PART 1

Employee Experience Series

Culture & Community Masterclass with Facebook HR

Welcome

to Today's Program!

Agenda

- Cartoonist
- Home Office Ergonomics
- Diversity & Inclusion Beyond COVID-19
- Facebook HR Top 5 Questions Answered
- Closing Remarks
- Giveaway
- Upcoming Events

Katie Chappell

Illustrator Katie Chappell is a virtual scribe and live illustrator best known for her fresh wobbly illustration and giant live window paintings.

She has illustrated for global clients including Facebook, Google, Dove and Nespresso among many others.

Home Office Ergonomics

Anna Siebelink

The Facebook Facilities Workplace Design Team manages the Ergonomics Program. They have partnered with Balanced Image Inc. since 2007.

Founded in 1999, Balanced Image is a woman owned company based in the SF Bay Area. They work with their clients worldwide, who range in size from 5-50,000 workers.

Their services include program management, individual ergo assessments, and workshops.

Anna Siebelink, is a licensed Physical Therapist and the founder and President of Balanced Image

Diversity & Inclusion Beyond COVID-19

Sameer Chowdhri

Sameer Chowdhri is the global head of HR solutions at Workplace from Facebook. He brings more than 21 years of HR experience at Facebook, Microsoft, Accenture and GE.

Chowdhri is recognized as an industry thought leader on culture and digital transformation. He has experience of having worked with C-Suite executives across large enterprise companies including Starbucks, Walmart, GSK, Nestle, Farmers Insurance and AirAsia.

Sameer Chowdhri

Global Head, HR Solutions, Workplace from Facebook

GE Capital Microsoft accenture FACEBOOK

Email: sameerc@fb.com

LinkedIn: sameerchowdhri

Twitter: sameerchowdhri

Recognized as 2020's Top 29 Silicon Valley HR Executives on Social Media

Today we’re going to work together to explore, learn and share our experiences on diversity and inclusion, its importance, strategies and actions you may take create belonging in your organization.

Diversity

Inclusion

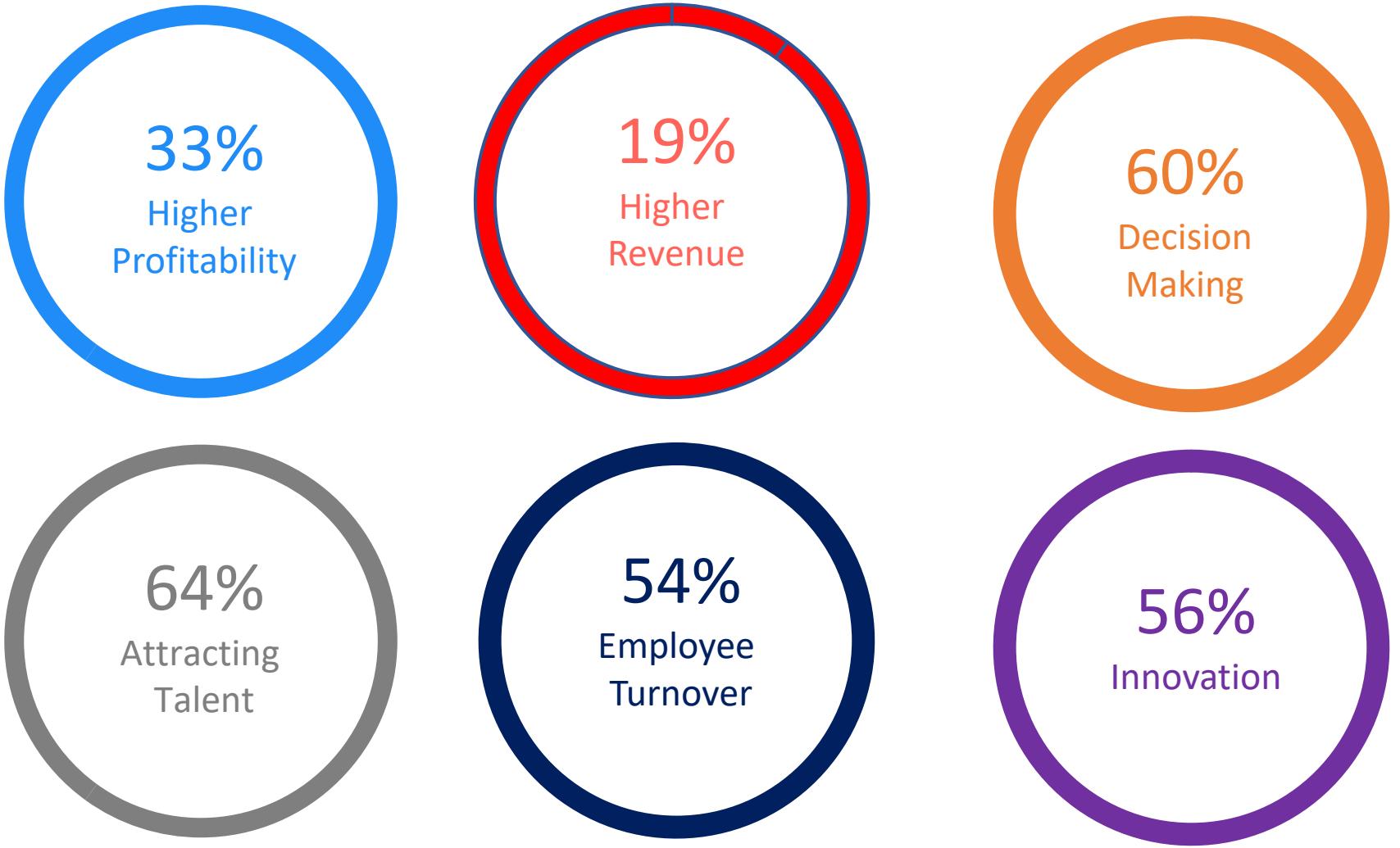
Belonging

Why?

Innovation

Productivity

Satisfaction


33%
Higher Profitability
19%
Higher Revenue
60%
Decision Making
64%
Attracting Talent
54%
Employee Turnover
56%
Innovation

Phases of Change

Facebook to Shift Permanently Toward More Remote Work After Coronavirus

CEO Mark Zuckerberg sees long-term benefits in working from home, though new tools, techniques to manage policy shift are needed

Facebook doubles down on video, VR for work amid COVID-19 pandemic

More people are working from home because of the coronavirus crisis.

