

Hummingbird Humanity

an LGBTQ+ owned business

Conversations of Hope, Heart, and the Human Spirit with Katie Oertli Mooney

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Brian McComak: Every single time I progress the slide when I'm not supposed to, we're not done yet. So we'll give it just another minute before we'll get started with our conversation today, with the fantastic and fabulous Katie Mooney say fantastic, fabulous, ferocious, find all the words that I could come up with to describe Katie Mooney. So, as, as Liz mentioned, a couple of moments ago, you know, if you're here for the first time, welcome, we're glad to have you. If you're coming back, thank you for coming back. We're so glad to have you feel free to share in the chat, say, hi, share what you do, who you are, where you're joining us from. If you wanna share your LinkedIn links, if you have events that you're hosting, that you wanna share with others, you know, we're all in this together. So please feel free to share. And this is, you know, as Liz mentioned, this is a community and we wanna help everyone continue to come together. Actually, I think, you know, Katie is the reason that Liz and I even know each other because they originally met. And then Katie connected Liz with Jennifer and then Jennifer connected her with me. And then, so it's a, you know, we all come together through our networks, I love this. Okay, let's see, what time is it? 3:03, I think we're good. So I'm gonna stop sharing and we'll get started. Well, happy Wednesday, everyone. Welcome to the final episode of Hope, Heart and the Human Spirit. I still can't believe that three months ago, I started this journey and launched Hummingbird Humanity, and we've now had 14 episodes and so many great conversations. I couldn't be happier that Katie Mooney is the guests for our final episode. She has meant a lot to me in my journey as a DEI professional. When I started as a consultant, Katie actually gave me some great coaching and support 'cause I'm like, "I don't know what I'm doing." And she was so incredibly supportive and also clear. And a lot of times we're looking for feedback and coaching. We don't always get that, so Katie thank you so much for all of the help you gave me. I'm so glad that we could have this conversation. So before we dive in, though, I wanna make sure I say, you know, for, particularly for those of you who are new to Hummingbird Humanity, I launched Hummingbird Humanity three months ago as a consulting firm to champion for human-centered workplace cultures. I have this belief that we have somewhere along the way, lost our focus on the humans that work in our workplaces. And some might argue that we actually never had that, but I, you know what I found in this work, in diversity and inclusion so much of what we do is around how do we bring our humanity to the conversation and the decisions that companies are making. So, so I have kindred spirits in the DEI community, and there's also another community, which is the purpose-driven community that focuses on conscious capitalism is one of those groups. So, there's lots of us out there who are trying to make workplaces better for everyone. And so that's what Hummingbird Humanity's all about. Right now, we're really focusing on stories. And the whole part of the Human Spirit series is an opportunity for us to meet some really amazing people who are doing, doing great work to make a difference and change how companies operate and also who have other own unique individual stories. And they're and they bring their lived experiences with them to the work they do. So Katie is one of those people that I said we all have to hear from her, and I'm glad that she's with us today. So Katie welcome before we dive into the conversation, I'll let you say you probably have some words of welcome or things you wanna mention before we get started.

Katie Oertli Mooney: Well, Brian, thanks so much for having me join and it's so again, to your point, thrilling to be with you and Liz again, just love of course, how incredible the DEI community is, our networks. And as I've seen in some chat, so good to see some familiar names and wish I could see all of your faces, but I really hope for this conversation that

we're really going to be able to, you know, share some thoughts, be really real and transparent. I don't think I know any other way to be when talking about, especially something so important, like our diversity equity and inclusion right now. And I really, really look forward to continuing on in this.

Brian McComak: Awesome, thanks Katie. And last but not least for our introductions is the fantastic Liz Roy. But Liz, do you want, I'll let you, you wanna say hi?

Liz Roy: Hi, yes, I'm so thrilled to be on this call because Katie is part of the reason why I'm at my current organization, Jennifer Brown Consulting, where I work as the director of business development. And she's also one reason I got connected with Brian and so really excited for this conversation. And I'm really excited to connect with everyone on this call too. Please do utilize the chat to send questions that you wanna ask. I will be monitoring it regularly to make sure that we address any questions that come through.

Brian McComak: Awesome, thanks Liz.

Liz Roy: Thank you.

Brian McComak: Yeah and do you know it's and one of the things that Liz and I were talking was, I'm gonna start over one of the things that Katie and I were talking about yesterday as we were having our prep call is just acknowledging how Jennifer has opened doors for all of us. And I know Jennifer has been so kind to me and open doors and that's how I know Katie. And that's the reason I know Liz and, you know, it's wonderful to see one of the things we talk about in our work is the importance of opening doors for others. And I think Jennifer is one of those individuals who consistently opens doors for others. So, you know, Liz, I know we're talking about Jennifer Brown, would you do me a favor and throw Jennifer's LinkedIn link in the chat and the Jennifer Brown Consulting link. Let's just acknowledge them since we're talking about them. And if you're not following Jennifer Brown, follow Jennifer Brown, there's always great information there. But let's talk about Katie. That's who we're here to talk about. So Katie you, and actually, I didn't even know your full story of just, as a person outside of the work that you, that you do. Of course, I've had a chance to meet your husband or your partner. So I've known a little bit about you, but would you share with all of us this really fascinating story you have?

