



# Leveling Up on Diversity and Inclusion D&I Forum



February 27, 2019

Hilton Union Square, San Francisco

The 16<sup>th</sup> Annual Great Place to Work® For All™ Summit is the only three-day gathering where you can discover innovative people practices among a community of more than 1,000 workplaces and business leaders from over 500 organizations around the world.

## INTRODUCTION

Our 2019 Summit theme is “Igniting Innovation By All”. Our research shows that great workplaces grow their annual revenues 5.5x faster because they know how to tap into the innovation potential of all their employees, and our Summit goal is that all attendees leave inspired to ignite innovation by all across their organizations.

Our Annual Summit is the largest gathering of executive leaders across hundreds of Best Workplaces that are actively engaged in elevating their business success through workplace culture. We offer data, guidance, knowledge sharing and thought-leadership to support organizations as they maximize their human potential.

## Diversity and Inclusion Forum

### SUMMIT AGENDA

#### Tuesday, February 26 – Pre-Summit

Immersion Experience Site Visits at Salesforce and Hilton  
GPTW4ALL Leadership Awards at Four Seasons – *Igniting Innovation By All*

#### Wednesday, February 27 – Day 1

Mainstage Keynotes  
Focus Sessions

➔ **Leveling Up on Diversity and Inclusion Session (12:15pm-4:15pm)**

Social Event at The Masonic, featuring Meghan Trainor

#### Thursday, February 28 – Day 2

Mainstage Keynotes  
Focus Sessions  
Closing Keynote



## Diversity and Inclusion Forum – Wednesday, February 27 (12:15pm-4:15pm)

### KEY OBJECTIVES

We'll be gathering with several committed leaders from Great Place to Work's Best Workplaces to help executives active in Diversity & Inclusion efforts breakthrough some of the friction that they experience from working with the top level of leadership in their organization. This session will be facilitated by Tony Bond, Chief Innovation Officer, Great Place to Work and Ellen McGirt from Fortune. Heather Brunner, CEO of WP Engine has committed to join us as the second co-chair for this session, and we are currently in conversations with PwC for a leader on Tim Ryan's executive team as a third co-chair.

Through the panelists' leadership examples, they will share insights on how they as leaders close to the CEO, (or as CEO) have been able to move beyond making an economic argument for why diversity matters to seeing it as an exciting innovation challenge. We'll frame our discussions under Chatham House rule, and ask that each co-chair bring forth the honesty it takes to engage in crucial conversations and provide advice to Diversity & Inclusion and people leaders on how to balance market realities and boards of directors to influence CEOs who may want to fully engage in Diversity & Inclusion efforts but exhibit resistance.

It is our belief that these leaders will inspire this group to engage in meaningful dialogues on how to get their top leaders to successfully advance new approaches to Diversity & Inclusion. From this session, we hope this group will come away with a new mindset and tactical strategies to influence their top leaders to effectively create great places to work for all.



## Diversity and Inclusion Forum – Wednesday, February 27 (12:15pm-4:15pm)

### Leveling Up on Diversity and Inclusion

Great Place to Work and leaders from Best Workplaces will lead an invitation-only audience of leaders in an "off-the-record" discussion to decode the inconvenient truths that create friction in this area.

CEOs and leaders from the nation's largest employers and diverse industries with varied demographic backgrounds will share transformative advice that will help you effectively lead within your company and improve the employee experience and demographic representation that will move beyond making an economic argument for why diversity matters to seeing it as an exciting innovation challenge.

### AUDIENCE:

Approximately 100 Business leaders actively working on Diversity and Inclusion initiatives from organizations throughout the US, including list winners from the Fortune 100 Best Companies to Work For, Best Small and Medium Workplaces, Best Workplaces for Women and Best Workplaces for Diversity.

### CONFIRMED PANELIST CO-CHAIRS:

- Cindy Robbins, President and Chief People Officer, Salesforce
- Heather Brunner, CEO, WP Engine
- Mike Dillon, Chief Diversity Officer, PwC

### MODERATORS:

Tony Bond, EVP & Chief Innovation Officer, Great Place to Work and Ellen McGirt, *Fortune*



## Executive Co-Chairs & Speakers



**CINDY ROBBINS**  
2019 Executive Co-Chair,  
Diversity & Inclusion Forum  
President & Chief People Officer,  
Salesforce

Cindy Robbins is President and Chief People Officer at Salesforce — named the World's Best Workplace for two years in a row. In this role, Robbins leads the company's efforts to attract, develop and retain the best talent. During her tenure, Robbins became one of the pioneers of Salesforce's equal pay efforts, which has resulted in the company spending \$8.7M to address any unexplained differences in pay. Robbins has more than 15 years of experience in Human Resources. Prior to joining Salesforce in 2006, she held positions at major technology companies including BEA, OpenWave, Plumtree Software and Excite@Home.



**HEATHER BRUNNER**  
2019 Executive Co-Chair,  
Diversity & Inclusion Forum  
Chairwoman & CEO, WP Engine

As Chairwoman and CEO, Heather steers WP Engine's hyper-growth and global expansion serving 90,000 customers across 130 countries. Heather has created billions in value-driven customer success and led business strategy for both privately-funded ventures and Fortune 500 companies. Under Heather's leadership, WP Engine raised \$250M in funding from Silver Lake.