Connected Culture Framework
Employee Safety & Well Being
Recruiting
Find
Talent Management
Onboarding
Diversity, Inclusion & Belonging builds a Connected Culture that keeps the employee life cycle going
Keep
Employee Engagement & Sentiment
Learning & Development
Compensation & Benefits
Reward & Recognition
Grow

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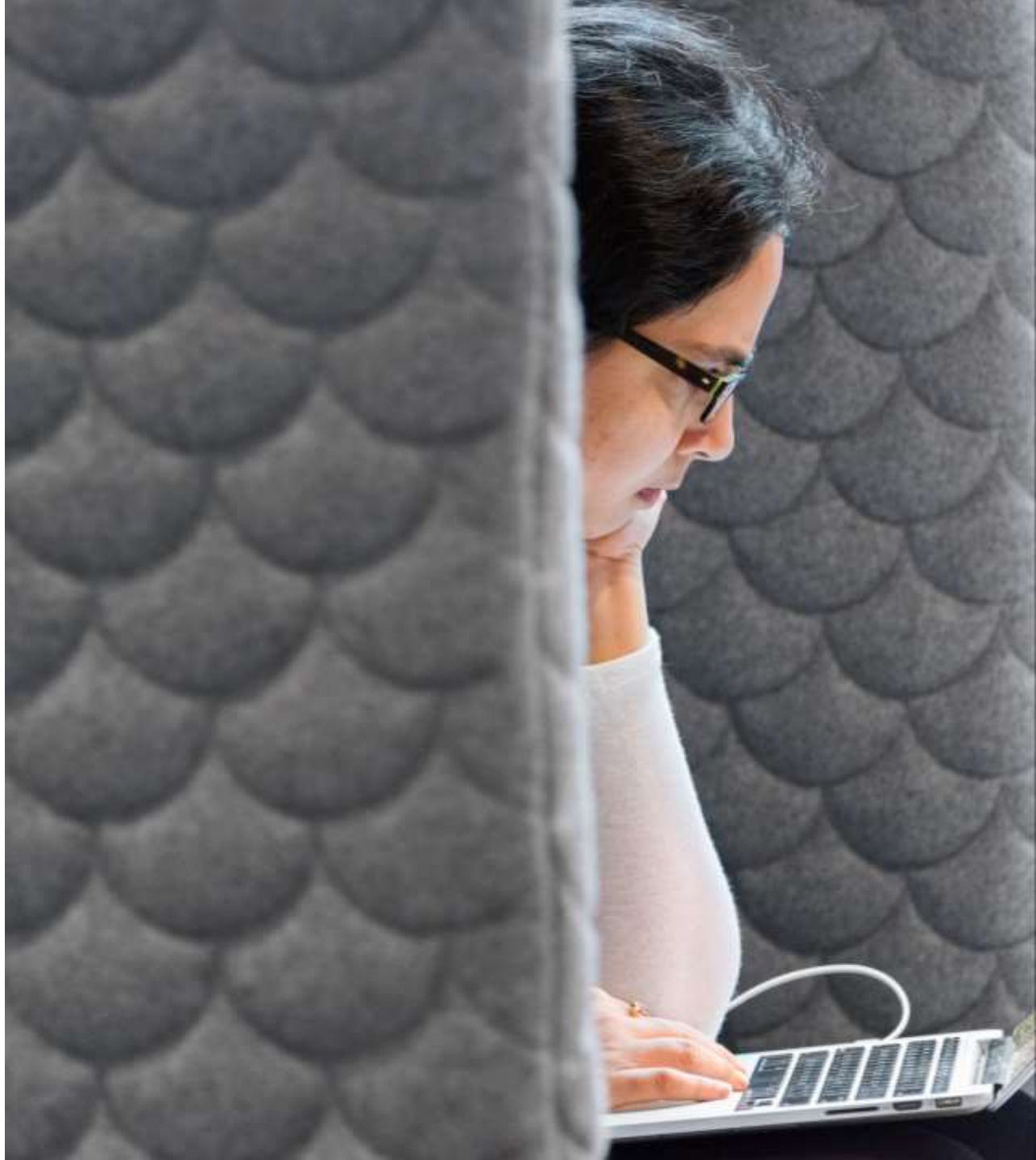
Feeling Secure



Supported

Accepted

Included

Aaron Babst
Founder and CEO
Amber Meighan
Chief Operating Officer
Martin Pelemis
VP of Partnerships
Badges
Celebrate and recognize people

Belonging is

Feeling Secure

Supported

Accepted

Included

How do we get there?