Katie Oertli Mooney: Sure, I mean, I think it nicely sets up quite naturally I look years later why I ended up in the diversity equity and inclusion space, but yeah, so thrilled to be here Katie Mooney, she, her. I am a child of two white parents. So I was a Korean adoptee in the 80s. I was raised in a, I would say a really honestly quintessential childhood in a suburb in Seattle where it was extremely safe, where we were given resources when we need them. We didn't know about, you know, obviously pieces of our own cultural heritage or identity. And I think about that a lot as being a child of two white parents and really trying to understand not only the neighborhood and the children I played with and grew up with understanding that they being predominantly white and their experience, we're also shared experiences of my own, but then what's interesting is, and I have a Korean adopted sister. I mean, we don't call each other, my Korean adopted sister, but she is not biologically related to me. And she is a Korean American woman. And so, you know, our family was already diverse. And then when I was five, my dad came out and shared that he was gay and that completely changed our family dynamic. And we went from, you know, now two households and, you know, we had an admittedly so a few uncles at the time and just kind of really learning about my dad and his identity and who he was becoming in the world. But what was interesting in the 80s is that we were not in the space we are today related to any

and much to do still in that space. It's really interesting because what we ended up doing was establishing a real normalcy in our household. Being my father being gay was not abnormal until I went to school where then a little girl could no longer come over to my house and spend the night because, you know, I had a gay parent. And so those were part of the things that made it really interesting. And so what we ended up doing as a family a little bit, my dad was in education, higher education. So there was a certain stigma about, you know, educators, gay men working with children. And it was a really interesting time in which we all essentially went back into the closet. And so I spent a lot of my childhood trying to unpack that a little bit more as, as you know, I was protecting him, you know, it was sharing that, that was just my uncle when people would question me or really working to assimilate that we were a relatively normal family. And we were always very proud of the fact that, you know, my dad and his partner truly were part of what helped us be so successful to this day. But it was also a really interesting time when, of course, you know, LGBTQ partnerships and having children was definitely not what we're seeing today and as being part of the norm. And then finally, as you kind of intersectionally throw in and, you know, additional twists, I, you know, grew up again with a very kind of normalized American childhood. And what was interesting for me is that now visually here I am as a young adult in the workplace now seeing different ways in which I am being stereotyped against, whether I'm being passed up specifically for a promotion. And it was this weird piece of my mind where I was, you know, told I could be anything I wanted to be, but then in the workplace it was like, "Nope, not yet, you're not quite ready for that yet." And so that was my visible identity, really kind of coming into the fourfold. And then finally with my own relationship, I married a Korean black man, and he has a really rich experience in both very Korean culture and also a very black culture with his family. And so I have had a, now a traditional Korean mother, all of a sudden, a little bit later in life. And it's been so amazing to see this because, you know, we talk about not only, you know, us assimilating as the model minority, but my mother in law, she has worked so hard her entire life as an immigrant. And she is not given the same privileges that I've been afforded to, you know, being, you know, Asian. So it's a really interesting mix as I continue to grow of not only my identities and what has made me who I am, but also just of course, who I'm continuing to become. And, you know, it's a really interesting time with COVID-19 and of course the racial and social injustices. So, I mean, it really is a further exploration of myself every single day.

Brian McComak: I love it, I don't think I knew that you had a gay dad. I love that, I think that's just so awesome, but I also appreciate you sharing the stories of what that was like as a kid and some of the challenges that you face, which I know of kids today still face.

Katie Oertli Mooney: Right.

Brian McComak: We still have work to do as far as. I was thinking about this last night of, you know, and you've mentioned to it that you know, you have this intersectionality in your life of the black community, the Asian community, which is diverse and in itself as is the black community. Could you share a little bit about how, you know, how you've experienced the pandemic and some of what's happened to the Asian community, the racism towards that community as a result of thinking that the virus is the Chinese virus, and then also, you know, as you're talking as this, you know, I think there's an intersection there of black lives matter has research as a very important conversation. It's not a new conversation, but it's very important and we have a lot of momentum and I just am curious how that's played out for you and your family.

Katie Oertli Mooney: Yes, sure, so for me. You know, the COVID-19, the, you know, Chinese virus, Kung flu, it's laughable. But what's not laughable is that I think as of today, we're about 1900 reports of physical and verbal attacks against Asian Americans. And we're continuing to see that racist, xenophobic act that's continuing to happen. And it happens so quickly, which is really interesting because that has to be then related to a common set of stereotypes or

rhetoric or narrative about how Asians are disease carriers, how they are dangerous foreigners to this country. Those stereotypes have to come into play with how quickly assault against Asian Americans can be rapidly propelled against one another. And so, you know, regardless, however long you've been in this country and your citizenship status perhaps, Asians are still being regarded as being from a far East and particularly recognized as Chinese. I always get, am I Chinese, Japanese, and then they might get to the actual truth of, of me being Korean. As I may be like, you know, option C or D. And so these are the stereotypes that are kind of lingering here. And, you know, it's like only in Asia, are we seeing from the media images of Asian people that possibly live in poor unsanitary conditions or eat the strange things like the, you know, we've seen people talk about rats and mice and Asian people eat bats. So then it's only makes sense that into some people, these stereotypes might in fact be true and Asians are going to be these disease carriers. So it's a very dangerous rhetoric and the stereotypes that exist against Asian Americans. And, you know, I sit here and think, well, that's only gonna happen, you know, of course in small town America, but that's not so true. My husband and I were walking down Melrose at the beginning of the pandemic with our masks on and we're walking single file. And a gentleman had come and verbally assaulted my husband. And he just told me to keep walking and we ended up being safe and secure. I know folks have not had that same experience of like, this is Melrose and in Los Angeles, California, and this is happening during COVID. So we're still the victims of this. And what's scary about when we reopen the economy, truly Brian, is that we're gonna continue to see perhaps this divisiveness we saw with 911, the Muslim Sikh and Arab communities, you know, they were really the victims of this backlash that continued and for over 10 years. And so it wasn't just the additional, obviously the hate crimes that were, you know, that had happened, but it was also the changes to these policies that were created changes to immigration policies, changes to surveillance of people. And so, as we continue onward, I unfortunately thinking about the impacts of COVID-19 for years to come for the Asian community. And then if I Segway into black lives matters, you know, it absolutely most certainly does. Nothing has been more of a real truth for me in terms of my activism, but also because this impacts my family. And, you know, especially when I think about specifically my husband and his family and the experiences of being profiled continuously, and also even just, you know, being told that you are less than, and so those are really real things that continue to live and being in such proximity very close to me. So black lives matters is in proximity to me as much as to my Asian identity that COVID-19 assault was on Melrose in LA. So, you know, very real prominent things happening based off of our identities.

