



Ascend[®]

PAN-ASIAN LEADERS

Global Forum

Ascend Impact Series

Employee Engagement During COVID-19

The ERG Perspective

April 20, 2020 | 12 pm -1 pm EST | Webinar

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Speakers

Moderator
Joining from New York



Sara Porritt

*Senior Director, Integrated Media Planning,
and US Diversity & Inclusion Lead, OMD*

Panelist
Joining from Philippines



Stephanie Galera

*BRG Leader;
former Country Diversity and
Inclusion Engagement Partner, IBM*

Panelist
Joining from the U.K.



Lianna Brinded

*Global Lead, elevAsian;
Head of Yahoo Finance, UK
Verizon Media*

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Contributors



Joining from Texas

Karyne Nguyen

President, Asians in Motion;
AVP, Corporate Social Responsibility
Mr. Cooper Group



Joining from New Jersey

Xiao-Dong Chen

Workplace Lead, PAN Asian Network;
Drug Product Development Team Leader
Bristol-Myers Squibb (BMS)

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Housekeeping

- ▶ This webinar is being recorded; copy will be available from Ascend
- ▶ Plug in your device to make sure you don't run out of power
- ▶ Use the **Chat** feature for interaction/general comments
- ▶ Use the **Question** feature for questions for the speakers
- ▶ We will have **audience polling** questions later in the program
- ▶ Upon conclusion, you will see a link to a **survey**. Please provide your feedback!

To contact Ascend about this webinar, email webinar@ascendleadership.org

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Plan for this Conversation

- ▶ 5 Minute: Objectives, background & introductions
- ▶ 40-Minute: Discussion + Audience Polling
- ▶ 5-Minute: Contributions from Ascend Partners BMS & Mr. Cooper Group ERG/BRG Leaders
- ▶ 10-Minute: Audience Q&A
 - ▶ We have received questions from some audience members ahead of the webinar. We will get to some of those questions during Q&A segment. Thank you for your contributions.

About Ascend

- ▶ Largest non-profit Pan-Asian membership organization in North America
- ▶ Has a reach of over 60,000 students, business professionals, executives, and corporate directors
- ▶ Life cycle organization, serving career cycle of all our members
- ▶ Uniquely positioned to enhance the presence, influence and the positive impacts that current and future Pan-Asian leaders can make

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Ascend Impact Series

This is our first installment of this Series (many more to come in the future!)

- ▶ Forum for highlighting hot topics and issues that are on top of mind for business leaders
- ▶ Forum for sharing best practices and action oriented advice
- ▶ Forum for showcasing transformational leaders and Pan-Asian heroes from a cross-section of industries who inspire action and contribute in impactful ways to their businesses and communities

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Ascend Annual ERG/BRG Leaders Forum

- ▶ Annual national gathering of ERG/BRG leaders from a cross-section of industries
- ▶ Forum which showcases ERG/BRG value in areas such as:
 - ▶ Awareness building during Asian Heritage Month
 - ▶ Partnering with Recruiting/Talent Acquisition to support hiring
 - ▶ Onboarding new employees and interns who are Asian
 - ▶ Identifying ways to connect with customers or retain customers
 - ▶ Driving employee engagement
 - ▶ Serving as community ambassador and supporting community-relation activities
 - ▶ Helping to develop employee leadership skills
 - ▶ Advocating and/or serve as a sounding board to drive internal policy changes

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This is a Global Forum

- ▶ Global perspective is timely & relevant
- ▶ We have over 150 companies/organizations represented
- ▶ We hope that everyone attending today will help us spread the word and join Ascend in continuing to build on this program

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Polling Question #1

*Do you feel employees
are more or less engaged
while WFH?*

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Polling Question # 2

*Do you feel employees
are more or less engaged with
company culture while WFH?*

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Audience Q&A

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Questions Received from Some of Our Audience Members

- ▶ What advice would you have for an ERG that is still working on growing, to increase engagement?
- ▶ How are ERG leadership teams caring for/supporting themselves as they work to support others and maintain productivity during a trying time in their day jobs?
- ▶ Are there volunteer opportunities your ERGs are participating in? Are there any such opportunities you would recommend?