Representation

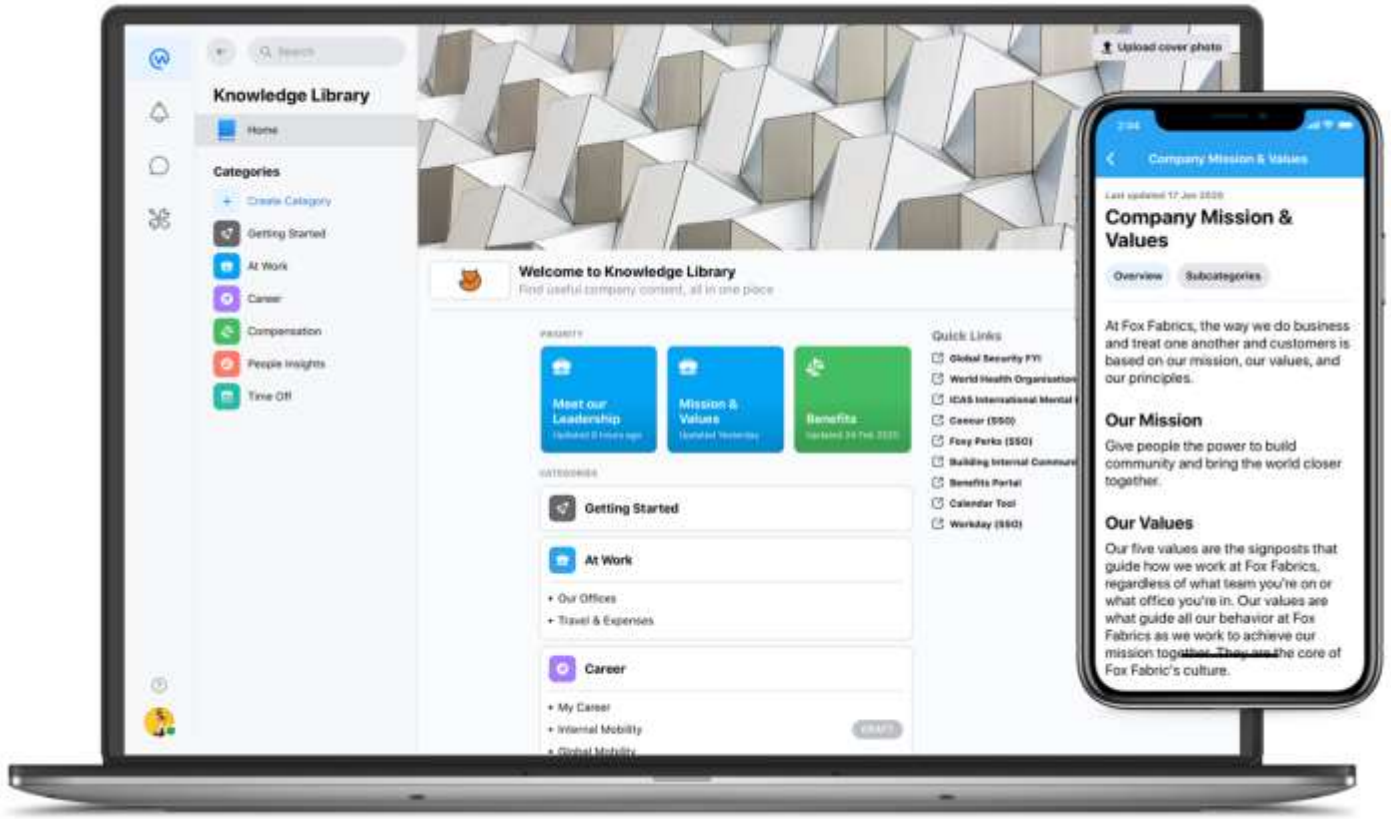
Inclusion

Equity

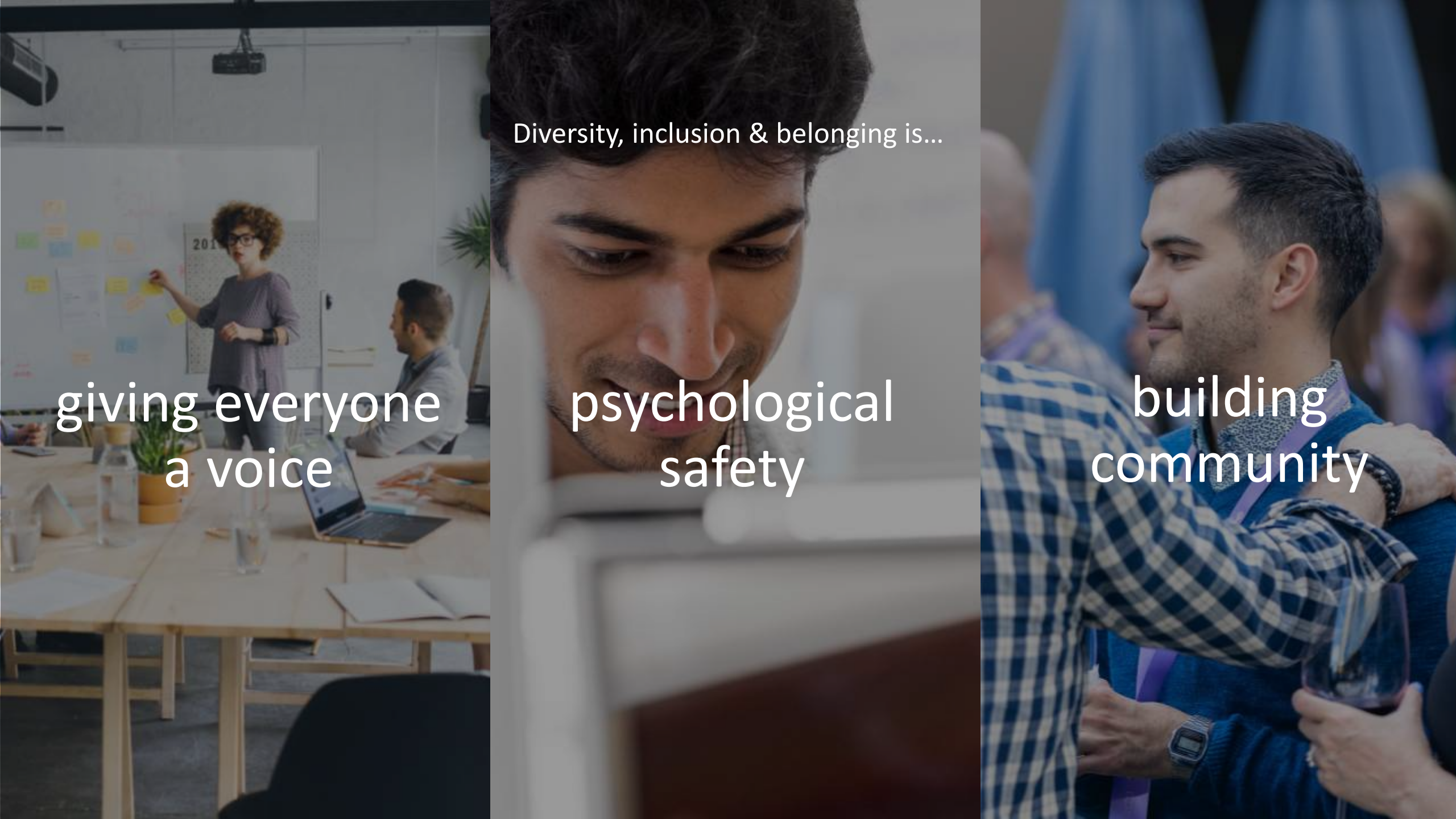
Integration

Social Employee Resource Groups to connect people who share the same identity.

‘D&I’ Page on Knowledge Library to share programmes and resources that drive inclusion.