Brian McComak: Yeah, you know, this is real for me as well. and I think that, you know, it's surprising when people realize that these things get said to us when we're still walking down the street, like I don't, you've met me, Katie, you know, I'm six foot six, I'm not a small person. And so I don't worry about my safety, but I was on a thread the other day on Facebook, where someone said, when was the last time, and this was a gay man who said, when was last time that someone called you a derogatory gay term begins with the F word or the F letter. And I don't want to say it. So I'll let everyone fill in the blank. And I'm like, oh, it was just this past fall. When I was a block from my apartment in New York city and you know what? New York city is considered a safe place for gay people. But even there like that, those things happen. And you were in LA another place that is considered a very international city that is very diverse. So even in those places, those moments still happen, which is a big reason why we do what we do before we talk about the work. One thing that I know you helped me with this conversation of some of the ways of thinking about the, we lump together the Asian community, either in one or two phrases, typically in the United States, the Asian community, or the Asian and Pacific Islander community.

Katie Oertli Mooney: Yep.

Brian McComak: It is an incredibly diverse, broad set of countries. And we don't have enough time to cover it all. But for those of us that are here to learn, what are some of the things you might just encourage us to do to understand the diversity of Asia?

Katie Oertli Mooney: Hm, yeah, great question. You know, I think it's important to remember that Asian is a racial category in the United States, it's not ethnic, it's not a geographic category, although we like to think so. And, but according to the US census, it is absolutely inclusive, for example, of the entire Indian sub continent. And so, you know, we think about Pakistan, Bangladesh, Sri Lanka, Nepal. So those are all part of the Asian community, inclusive of the far East and South Asian communities, you know, Thailand, Vietnam, Philippines, Korea, Japan, et cetera. And so it's a little limiting to not also acknowledge those additional identities. I think when somebody says, like, justice, Supreme court Justice Sonia Sotomayor, she is the first Puerto Rican Supreme Court justice. That is true, but she is also the first Hispanic or Latin X Supreme Court justice. So really naming it is really important when we think about that. And you know, one of my favorite books is actually by Erica Lee, an educator on the making of Asian Americans. It's a really rich history of our Asian American history in the United States and a great actual documentary that she did for PBS most recently. And it's interesting because what she shares about the Asian American community, that's really complex. And I talked about it a little bit earlier with my own identity and my mother, but, you know, we've got this Asian community that's very highly successful, very visible, been represented in politics, even sports, you know, athletes, for example, and you know, managers. And we've got people that are really successful. They've been able to assimilate, they've been able to become this model minority in our society, but what's interesting is on the opposite end of that spectrum. We have folks that are immigrants, still learning the language, really on the kind of outward ends of the spectrum, where they are not able to get the same advantages and benefits. And what happens is as a culture, we try to like fit and mold folks together. Like we're one, because it's easy for us to do. It's easy to just share a story that is similar and same, and it makes logical sense, but we still really have to acknowledge that this position of power still has different implications for many of us as Asian Americans. And so whether we are, you know, in corporate America and are the senior leaders are microaggressions and biases that we experience are gonna be so different than of course what others are experiencing when they are truly seen as foreigners or as outsiders to this country. And so it's really important. I think for us, as we continue with our own story and society, that we are continuing to acknowledge the true diversity of the Asian American community.

Brian McComak: Yeah, absolutely, well and, one of the things that I've remembered, I wanted to mention a couple of minutes ago, as you were talking about some of the ways that I'll say media in the United States has portrayed the Asian community broadly and individually have, have not been images that I feel like represents the beauty of those cultures. And in many ways and I remember when I went to China a couple of years ago and I was a little nervous 'cause all the things I'd seen and heard gave me this perspective of what it might be like. It could not have been farther from that reality. And it now makes me, I want to go and I want to visit Korea and I want to visit Japan. And I want to visit some of the Southeastern Asian countries, which, you know, some of my friends have been to and have sent me beautiful pictures from. So, you know, it's given me this other perspective of, hey, not everything that we see in the media is always the truth as a, as you know, as I think many of us have learned in particularly, unfortunately in recent months and years, there's, always more to this story. So I appreciate you helping to sort of encourage us to think, like, there is more to that story, even just behind the word, Asia, there's much more to that story as well.

Katie Oertli Mooney: Lovely.

Brian McComak: So let's talk about the work, which I'm sure we'll come back to some of this as well. Cause it all comes it all intersects of course.

Katie Oertli Mooney: I get that.

Brian McComak: So you work for Diversity Best Practices, which I think is such a cool name. And I'm always like, what does Diversity Best Practices do. So I know a little bit more than maybe some others on the call, but can you tell us what that means, what they do?