Heather holds a bachelor's degree in international economics from Trinity University. She received the EY Entrepreneur Of The Year 2017 Central Texas Award for Technology and serves as Director for Camden Property Trust. Heather supports the entrepreneurial community as a Capital Factory Partner and Women@Austin leader.



**MIKE DILLON**  
2019 Executive Co-Chair,  
Diversity & Inclusion Forum  
Chief Diversity and Inclusion Officer, PwC

As Chief Diversity & Inclusion Officer, Assurance Partner Mike Dillon leads PwC's ongoing commitment to fostering an inclusive environment that enables our people and the communities where we live and work to thrive. Mike drives the firm's strategy around dimensions of diversity — including gender, race, sexual orientation, gender identity, cognitive and physical ability and religious beliefs — to help the firm recruit, develop and retain talented professionals who bring diverse perspectives to our culture and our clients.

Currently Mike serves on the boards of The Trevor Project, and the San Francisco AIDS Foundation, in addition to being a member of the US firm's LGBT Partner Advisory Board.

## Moderators



**ELLEN MCGIRT**  
Senior Editor, Fortune Magazine

Ellen McGirt is an award winning feature writer who also covers race, culture and leadership in a daily column for Fortune called RaceAhead. Her reporting has taken her inside the C-suites of Facebook, Nike, Twitter, Intel, Xerox and Cisco; on the campaign trail with Barack Obama; and across Africa with Bono to study breakthrough philanthropy.

In the past, she's written for Time, Money and Fast Company, where she wrote or contributed to more than 20 cover stories and created the digital series The 30 Second MBA. Back when the web was young, she was the founder of a financial website for women called "Cassandra's Revenge" and established similar sites for AOL and Oxygen Media. Ellen was the lead editor for Your First Leadership Job, a book published by Wiley in 2015. She attended Brown University and is on the board of L'Ecole de Choix, an elementary school in Mirebalais, Haiti.



**TONY BOND**  
EVP, Chief Innovation Officer  
Great Place to Work US

Tony Bond is the Executive Vice President and Chief Innovation Officer of Great Place to Work, the global research and analytics firm that produces the annual Fortune 100 Best Companies to Work For list, the World's Best Workplaces list, the 100 Best Workplace for Women list, the Best Workplaces for Diversity list, and dozens of other distinguished workplace rankings around the world. He serves a key role in shaping the organization's culture transformation work.

A strategic thinker and innovator, Tony has served as a trusted advisor for executives at some of the most successful global organizations including the National Basketball Association, AT&T, Daimler, Coca-Cola, Indeed, Whole Foods, Dow Chemicals and American Express. He has helped companies navigate transformational change, people & culture change, mergers and acquisitions and other initiatives impacting culture and human capital. His consulting expertise is backed by over 20 years of diverse leadership experience with a Fortune 100 company and he is adept at providing strategic advice across industries. [greatplacetowork.com](https://www.greatplacetowork.com)



## Diversity and Inclusion Forum – Wednesday, February 27 (12:15pm-4:15pm)

### MAIN TAKEAWAYS

- Through candid conversations, surface the inconvenient truths that create friction around Diversity & Inclusion that potentially prevent progress
- Better understand specifically what makes a D&I program practical from the perspective of a CEO
- Learn why CEO leaders need to include creating a great place to work for all as a key driver for the success of their overall business strategy
- Engage in authentic conversations with other leaders across industries that address the complex challenges of diversity, inclusion and equity
- Build and strengthen relationships with others committed to creating a great place to work for all

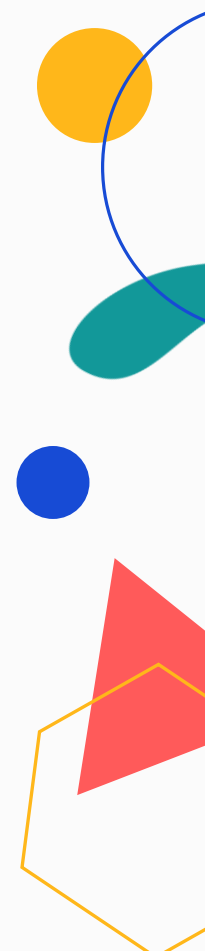


## Diversity and Inclusion Forum – Wednesday, February 27 (12:15pm-4:15pm)

### SCHEDULE

Time	Minutes	Session
12:15-1:15pm	60	Networking Lunch with Forum Participants
1:30-2:00pm	30	Welcome and Introduction Ground Rules
2:00-3:00pm	60	Speaker Panel <ul style="list-style-type: none"> <li>• Cindy Robbins, Salesforce</li> <li>• Heather Brunner, WP Engine</li> <li>• Mike Dillon, PwC</li> </ul>
3:00-3:15pm	15	Break and Transition to Audience Discussion
3:15-4:15pm	60	Audience and Panel Discussion
4:15-4:30pm	15	Transition to General Session
4:30-5:30pm	60	Mainstage Report-out of high-level takeaways (10 min)

**DRAFT – SUBJECT TO CHANGE**



# Thank You!



**Lizelle Festejo**

Director, Programs and Events

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