Executives live inclusion strategy Q&As



Diversity, inclusion & belonging is…

giving everyone a voice

psychological safety

building community

Building an open, diverse and inclusive culture

Workplace helps store managers, partners and leaders build community together

Third Place Development Series

Pour Over Sessions

The Third Place Development Series

Courageous Leadership

Sharing your Story

Strengthening the Human Connection

Be a Community Builder

Creating an Inclusive Environment

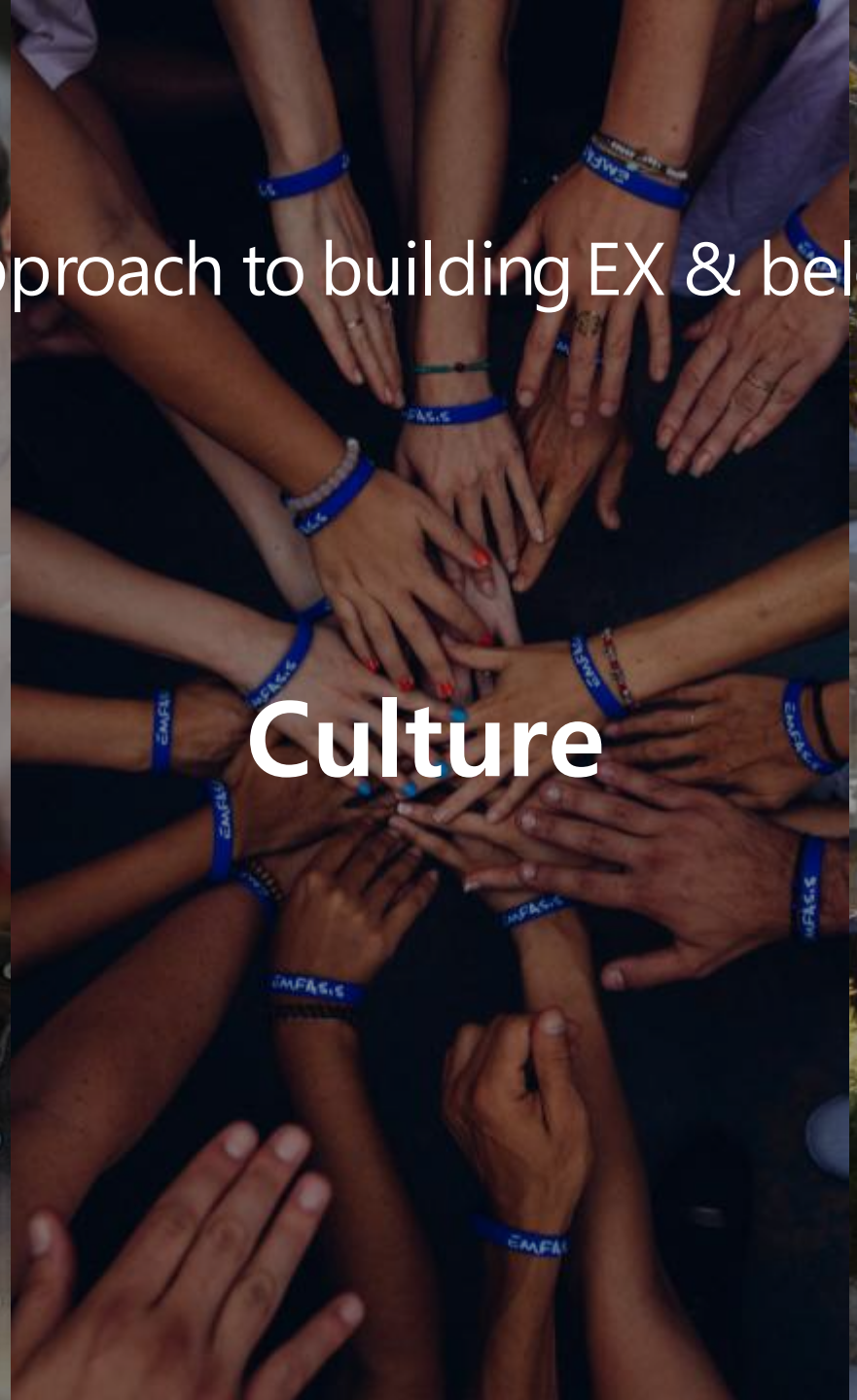