Katie Oertli Mooney: Sure, sure, so Diversity Best Practices or I'll probably reference it as DBP is a division of Working Mother Media. And so it offers mid to large size organizations and their diversity leadership teams, chief diversity officers or their entire D&I teams, just tools to implement D&I programming. And well, it's interesting because it infuses and the insights of other companies. So the best practices or what we're even calling the next practices of other organizations and ensuring that we're all not reinventing the wheel, but what I love about Diversity Best Practices related to the events and community is that, you know, there is a quarterly best practices member conference. There is an emerge, which is a ERG conference for leadership development. So really giving opportunities for ERG leaders to come meet and share best practices. We just finished our national multicultural women's conference. And a couple of events that I'm really looking forward to in the coming year is gonna be our work beyond summit. And then I'm looking forward to our all in, for women in technology. So just again, these really rich ways for, you know, our members and other folks in the D&I community to come together and of course learn from each other. What also is interesting about Diversity Best Practices is we actually partner with our sister, the Working Mother Research Institute, and we deploy an annual inclusion index, which organizations will fill out an application. They will submit to the index and they're gonna be evaluated based off of their D their DEI priorities, and it's really scores. And the scores and calculations of this score is really based on best practices as it relates to recruitment and retention thing in advancement. And just also of course, accountability where your leadership falls related to their commitment to diversity and inclusion. And then also just how are we currently developing underrepresented minorities, LGBTQ, disability et cetera. So it is really a composite score that comes together, which rates different organizations on their, and applaud them truly for their best practices in this work. And what we've seen for the 2020 index, which is going to be released in August is not only an uptick in the amount of companies that are submitting to the index. But what we're seeing is that that is because of true accountability and that being a requirement. So we're seeing that be a requirement, not only from leadership teams, but we're actually seeing this from the external environment, extremely around investors, investors are really interested in diversity and inclusion efforts, which is, you know, newer. And then of course the, you know, communities in which we serve. Customers can spend their dollar and they have a choice in that. So there are gonna be really intentional about spending their dollar in a place that looks like them. And so we're gonna continue to see, as we think about future indices going forward, I think we're gonna transparency is going to be a huge theme and accountability for related to the index. And so my work specifically today is I work with 51 and probably some change of member organizations from the West coast around Minneapolis, really advising different organizations across industry from as big as the fortune one of course, into the 1,000 predominantly when I talk about organization specifically. And so working every single day with them on helping them from an advisory perspective on the work they're doing to advance inclusion. And I'm just really proud of some of the work that, you know, the organizations are doing. We're seeing a lot of emphasis, at least now on, you know, the importance of building these global DEI councils. Things are sustainable, not only to support the corporate structure, to support the DEI strategy and keeping that very sound. But then ensuring that you have those kind of regional or local complexities that come into the equation that we're thinking about and solving for that as well. So I'm really, seeing a lot of organizations get really clear on the formation of their deep global DEI councils and what that looks like to manage a big board. And then I think also too, what I'm really excited about is seeing more companies are making accountability statements by way of representation. So really excited to see these really aggressive data around we are going to by 2030, hit this metric. And it's really impressive to see that not only is it an honor to be with them and share and how we're developing and supporting them in developing that strategy, but we're also being really realistic. With respect to even right now with the pandemic, I've said to some of these organizations, "Now, remember if schools close, your progress towards women and the advancement of women in leadership is going to have real impact, depending on what happens as we every single day watch the schools." And, you know, I really hope women aren't gonna leave the workplace, but again,

without a schedule, without alternative opportunities in our organizations that we as DEI practitioners have to really try to solve for an advocate for, we need to be thinking about that workplace of the future. So while we're working on the now, we're also really working on the future and trying to reimagine it quite frankly. And I think that, that's really important. It related to some of the things I'm seeing member organizations doing right now.

Liz Roy: All right, Katie I have two quick questions from Justin. Is that what you were gonna say Brian?

Brian McComak: No, go ahead Liz.

Liz Roy: Awesome, awesome, Justin asks, "What does DBP consider mid to large size companies?" And also, "Do you have visibility on how this 2030 targets are being set up?" Cause his organization is setting there's now.

Katie Oertli Mooney: Great, so related to the size of memberships, typically they are going to be, you know, I think as organization size usually is about kind of in the 1,500, all the way to the hundred plus thousand of employees. I think that when I think about my West coast group, I think about, you know, Microsoft, Facebook, a lot of the technology companies that are part of DBP, I think about, you know, some of the great companies in technology, Western digital, for example, working with them, Hillrom doing incredible medical device equipment in the Midwest. So just again, really across industries, but it's a membership for organizations, if that helps to answer your questions. And then I think about when what's interesting, Justin is that many of our DEI officers are getting their board that are kind of looking and saying, this is the goal. And so it's really when advocacy can happen when we're really kind of working as leadership to talk to our board and our CEOs and the C-suite really kind of saying, you know, 30%, for example, Facebook just said they are going to publicly declare 30% of minorities, underrepresented minorities, and talent in their leadership ranks. And they were very, very direct on that. And they're working on, you know, what does that look like to build that strategy. But I think as a diversity inclusion advocate, we have the job of saying, what does this really take? What does this look like in terms of creating metrics around how we are going to continue to advance and progress against those metrics and important also knowing that this has got to be a goal that is longer than it is going to be short, because, you know, when we're thinking about these really aggressive goals that people are setting, which is all for the good, I'm really thankful that we are actually seeing leadership, call it out. We've gotta be really thinking about our time box and ensuring that what we're going to do is realistic and that we can truly measure it.

Brian McComak: Yeah, and if Justin and for others, if I could offer, there's a couple of things that I'd love to offer. One is, and I believe that taking surveys or assessments like the one that Katie has described are an essential component of doing this work. And, you know, there's the Women in the Workplace study from McKinsey. There's of course the work that is done by HRC for, a name is escaping me. Beth what is the HRC label you get when you.

