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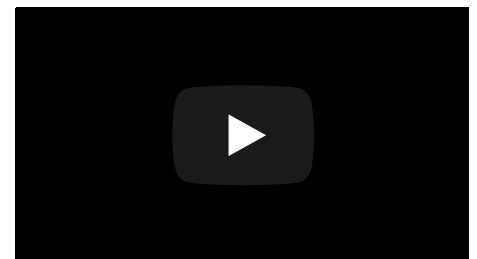
WORKPLACE CULTURE

Intel Corp: Optimas Silver Winner for Innovation



Embracing the "freelance nation" can create benefits for organizations' employees.

Ariel Parrella-Aureli
Oct. 30, 2017



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“Ohana” is what Intel Corp. calls its employees. The word means “family” in Hawaiian, and in creating the “freelance nation,” it also created a family-style culture that has reaped benefits for its network of employees. The program was designed to help internal employees find employment elsewhere that needed their specific skillset. Building off the gig economy model, Intel gave its employees quick work while still working full time, which allowed them to use their skills as freelancers and remain engaged in their daily tasks.

Vikki Mueller Espinosa, senior HR manager and talent champion, said the team is honored to be recognized with an Optimas Award. “Creating an internal gig economy enabled Intel to move faster, optimize our specialist and generalist services, retain intellectual property and enable our most valuable resource — employees — to contribute in the most



efficient and most cost-effective way possible,” Mueller Espinosa said. “When employees get to do what they do best every day, everybody wins!”

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For Intel's efforts providing connections and development opportunities for employees, it is the 2017 Optimas Award Silver winner for Innovation.

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