Leaning into discomfort

Mindful decision making

Conversations on Mental Health

Your Hidden Brain

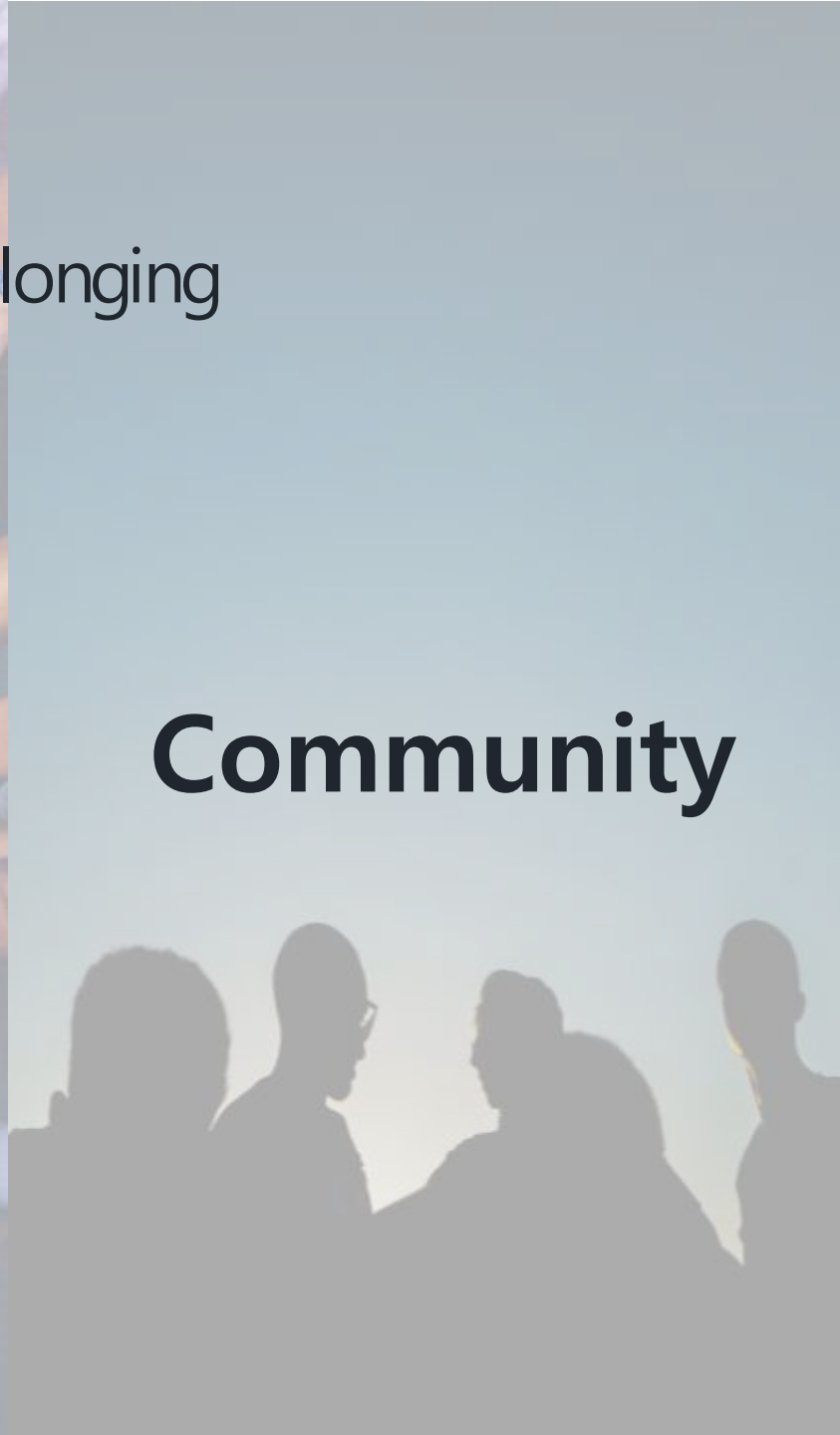
3Cs approach to building EX & belonging



3Cs approach to building EX & belonging

Care

Culture

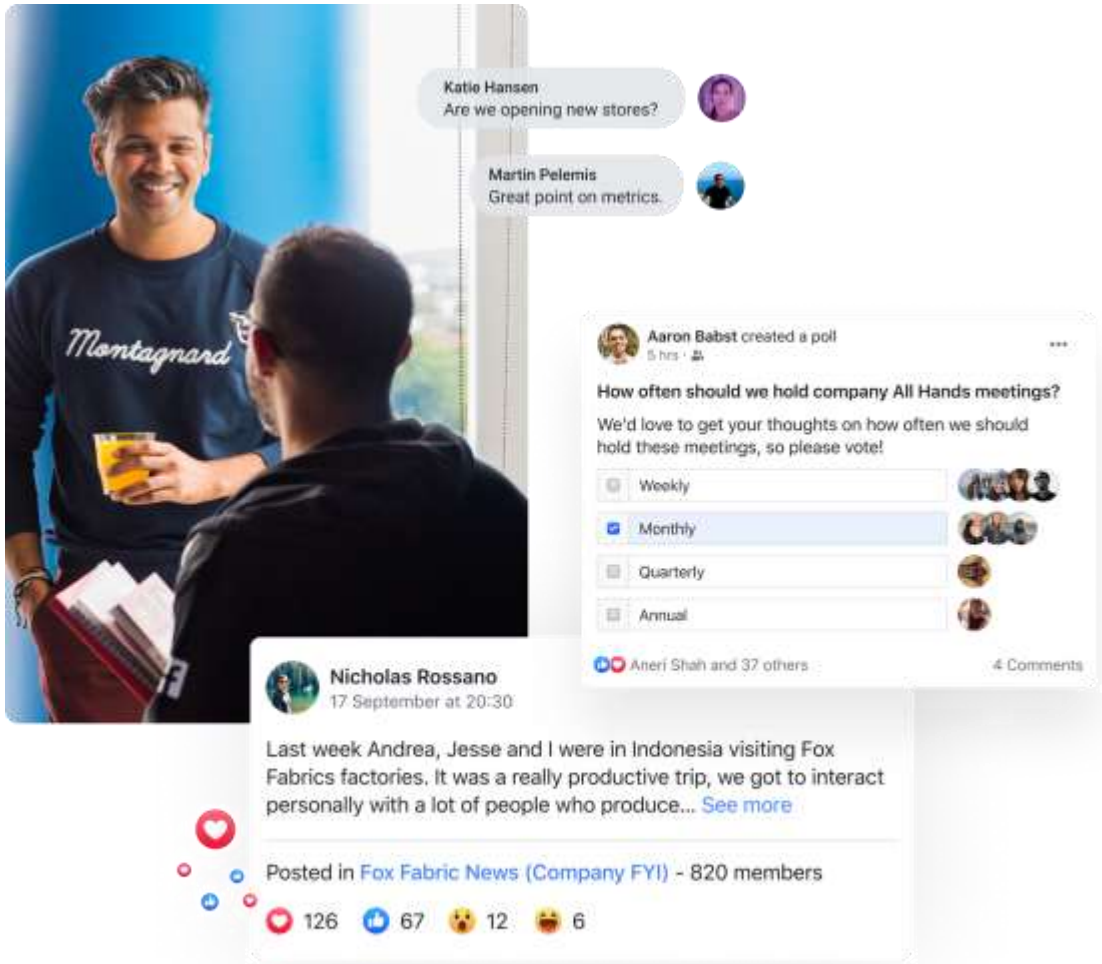


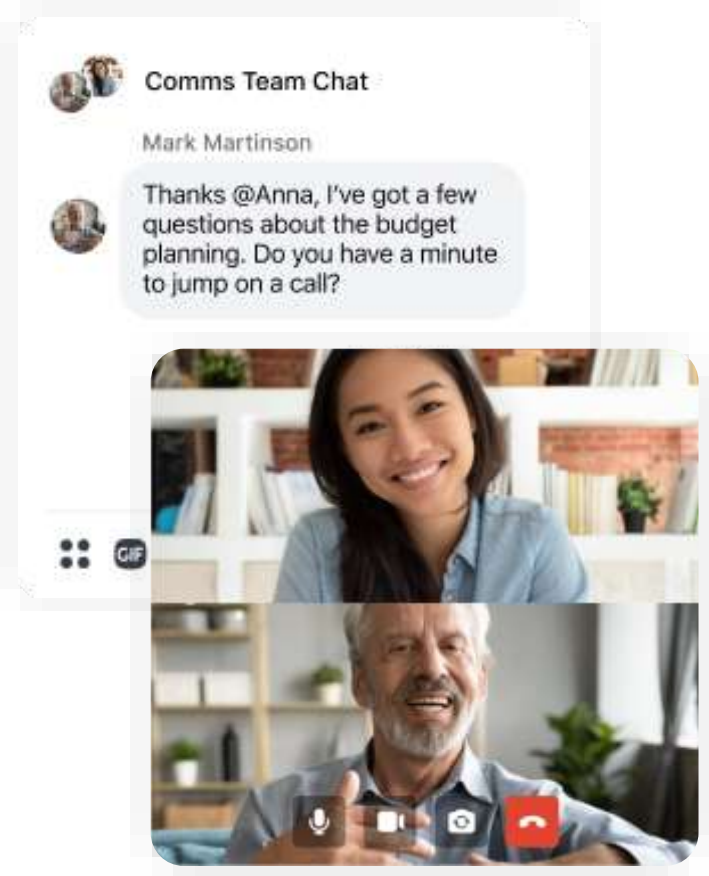
Community

Priorities & Goals

- Personal Check-in
- Line of communication with 1:1 groups
- Manager Check-ins – twice a day
- Understanding work requirements
- Alignment on goals and progress
- Focus on impact – what does good look like