Katie Oertli Mooney: Corporate Equality Index?

Brian McComak: Corporate Equality Index, thank you. It just left my mind the corporate, thank you, Justin. You know, so I think those are great ways to measure. And what I found is with the insights there, it was helpful to be able to use that as benchmarking information for conversations I was having with my leadership team. So many of you may be doing that already, but if you're not, I would definitely encourage it. You know, and on the question of setting goals,

one thing that I found really important when we were having these conversations at Tapestry was let's have a conversation about how this connects to our business strategy and how the importance of representation comes into play into that business strategy. So we would talk a lot about the customer demographics and the population of the demographics, the demographics of our population in our retail stores and how we needed leadership that would reflect the evolution of our customer population, as well as the people that work in our stores every day. and so those, if you go to Tapestry's, CSR site, you can see those goals that are public out there. Everyone can see them there, the updates are published each year. And, I think that public transparency and commitment is really important as well, which I'm sure is what Katie is already advocating, now those companies are doing hopefully as well.

Katie Oertli Mooney: Yes, absolutely but we still acknowledge there's challenges. I spoke with a member today and they said, "Our legal department is saying, 'No, we are not going to, you know, go public, let's just use our good faith effort.' I think was what they said. And it was like, well, the good faith effort is not what is going to get us into what we're really looking to accomplish. And so the barriers can be even internally within, and really as DEI practitioners, we have this responsibility to try to work with, you know, advocating and being ambassadors for of course, you know, the right thing truly in this space.

Brian McComak: Yeah, well, and I know one of the, you mentioned the ERG summit EmERGe, is that what it's called, is that right?

Katie Oertli Mooney: Yes, yes.

Brian McComak: I remember when you talked to me about this, I think it was in may, we had a conversation. I'm like, "What is this magic thing you're talking about?" And I, you know, many of us will know that employee resource groups have gone through this evolution from being talked about as affinity groups or even social clubs to employee resource groups, to now be business resource groups. And I sort of went and when I have conversations with people, I'm like, "Here's the thing, I'm not gonna go to the BRG nomenclature, I'm gonna stay with ERGs. But the intent behind BRGs I know is really important is connecting it to business activities. What are the things that you're seeing with ERGs that are connecting the work with business activities or care, or really connecting with conversations that are happening in the marketplace as well?"

Katie Oertli Mooney: Yeah, so I think what's really important is ERGs are truly, I mean the like heart of the organization with respect to building community and employee engagement, all of those things very much matter and where the ERGs are just really not acknowledged enough. I often say they are actually true lines of business. If you think about the way in which they're organized with a senior executive or a sponsor, and then they've got a budget and they're gonna be involved in some of the programmatic efforts, so I often say they actually are like running a line of business, like, you know, having your first stab at a PNL role. And so give that a try, you know, really leap forward into that space of managing employee resource group. And I think we all know and acknowledge not only the importance of what they played in the organization, but of course the value proposition exposure for a emerging ERG leader to really build a lot of skillsets and competencies. So I think what we're seeing as what we've also been encouraging our members is to be thinking about this tapped resource of talent an ERG leader, and how can we help to kind of translate those skill sets that they've learned in the employee resource group into certain roles. That's absolutely like the low hanging fruit, like win, easy win to really create a development pathway for employee resource group leaders. But also as we think about this conversation around not, you know, not paying, diversity and inclusion practitioners, I often am starting to ask why aren't we paying employee resource group leaders? Why aren't we compensating them for the work that they're able

to do, and to Brian your point, what they're able to bring to the business. And so I think we're gonna see a lot more from our members around. We want the representative voices, we want the experts, but we've got to as a business acknowledge this. And so often as many of us know they're doing that side of desk work, we need to create space. So I've seen a couple of compensation activities from some member companies, you know, JPMorgan. They actually have a believe a star program where basically you can peer nominate. They offer up to \$500 per quarter and you can nominate different employee resource group leaders. And they award, I think, 25 a quarter or something to that may be thrown into a bigger pool for a all-inclusive trip. And they'll award certain leaders for their work there. So, you know, not only the monetary awards, but the experiences and they, you know, they get to fly with the guests to New York city. And so it's just a really nice way to recognize ERG leaders for their work. I think we're also seeing at Merrill Lynch, for example, where they are awarding based off of, you know, nomination self-nomination and awards, we're seeing \$10,000 being acknowledged to ERG leaders in some cases. And we're seeing even \$20,000 being awarded to their executive sponsor, but for a charity of their choice. So just seeing different monetary rewards, I think are gonna be huge for going forward. And I think that business is really waking up to this. And then finally, I think also too, related to what we're seeing with ERGs right now, because of COVID and because of the social injustice and just the things that are very timely right now and centered in our heart and our minds. The ERGs are so vital right now during times of disruption and crisis, because as leaders they're are going to be your Intel into what's going on in the organization, how are people feeling? What are the needs and services that we need to be providing our employees right now, they are just available there to you. And that's really important right now, but I also wanna share that they're also not there in some cases to do the work for the organization. Some of you know, when I think about our colleagues in the black resource groups, you know, they've been, you know, victims of this racial injustice for 400 years. And so, you know, these, this is nothing new. So I think, you know, it is this mix of, you know, I think we know we've gotta do our own work in this conversation, but we really can utilize our resource groups when and where they matter. I think we just as leaders as specially, as practitioners have to protect them and, you know, be able to kind of advocate for them as they're gonna have, you know, specific needs as well.

