

DEI Conference Agenda
August 9, 2019
Raleigh Convention Center

7:30 – 8:00 a.m.

Registration and Networking

8 – 8:05 a.m.

Welcome and Opening Remarks

8:05 – 8:30 a.m.

Opening Keynote: What is DNA Anyway? How Our Messages Turn Into Meaning

- Dr. Joanna Schwartz, Professor of Marketing, Georgia College

8:30 – 9:45 a.m. Panel Discussion

Courageous Conversations: Seen & Unseen

It is vital that we embrace and appreciate every person's background — their culture, heritage, experiences, and perspectives. This is how we can demonstrate our commitment to establishing a great workplace with values that strengthen the communities we serve. We will hold a group discussion that encourage employees to have an open dialogue on topics that are important to them. Panelists will share differences – seen and unseen – that make them unique and reflect on how they have impacted their experiences in the workplace.

The goal of this conversation is to promote inclusion, understanding and positive action by creating awareness of employees' experiences and perspectives related to differences in background, experience or viewpoints, such as socioeconomic status, age, gender, gender identification and expression, sexual orientation, ethnicity and disabilities.

- Moderator: Lauren Hood, Bank of America
- Panelists:
 - Madhu Beriwal, IEM
 - Bev Crair, Lenovo
 - Brandon Fargis, Red Hat, Inc.
 - Scott Ralls, Wake Technical Community College
 - Donald Thompson, Walk West

9:45 – 10 a.m.

Networking Break

10 – 11 a.m.

Breakout Session (Choose one: 1-4)

Breakout Session #1: The Undeniable Benefits of Corporate Social Responsibility and Community Engagement

In 2018, a study by Edelman found that 64% of consumers around the world choose, switch, avoid, or boycott a brand based on societal issues. Corporate social responsibility is a business approach that contributes to sustainable development by delivering economic, social, and environmental benefits for all stakeholders. This session will discuss how businesses are engaging with societal topics internally, and with the community and how many are preparing to support larger societal challenges. From policies that may negatively impact the workforce, to preparing to “stand up” against injustice, this interactive conversation will provide strategies to be great corporate citizens.

- Moderator: Kim Drumgo, AICPA
- Presenter: Tanya Odom, UN Women

Breakout Session #2: “Are We There Yet?”: Developing Key Performance Indicators for a World Class Business

How are businesses expected to deploy a plan to advance diversity, equity, and inclusion if they aren’t sure what to measure? Well-defined goals are critical in any organization’s desire toward continuous improvement. This session will examine the key performance indicators when aligning DEI goals with enterprise goals. Whether quantitative or qualitative, panelists will provide perspectives on essential metrics, tools, and strategies to ensure diversity, equity, and inclusivity success.

- Moderator: Tayah Lin-Butler, NC State University, Poole College of Management
- Panelists:
 - Bucky Fairfax, RTI International
 - Dee McDougal, Pacific Western Bank
 - Kiwanda Stansbury, Advance Auto Parts
 - Cleon Umphrey, RDU Airport Authority

Breakout Session #3: L.E.A.D. (Leading & Engaging Across Differences)

Individuals in today’s workforce currently face the challenge of learning how to effectively lead across differences - different cultures, perspective, experiences, and needs. With varied demographics, heightened sensitivities, and shifting expectations, it often feels like the inclusion of one group may result in the exclusion of another. However, despite differences in race, age, gender, politics, sexual orientation or religion, understanding the value of diversity in the work environment promotes acceptance, respect, and teamwork. The benefits of learning to L.E.A.D., “Lead & Engage Across Differences” builds trust and allows for process and product innovation. When different minds and skillsets come together to achieve a common goal, the result can be transformational.

Through compelling storytelling, shared lessons, and actionable principles, The L.E.A.D. Lens will teach participants how to reduce conflict, enhance collaboration and increase performance.

- Facilitator: Courtney White, BASF
- Presenter: Charles Weathers, The Weathers Group

Breakout Session #4: Increasing Your Global Competence: For a Better World

North Carolina, the United States, and countries all over the world are increasingly diverse, international, and interconnected. Global is local and local is global. Successful business leaders know that to attract savvy consumers and diverse partners to our global economy, their companies must hire and develop a globally-competent workforce and demonstrate their commitment to equity, diversity, inclusion. In this highly-engaging and practical session, participants will explore each stage of [Global Citizen, LLC's Global Competence Framework](#). At the individual and institutional levels, the audience will examine evidence that supports the business case for global competence, equity, diversity, and inclusion. They will also gain resources and tools to advance equity, optimize diversity, promote inclusion, and develop global competence in the workplace.

- Facilitator: Dickens Sanchez, wmHarper
- Presenter: Katherine Turner, Global Citizen, LLC

11 – 11:15am

Networking Break

11:15 – 12:15 a.m.

Breakout Session (Choose one: 1-4)

12:15 – 1 p.m.

Lunch

1 – 1:30 p.m.

Closing Keynote: Lowe's Diversity Journey: Why Now?

Janice Little, Lowe's Companies Inc., Global Chief Diversity Officer and VP of Talent Development

1:30 – 2:00 p.m.

Closing Activity: What Will You Continue, Stop, Start?

Next Steps

2 p.m.

Adjourn