Worklife ~~Balance~~ Management





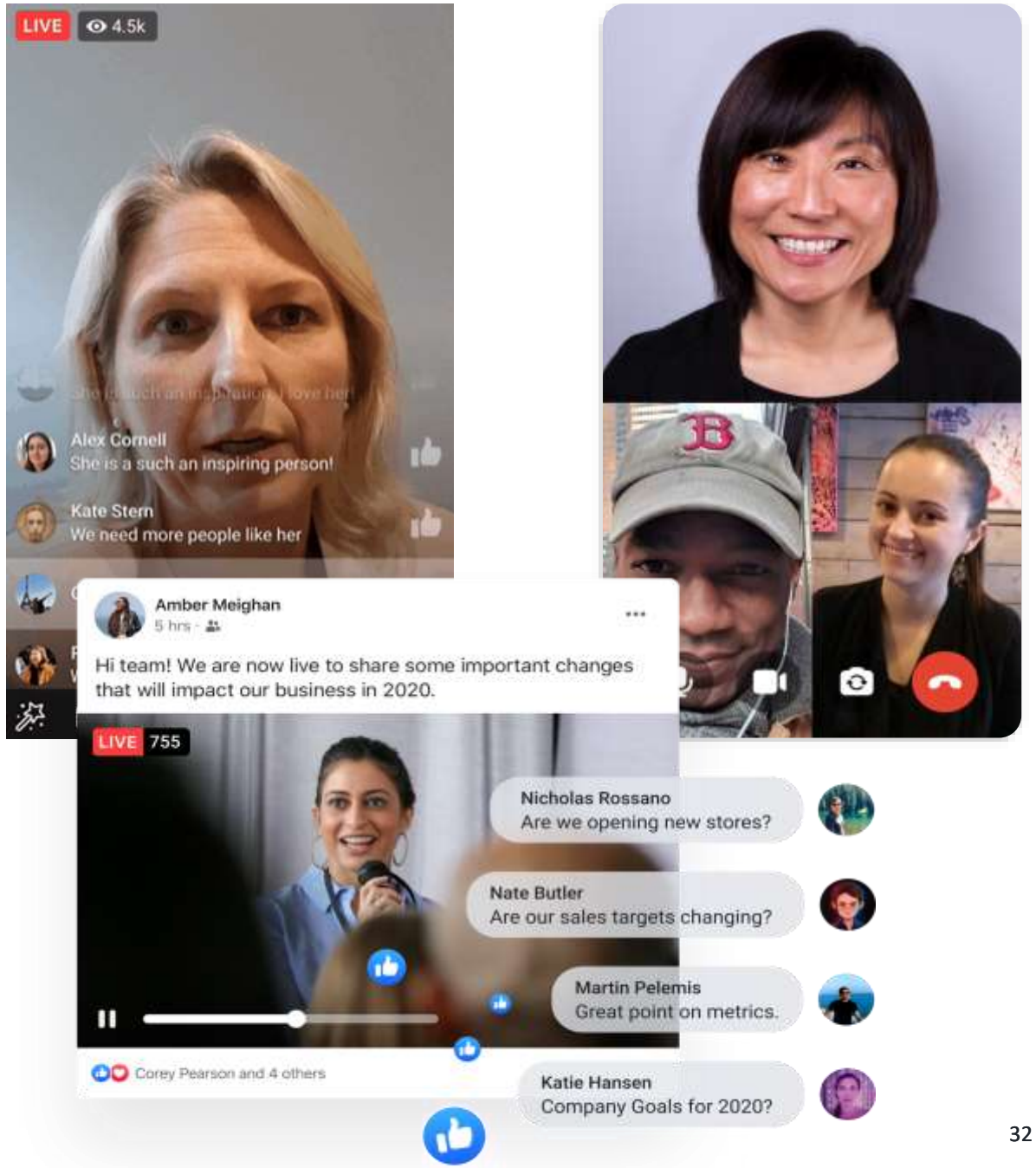
Team Engagement

Stay in touch on big and small moments

Personal Check-Ins

Weekly Fun challenges in Team groups

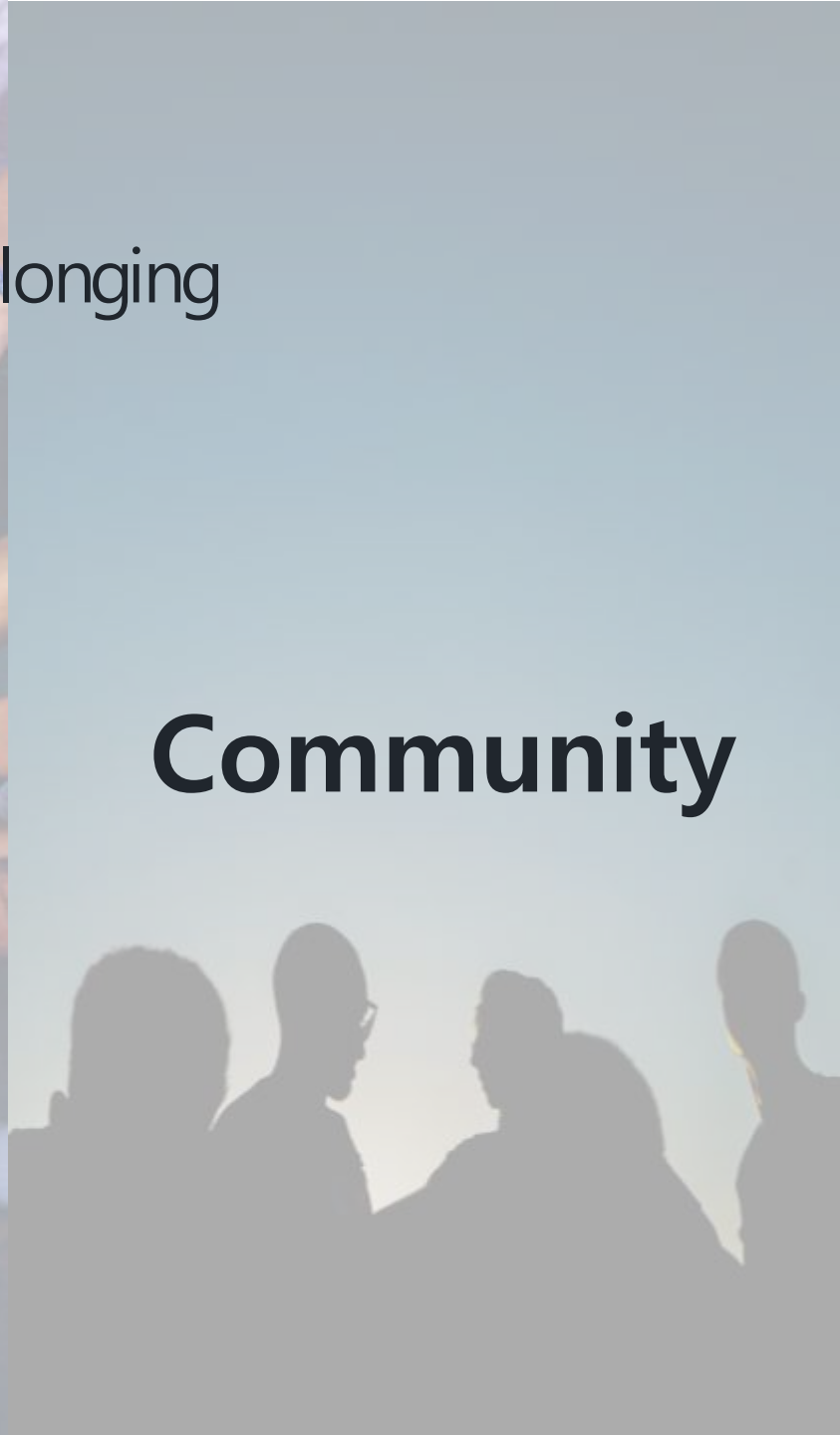
‘Friday on my Mind’