Brian McComak: Thanks, Katie, I love the thinking about, are there creative ways to also reward those leaders, with, you know, through nominations or through the ability for them to make choices around where they're going to donate to the communities? Like, you know, I think there's some really exciting evolutions there, you know, and one thing I just wanted to offer for those of you listening, that I was able to do a tapestry with the teams there is the Pride ERG worked with Coach on two different efforts over the last couple of years. Last year was the biggest of those two, where they worked with the Coach ERG on their Pride Capsule. And because Coach wanted to make sure that the Pride Capsule was going to resonate with the LGBTQ plus community. So they actually shared the product designs, which people don't get to see, but they got to, they shared their product designs and said, "Well, how does this resonate with you or, not resonate with you? Are there questions it raises?" And I thought that was fantastic. And then it was the same with the Pride Campaign coach did last year was they actually included the ERG group in developing that campaign.

Katie Oertli Mooney: Yeah, and I, you know, it made me think of also too, how important your ERGs are, not only to the customer and to solve for that innovation, but also the community. And I was just so proud to be able to hear from Allstate and their Asian ERG and then a combination of their intreprenuers, I believe is what they call them. They're kind of an entrepreneur like ERG inside of Allstate. But what they did in COVID was they went actually out and offered their services to the Asian community to help translate to English. Some of the applications for the PPP loans. As we know that a lot of, you know, Asian minorities, for example, owned small businesses. And so they went out into their local community to really help create tools and resources for minority-owned businesses in their community. And so I just thought that is the power not only of an organization and what we're able to solve for, but also the power of the employee resource group in your community. So just a really great honestly next practice from Allstate.

Brian McComak: I love that, I love that, thank you, Katie. I have one more question for you. And then Liz has already pinged me to say that there's some already some great questions that are pending. So we'll get to those, I promise. Others, have questions, feel free to put them in chat or Q and A, and we'll get to as many questions as we can of course. So the last thing I wanna make sure I ask you about, and I know that others are gonna love hearing about this. What is this magical thing, magical is my word of the day, this magical thing you're doing with a new approach to focus groups. You know, it's so important to get information and also in this space also to get anonymous information, but it's always imperfect. So what are you doing and what are you, well how was that proving beneficial to the clients you're working with?

Katie Oertli Mooney: Yeah, so this is again, a sister organization that we have under our kind of Working Mother Media umbrella is Culture@Work. There are kind of bespoke consulting firm and they have created what we call an Employee Voice Session, or maybe I'll refer to it as a EVS. And so what they've done is they've taken the power of focus groups, mixing them with quantitative and qualitative data alongside with interview methodologies, to really generate and combine, to create insights quite frankly, into employee sentiment, into employee experiences. And so if, for example, use the three of us on a call, if you and I were going to use the software, we would log into the system. I'd be Katie Mooney. You'd be Brian McComak and Liz Roy. But when we get into the session, we would actually be given another name. So we would be anon 123 and maybe Brian you'd be anon 658 and Liz would be anon 246 whatever the case is. So we would actually then chat in a chat functionality and spend the entire 60 to 90 minute session as our anon profile and be sharing our sentiments via chat, text and type. And so what I find as somebody that has facilitated focus groups in the past, you know, it's recording, it's trying to write down everything or it's trying to get an exceptional note taker to ensure that they heard you well, but inside of this tool, we're actually getting the raw data right then and there. And then we're actually able to ask some data up front, around you know, demographics, maybe it's gender, maybe it's race, LGBTQ for example. And so we're actually able to share sentiments based off of some demographic data, but again, it's in an anonymous fashion. And so you might be typing your sentiment on something and anon 145 is your CEO, you may never know that. And that is the, you know, kind of beauty of preserving the anonymity for these really, really rich conversations. And what I'm finding is a big difference between in focus, and, in-person focus for us, which are very, very powerful. But I have been in rooms where you'll ask a riveting question and people will kind of glance around the room to see who's gonna really say it. And who's gonna be the person that was going to be brave enough. And in this environment, you are your anon profile. And so you can answer those sentiments as you wish. And so what's interesting as well as after the murder of George Floyd and many of others, organizations really wanted to hear from their colleagues, what were they needing right now? And so we developed these race-based conversation, utilizing this platform where anonymously people could come in to the chat room essentially, and be asked questions. And so for example, we might ask questions really related to the individual around how have the current events affected you? And people would begin to talk about things. Maybe we'd ask some men questions moving on about the organization. What measures have you seen taken by your organization or your CEO that have been affective and impacted you right now? And then what us as practitioners get really excited about is what do you need right now? And so, you know, you can imagine from a, you know, an aggregate of all the data, you know, D&I practitioners get this beautiful report. And they're just going to town of course, about what are true solutions that they really need. And it's really been meaningful conversation. And what I've found is a few observations. I'd love to share a little bit about specifically these race-based conversations. But what I'm finding is that overwhelmingly respondents do share that they feel it is extremely important for companies to address issues of racism. So now we're seeing of course, where home life work, it intersects. And that's really important to people. We find that many people share that they feel really supported by their colleagues. They feel supported and by, in some cases their managers, and it really is around proximity and trust, but people are having race conversations. We asked them, have you had a race-based conversation at work and with whom? And they will share who they've had conversations with. And we find again, proximity and closeness and trust are two very big variables of people still having the conversation. So for us as

