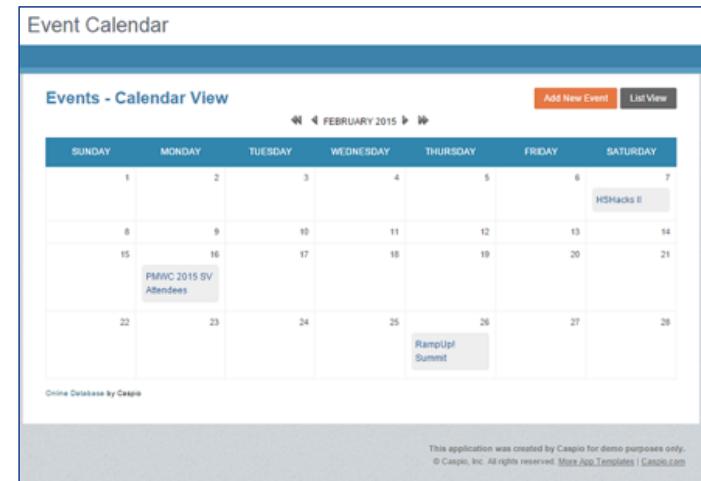
Search out events that are already happening – leverage the planning work that someone else is already doing

- Bash/Party
- Guest speakers
- Other ERG/BRG events
- D&I events
- External events

Pick specific events based on your actionable event cadence

Document events publicly

Recruit task owners. **Lead. Delegate.**

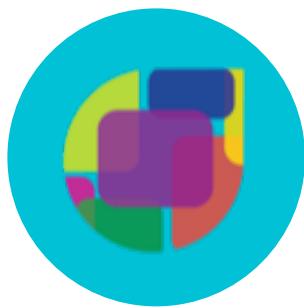


Calendar of Events: Resources

Host them? Attend them? Get ideas?



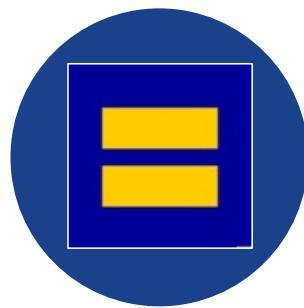
Company
Events



Local Chamber
of Commerce
(eg NGLCC)



Local Pride
Committee



HRC



Facebook
Events



Planning for Success

“If you don’t know where you are going, you’ll end up someplace else.”

Yogi Berra

Planning for Success

Make It an Annual Event: Look Back, Look Forward

Annual Planning Session

- Debrief
- Review trends
- Update
- Define
- Choose

The Annual Plan

- Produce It
- Document It
- Publish It

Crawl, Walk, Run

You can't do it all at once: pace yourself



Annual Planning

A sample agenda...

Sample downloadable on Github!

Day 1		Day 2	
Time	Item	Time	Item
9:00 - 9:30	Welcome & Icebreaker	9:00 - 9:30	Welcome, Agenda Overview
9:30 - 9:45	Agenda & Approach	9:30 - 10:30	Education
9:45 - 10:45	D&I things to know for FY20	10:30 - 10:45	Break
10:45 - 11:00	Break	10:45 - 11:45	Business Partnership
11:00 - 11:30	Mission & Vision	11:45 - 12:00	Break, Lunch Arrives
11:30 - 12:30	Role of POD and Strategic Priorities	12:00 - 1:00	Working Lunch: POD Roles
12:30 - 1:30	Lunch	1:00 - 2:00	Policy Response
1:30 - 2:45	Things we want to accomplish in FY20	2:00 - 2:15	Break
2:45 - 3:00	Break	2:15 - 3:15	Community Engagement
3:00 - 4:00	Membership	3:15 - 4:00	VMinclusion and PRIDE
4:00 - 4:10	Coffee Break	4:00 - 4:30	Hot Topics / Parking Lot
4:10 - 5:30	Ally engagement, education, etc.	4:30 - 5:30	Next steps, follow up, etc.

2019 Initiatives

Building on Our Momentum

New for
CY19

- Membership:** Create a membership strategy and deploy tools to better manage and engage members globally.
- Ally Program:** Create a program to enroll, educate and encourage Allies to create a more inclusive workplace.
- VMInclusion PODs:** Scale the impact of PRIDE@VMware by partnering with international VMinclusion PODs.
- Business Partnership:** Partner with HR and the business in areas where PRIDE@VMware can add value.

Building
on CY18

- Education:** Educate VMware employees, managers and executives on identities under the LGBTQ+ umbrella.
- Benefits:** Identify and act on opportunities to improve company policies, benefits and practices.
- Policy Response:** Create a framework for identifying and responding to legal, policy and rights issues.
- Out & Equal:** Increase the impact of our partnership and Workplace Summit sponsorship.
- Pride Parades:** Participation in Pride Parades to increase membership engagement and brand awareness.
- Communication:** Increase frequency and effectiveness of communications to members and VMware at large.

PRIDE@VMware 2019 Events Timeline

Q1 FY20			Q2 FY20		
February	March	April	May	June	July
POD Leadership Offsite			Out & Equal ExFo		
				Global Pride Month	Parade: Costa Rica
				Parade: Sophia	TBC: Ally Campaign
				High School Scholars	TBC: Education Program
				POD Leadership L.A.B.	
				Accelerate Your Career Series	
Q3 FY20			Q4 FY20		
August	September	October	November	December	January
Parade: Palo Alto		Out & Equal Summit	Parade: India	Annual Planning Workshop	
Parade: Austin		Parade: Atlanta		Annual Budget Planning	
Parade: Cork					
POD Leadership L.A.B.					
Accelerate Your Career Series					

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One Final Idea

And then recap!

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Multi-site/Remote Inclusion

True inclusion means everyone!



Pitfalls

Lack of local perspective

Laws

Planning

Company priorities

Support

Launch kits & “in-a-box” events

Multi-site DLs & video conferencing

Invite local employees when traveling

Social media

Recap and Lessons Learned

You Got This! Learn from our...uhm... mistakes



Know What You Want to Be and to Whom

Company & Employee Priorities
Understand company problems and employee needs

Your Purpose
Consciously decide what your purpose is

Plan For It

Be Intentional and Be Regular
You can't do it all at once – pick and choose. Establish a regular cadence for planning and re-planning

Be Inclusive
Bridge across sites and demographics in your planning for diverse input

And Watch Out For...

Boiling the Ocean
Operate within your budget and your capacity. You can't be everything to everyone.

Team Fatigue
Grow your team if you want to grow your impact

And remember, it's a journey!

Affinity Group

ERG

BRG

Thank You for Joining Us! Questions?

Have feedback? Complete the session survey online

Download content on Github

github.com/kcdautomate/Out-and-Equal-2019-VMW



Stay in touch

- Amanda: [linkedin.com/in/awesomeneil1](https://www.linkedin.com/in/awesomeneil1)
- Bryan: www.linkedin.com/in/bryanhope
- Deepa (DJ): [linkedin.com/in/deepajoshi](https://www.linkedin.com/in/deepajoshi)
- Kim: @KCDAutomate
- Megan: @MeganPayne_Tech

Email our POD Leaders

- PRIDE@VMware.com

Thank you for the work that you do! We are honored to be part of this amazing community of D&I champions at Out & Equal.



Thank You



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