3Cs approach to building EX & belonging

Care

Culture

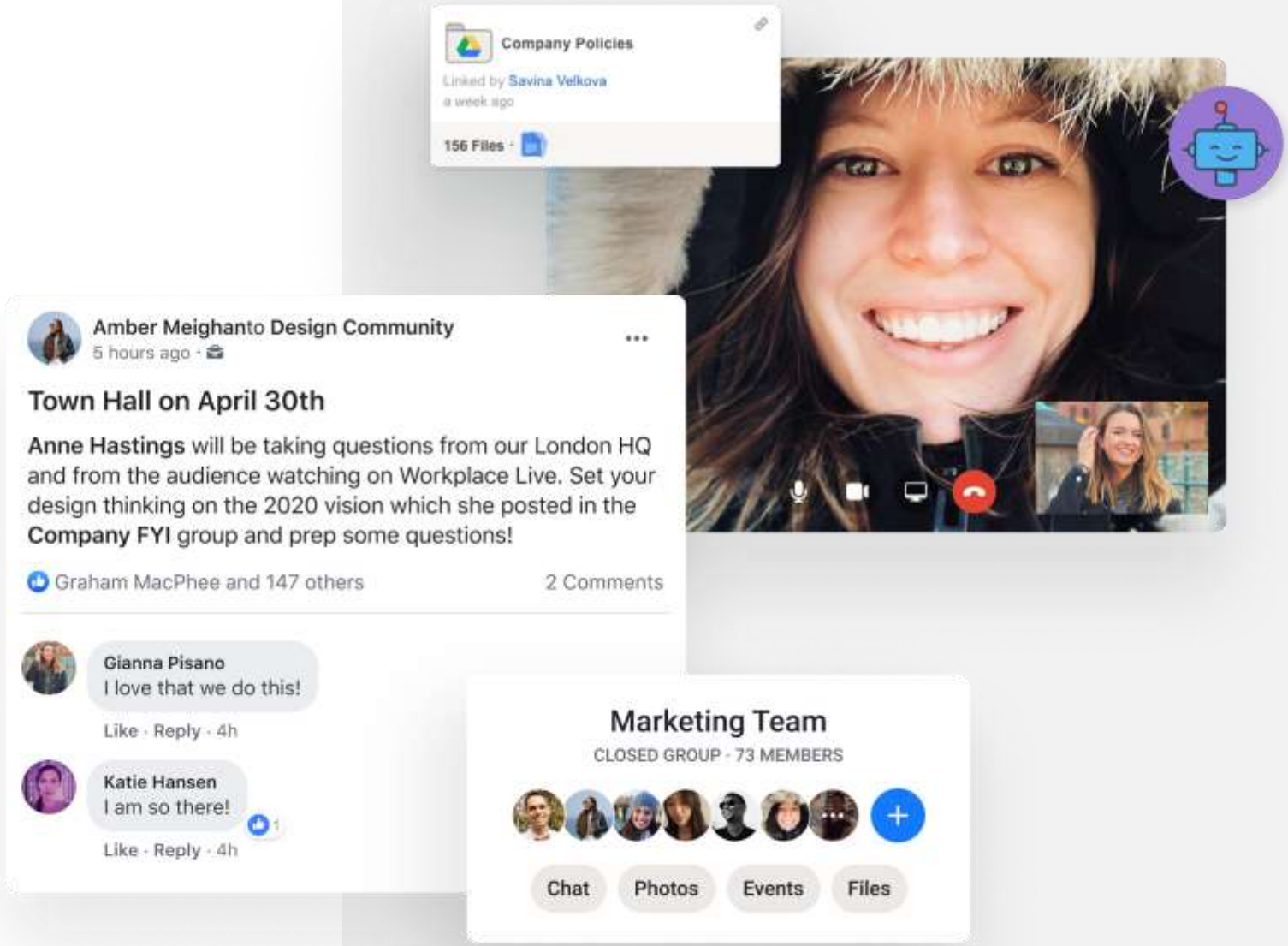


Community

Purpose

Strategy

Plan



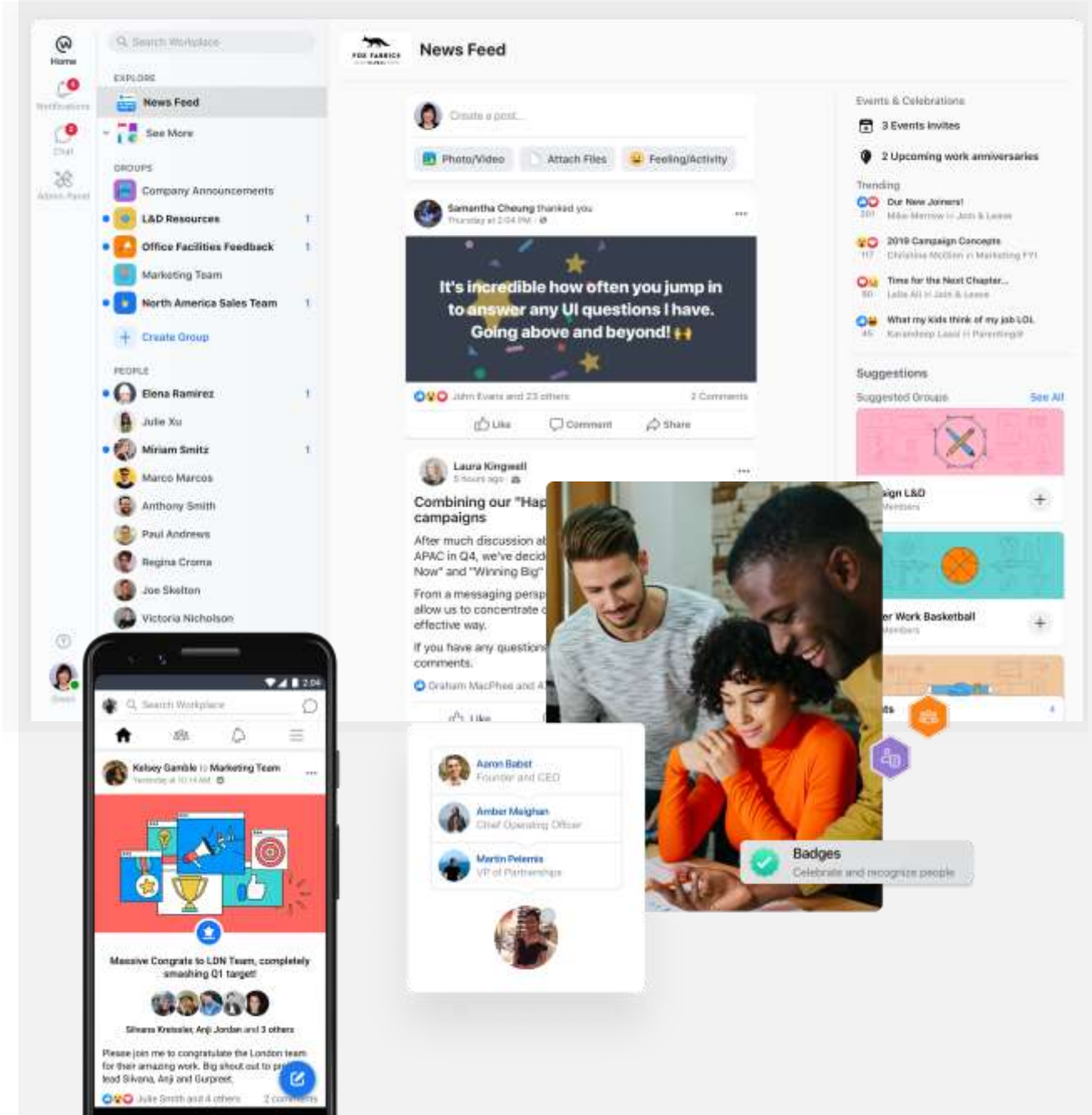
Values based Recognition

Align achievements and impact to company values

Make recognition personal and meaningful by calling out ‘Why they are being recognized’, ‘What was the impact of their work’ and ‘Which company value did it exhibit

Use Recognition/Thanks@ group and assign values badges to drive social recognition and reinforce company values

Create team community, boost employee morale and promote team’s hard work with Achievement post

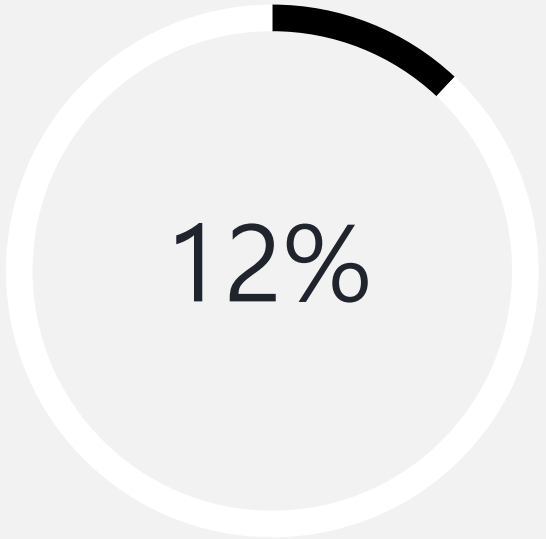


Recognition

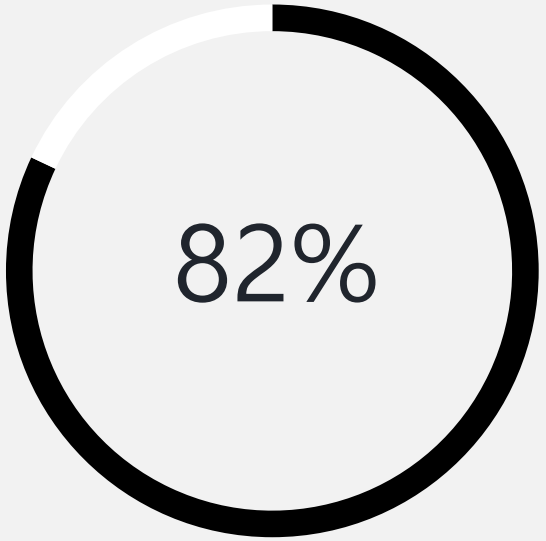
Use Org chart to identify peers and nominate, e.g. "win of the week" or top teammate this month.

Workplace Live award ceremonies or employee spotlights from leaders.

Live stream different types of charity events or fundraisers to drive further engagement and participation.