practitioners, we think we kinda don't wanna go there. Well, guess what, they're already talking about, it's happening regardless of what we say. We've even seen of course, with the vulnerability and well, really the anonymity. We've seen people say, you know, the complete dissatisfaction that an employee will have against their company's statement or their CEO's action. I saw one yesterday where they said, "Our CEO is not authentic, I can feel it. And that is something that may question if I am going to continue working here." And that is really live sentiment. And I don't know if that would be something that that person would have shared if we were all in person and without that, you know, and anonymity. And I think also too, what's really a real thing for me. Every time I facilitate one of these sessions is that this is a really real topic. And again, lines are very blurred related to work and at home. And I have so much empathy for people that honestly answer and say, you know, "I have children that are black and I have families who I am scared for every single day. How do you expect me to come to work right now and give everything I've got. When I am worried about my child at home." Those are really real touch points for me. And so every single time people are really sharing experiences about what they're worried about. Maybe they're sharing where they're have difference of opinions at home. We've heard a lot about that, where I have one opinion. My family has another, I'm having such a struggle in talking with my family that has been also really on the shoulders of all of us in this conversation. And, you know, again also keeping it very real. I think people are also sharing, of course, their fear of retaliation. If I say this in my company, am I gonna be the one that is rocking the boat? Am I gonna be the one that's presumed to be, you know, too loud? Am I going to be, and we've even had the air quotes that angry black woman yet again in my organization. And so that fear of retaliation has been very real. And then of course, just the feeling, we actually name the feeling, how are you feeling right now? And we get, you know, obviously words just sad, angry, hopeless. We're getting people who might even say white guilt folks that are saying, I don't know what to do. I don't know how to ally for others. So it is again, very real. And then of course, what we talked a little bit about earlier finally, is that, you know, our black colleagues are tapped, they're tired. And so this is a way for them to express and say, you know, even though I'm anon 145, I'm a black woman, don't ask me.

Brian McComak: Yeah, well, and you're absolutely right. Our black colleagues are, are tired. And, I continue to have moments of learning to understand what that exhaustion feels like, a mental, physical, emotional of what we need from them and their experience in our country. I'm glad that the conversations are happening. I hope that change comes from that. And that's, I think a good, I'll ask one of the questions in here, Amy Borgen asks, "How do you overcome some of the barriers in your organization with an HR or executives when starting up DEI efforts?" And I know that there's a couple of things we've talked about already, like using surveys or using Voice of Employee data and information. One of the other things that comes to mind for me, and you may have others is our stats and helping them understand stats. And I know one of the things that you do at a DBP or one of your sister companies is you've mentioned a survey recently on multicultural women and like, understanding like the impact that could have on your company if you're losing people. So, you know, maybe talk to us about what do you think are some overcoming some of the barriers and share a little bit about what that survey learned?

Katie Oertli Mooney: Yeah, so I think we know that pretty much people in D&I can often say, well, what is the business case? And that's really important to get there. But I also question to say, what happens if we don't do this and what we're finding. And I think Liz may have, may share this with all of you, but recently DBP and Culture@Work. We just came out last week with our Multicultural Women's study. And we did this study with partnership and sponsorship from Capital One, Eli Lilly, Moody's and Freddie Mac, I believe. And so what we're finding is that for example, 50% of multicultural women are planning to lead the workforce in two years, that is a title wave of movement from women, multicultural women inside of your organization. And if you think about the sunk cost of not only onboarding and bringing that person up to kind of their skillset and proficiency in which they're performing their job every day, that is a scary statistic. So I think it's really important that we're thinking about this, you know, overall and holistically, and, you know, in the report, you'll read that there are two reasons why women are leaving and it is biases they face every single day, basically walking into a room as a multicultural woman. And you see my, you see my gender as a woman

and you see me as an Asian woman, then maybe you see my skillsets. So of course, how is that going to impede me from being your top candidate and sponsorship? And then finally we see for multicultural women, the lack of networks. And so the lack of sponsorships, the lack of white male colleagues. And so that's really telling not only in the way in which sponsorship and networks work, because we find that women two times are more likely to be engaged in their organization if they've got an access to a strong network. But the other finding of this study is that first Asian women are the least likely to have sponsors, but then when multicultural women do go engage in sponsors, they'll often gain a sponsorship from their civic engagements, maybe their nonprofit boards. And so they'll go form those relationships, those deep relationships that are helping them to really, again, progress in their career, but where the organization is losing is that the organization is actually losing them because that multicultural woman is now being recruited by an external company from an external source, from a trusted partner to leave their organization and go out and do things on their own. And so that's a really scary thing for an organization. When you have a mentorship and a sponsorship program in place, we often say who's participating in that and who's been offered the opportunity to participate. Let's audit that, let's check that, to be sure that we're not just giving away talent outside the door. And then lastly, I'll finally say, you know, multicultural women, we're agile. And we wanna have our side hustles. We overwhelmingly more than white women have actual side hustles. And so, you know, we are going to continue to be the women that create businesses and small businesses as we're continuing to do so.

Brian McComak: I love that, Katie, thank you. I know we're at the top of the hour, so a couple of people may need to drop off. And certainly we understand, I'm gonna ask you two more quick questions, Katie, if that's okay.

Katie Oertli Mooney: Sure.

Brian McComak: I love that and cause I wanna make sure I get to what, JD asked two questions. So I'm gonna pick one of JD's questions.

Katie Oertli Mooney: Okay.

Brian McComak: He's asked, "How can companies get involved in their local communities at a time when social distancing prevents that physical interaction between employees and communities? Any thought on that?"