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Audience Q&A

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Stay Engaged & Support Ascend

- ▶ Ascend Events: visit www.ascendleadership.org/events for the latest and greatest information on our upcoming programs.
- ▶ Become a Member: visit www.ascendleadership.org and click **Join Today!**
- ▶ Contribute to Ascend Foundation: <https://www.ascendleadership.org/page/ascendfoundation>
- ▶ To learn more about Ascend Impact Series and how you can get involved, email program lead Robina Singh (robina.singh@ascendleadership.org)

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We Value Your Feedback



Please be sure to complete the survey as you exit Zoom

Stay safe & healthy

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ขอขอบคุณ GRACIAS Salamat
ありがとうございました благодарю вас
Shukriya **THANK YOU** MERCI
DANKE cảm ơn bạn ਤੁਹਾਡਾ ਧੰਨਵਾਦ
감사합니다 obrigado
tak skal du have 谢谢
Terima kasih Dhanyawad

www.ascendleadership.org

contact: webinar@ascendleadership.org

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Program Summary

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[View webinar recording here](#)

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Guest Feedback

“...relevant topic during these challenging times”

“Hope to take some of these ideas back to my BRG team”

“Very well organized and great content”

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Guest Feedback

In a follow up survey, we asked our guests following questions and asked them to rate as **Strongly Agree, Agree, Neutral Disagree, Strongly Disagree**

- ▶ Webinar delivered the information I expected to receive
- ▶ Subject matter was presented effectively
- ▶ I gained new knowledge applicable to me/my work
- ▶ Overall, the registration process and webinar experience was positive

Majority of the respondents rated each component as

Strongly Agree or Agree

Disagree or Strongly Disagree did not make the board!

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Polling Question #1

*Do you feel employees
are more or less engaged
while WFH?*

Results

More: 25%

Less: 37%

About the Same: 38%

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Polling Question #2

*Do you feel employees
are more or less engaged with
company culture while WFH?*

Results

More: 30%

Less: 41%

About the Same: 29%

Engagement Ideas Shared by Guests via Webinar Chat

- ▶ Antakshari which is a sing-a-song game competition is a fun way to keep members engaged
- ▶ Virtual meeting platforms such as Zoom enables breakout rooms for more engaging activities
- ▶ Sessions with dance and stretch sessions help break the monotony and allow for organic breaks during long meeting sessions
- ▶ Netflix watch parties are also gaining momentum
- ▶ JetBlue is planning to have AAPI month playlist at JFK airport's terminal 5
- ▶ [Ascend Foundation has launched feedyourhospital initiative](#) to support frontline healthcare workers

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Panelist Responses to Questions We Could Not Get to During the Webinar

Q: The way we work and engage has changed with the pandemic and I think many have learned and appreciated the way things have slowed down aka people are cooking, crafting, etc. How does the panel think organizations and leaders can keep some of the ways we have slowed and not just be output/revenue driven?

Just as businesses will likely need to change how they operate post COVID, companies should see activity and engagement while WFH as a learning opportunity in regards to what's working and what's not. I would recommend sending out a companywide employee survey to assess what new behaviors employees have adopted during this time, and which ones they would like to keep because it helps with work life balance, effectiveness and innovation, or mental health. It's then about working through the feasibility of incorporating that into processes and expectations.

- Stephanie

I think this ultimately boils down to the business value of strategic pauses. There are a lot of studies that show that slowing down, pausing, and thinking about your strategy would in fact accelerate your business growth. It's really the law of diminishing returns where you see that people could only maintain a certain level of brain-power and innovation until it starts diminishing. We need the pauses to restart the process and I think a lot of companies are aware and acknowledge this and I see this happening through how mindfulness and mental health programs are becoming widespread. Leaders need to understand this business value.

- Sara

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Panelist Responses to Questions We Could Not Get to During the Webinar

Q: Do you have any resources we could distribute to parents? I know there are a lot of parents having difficulty with the work/life balance so if there are any resources that would be very useful!

Online Resources

- [A comprehensive list](#) of online educational resources for children of all ages, ranging from entertainment to curriculum.
- Even when schools are closed, keep the learning going with these [free online educational activities](#) from Scholastic for all pre-school and grade school ages.
- Take a [virtual tour of famous museums](#) from the British Museum to the Van Gogh Museum in Amsterdam + many more.
- Cosmic Kids Yoga for [Yoga and mindfulness](#) online adventures for kids.
- [Rivet](#), a free reading practice app for kids to continue with their reading.
- Over 20 other ideas for [family-friendly stay-at-home activities](#)
- Cincinnati Zoo is touring their safari virtually every day at 3pm [here](#).
- Odd Dot is creating downloadable free activities for kids [here](#).
- Khan Academy is a non-profit organization with free educational resources for children from pre-school through high school. Click [here](#) for their resources.

Tips for Balancing Work and Childcare

- Check out these tips from [CNBC](#) and [CNN](#) for managing working from home while with your children.
- [Guidance for balancing career amidst childcare disruptions](#), specifically crafted for navigating the impact of Covid-19 (including tips for dual-career parents).

- Sara

We've built a community to support all kinds of situations and this is what I found on family as suggested by many community members: <https://www.workingmother.com/how-to-work-from-home-with-kids> and for dual parents: <https://www.workingmother.com/dual-career-parents-best-advice-for-getting-work-done-and-taking-care-their-kids>

- Stephanie

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