Katie Oertli Mooney: Great question, well, I think specifically, and I just think really tactically, we're seeing a lot of ways to virtually volunteer and participate. So I think there's a couple of things we've seen, obviously financial contributions, obviously that's one way that you can advocate for your local community. But then we think about, for example, you know, people are starting to do, you know, the hiring for our hero, not Hiring Our Heroes, the Operation Gratitude that organization where people are putting their own kind of kits together for service members overseas. And so they're doing that within the safety of their own homes and then are able to mail out specifically those packages. So that can be actually a really cool volunteer opportunity for a virtual team to be able to participate in. And so that might be some of the tactical ways. And then of course, you know, just related to, I think there's a lot to be said around ways in which we could all be lending our opportunity to help people with their resumes. Many people are facing a record unemployment. So we have this talent that we all have to not only help to help out with resumes, virtually be thinking about how we could do some virtual interviewing skills. That is a unique skillset. We normally could lean on interviewing when we went to the office and charm them personally. But you know, building this kind of rigor inside of

a zoom room for especially a job is an art. And so how can we be thinking about giving back our time, our experiences in perhaps volunteering in that way, virtually safely and on zoom.

Brian McComak: I love that such good ideas. Thank you, Katie. Well, I'm gonna I will, before when we wrap up, I'll ask one personal question, but-

Katie Oertli Mooney: Okay.

Brian McComak: 'Cause I know there's one other question here that well JD we'll connect with you offline so its okay we can help with that.

Katie Oertli Mooney: Yeah.

Brian McComak: But how do people find you?

Katie Oertli Mooney: Sure, sure so yes, LinkedIn, Katie Oertli Mooney. I think that would be fantastic. I absolutely can share Liz and Ryan both know how to reach me. And you know, I think it's interesting because for those practitioners that are joining that are new to this space and thinking about their role in this work, you inspire me because we need more people in this space. If we had enough and this you know, industry was saturated enough, we would have equity. We would have, you know, solve for so many of the things that we're also solving for. And we need you in this conversation. So I am always open by way of community of not only lending my ear, my voice, any ways I can be an advocate or help to sponsor. It was an honest privilege because I jumped into this work, knowing that I was gonna try Brian, I think like you, we similarly agree in doing our best to make this world better, but I wanna pass that Baton. I will have to eventually, and I'm so inspired by, you know, future practitioners in this space, the people that we're gonna pass the baton to, because I am confident that you're gonna take it and take the work we've done that we're doing today and advance it so much further forward. And so for me, in terms of the community and the give back, if I can be of service to any future practitioner in that way, I am all ears. I am open, I've got 30 minute time slots and happy to lend my expertise and my voice where I can.

Brian McComak: Absolutely well, and I will join you in that Katie. And you know, I wanna make the world a better place and I also want to give back, you know, I have, you know, people like you and others have helped me on my journey. And you know, even at this point in my career, which I've been in for longer than I want to name out loud. So we don't talk about how old I am, but you know, there is another generation and whatever I can do to be of help, I will absolutely join you in that. So feel free to reach out to either Katie or I, or both of us, if you're so-

Katie Oertli Mooney: Right.

Brian McComak: So inclined. Katie, as we wrap up, I always like to end on just a personal note.

Katie Oertli Mooney: Okay.

Brian McComak: What brings you joy?

Katie Oertli Mooney: Oh gosh, what brings me joy? Well, again, I think it is truly this movement of, you know, career wise and for my community. I think this movement of young people out in the streets, out in the communities advocating for what they believe in, whether you agree with it or not, the joy is truly that our voice and what I'm seeing is beautiful, intersectional, you know, people of different genders and of different color, just really there coming together to advocate for what they believe in and for me, and well just relate it to joy. Like that is something very bright for me. And again, as I kind of tread back to that earlier comment, that's why I'm here really is to help advance that, that joy, that you all are spreading to the world. But personal joy, I will say, you know, truly, and kinda keeping it kinda fun, my nephews are my absolute joy. They are far from me right now in Seattle. I normally get to be with them much more than I am now. And they're, you know, about three and four. And so they're just exploring the world and I'm so thankful. They don't really know what COVID is. They think this mask thing is a superhero thing. So I'm really happy about that for them as they kind of try to establish what I guess their normal childhood looks like, but for pure joy, they got into a FedEx box last weekend. And my sister video recorded this and they wanted to ship themselves down to see me where I'm based in LA today. So I mean the pure joy I have in that is just the delight. But of course, Brian, Liz, that's why we do this work, it's for them.

Brian McComak: Yeah, absolutely, oh, that's so sweet. I have to see this video.

Brian McComak: I love that, well, Katie, I'm gonna put up a slide here real quick. I wanted to say, you know, first of all, Katie, to you, thank you for joining me for the final episode of this wonderful series.

Katie Oertli Mooney: Congratulations.

Brian McComak: Thank you so much, it could not have ended on a better note. So I'm so glad that you were with us. Liz, thank you, I don't think Angelo is here with us today. So Angelo helped for the first about half of the series and then Liz picked up halfway through and Liz thank you for so much for your partnership and for helping bring this to life each week, I'm so grateful.

Liz Roy: Oh, truly my pleasure, Brian, thank you for having me. This conversation has been fantastic highlight of my day. So its a joy truly.

Brian McComak: Thanks, and I love it.

Katie Oertli Mooney: Same

Brian McComak: Thanks Liz, and for all of you who are tuning in, I know we had a few people drop off because I just didn't want it to end, and so I'm like, "I have to keep going a few minutes past the hour." And we were learning so much from you, Katie. So I appreciate you staying a few minutes after. So much good wisdom, so I just wanna say thank you everyone for joining, for being part of this journey. It's really, been an honor to share this time with you over the last three months as we've gone through the pandemic together and we still are. I'm sure there will be more things to come from Hummingbird Humanity, Liz and Katie. I'm sure we'll have other opportunities to collaborate and all of you feel free to reach out to me or to Liz or to Katie. Any of us, we're all here to help. So I wish you all well, stay safe and we'll talk to you soon, bye everyone.

Liz Roy: Thanks everyone.