Happy employees are 12% more productive



Workplace enables leadership recognize and share employee achievements

Helping different Delta crews recognize each other's hard work

DELTA

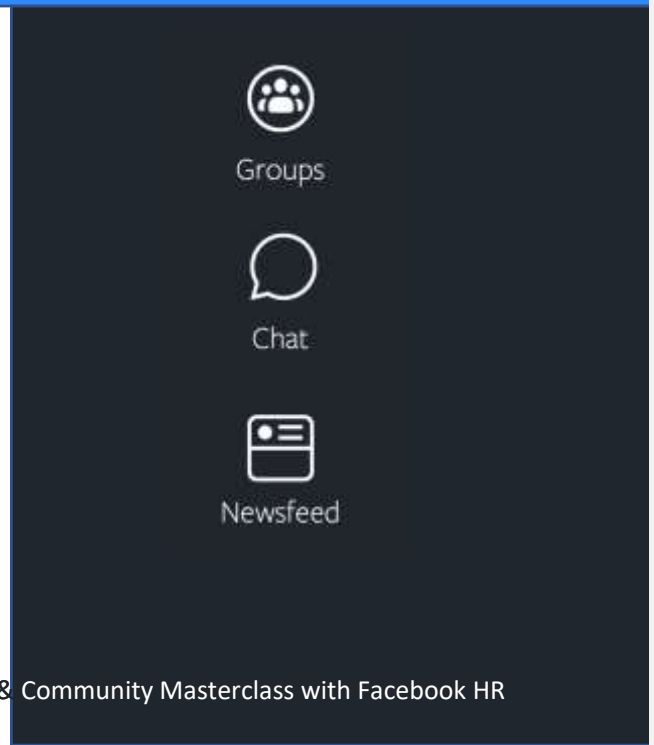
Groups

Chat

Newsfeed

Helping different Delta crews recognize each other's hard work

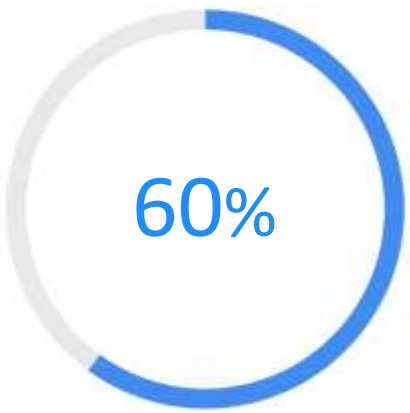
DELTA



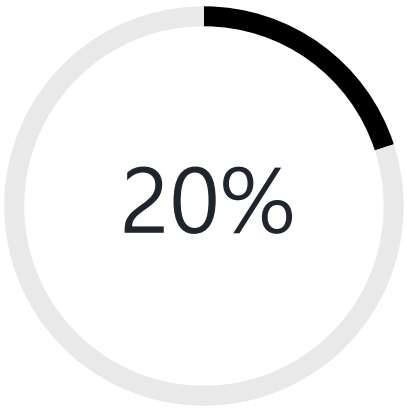
15,000

Weekly posts and comments

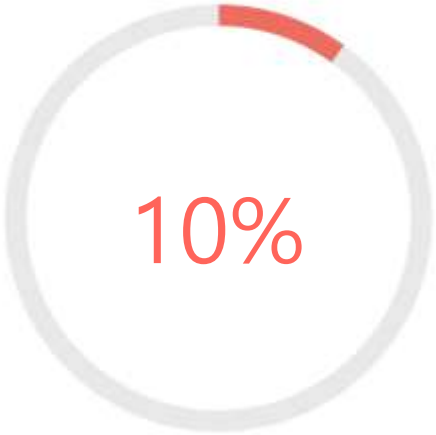
Learning model



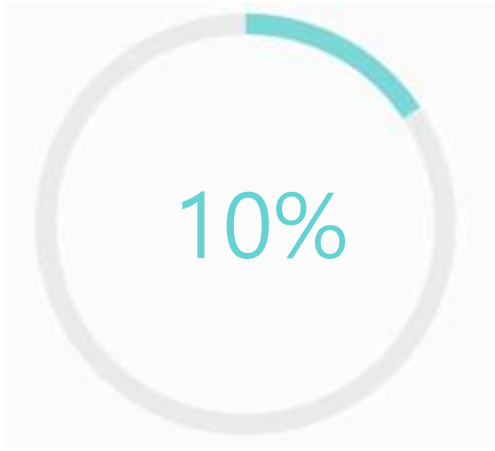
On the job



Peer to peer



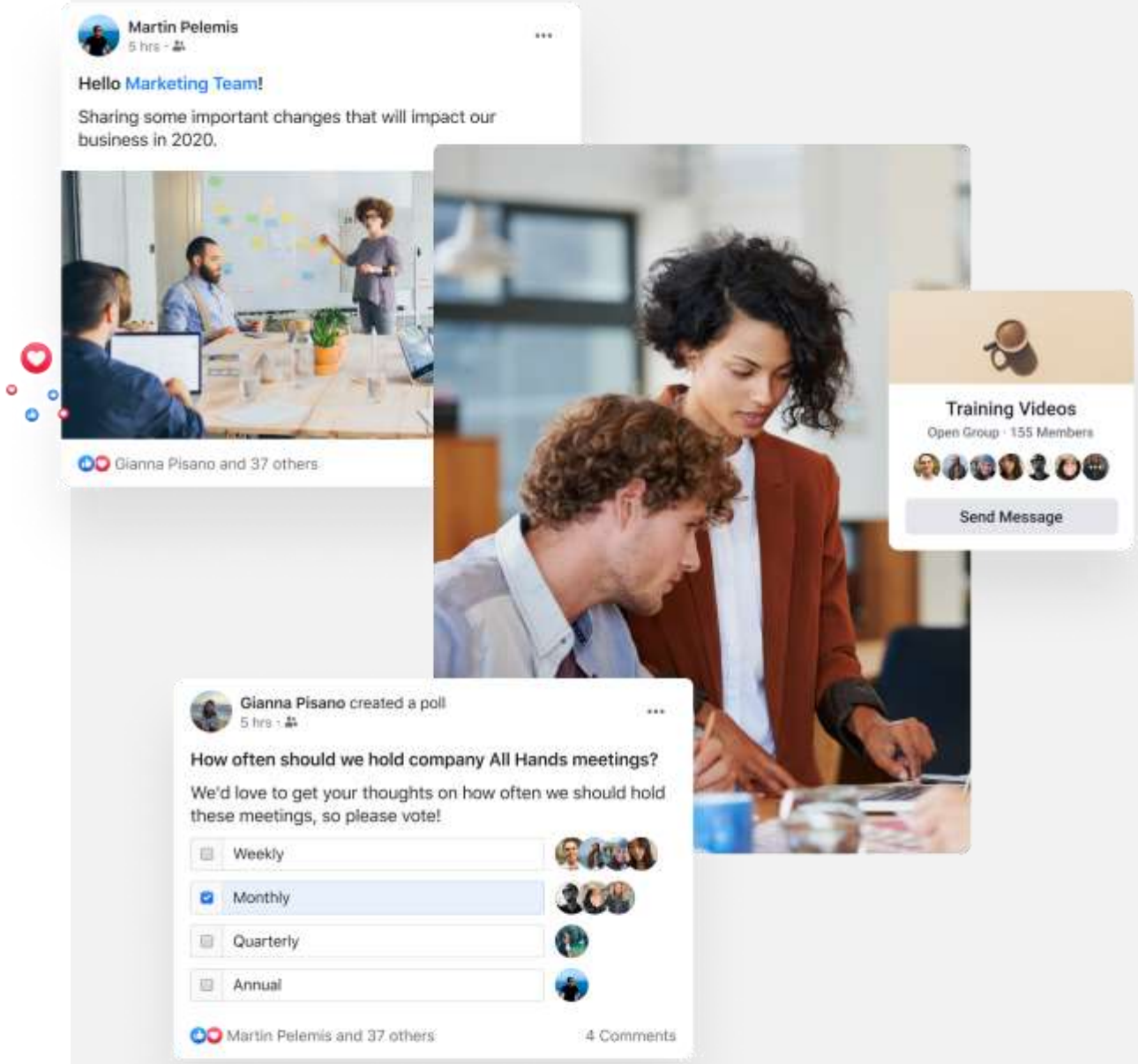
Community



Structured

Group Learning

Share learnings from day-to-day work experiences, leadership live videos and curated skills-based training with links to training materials and events.

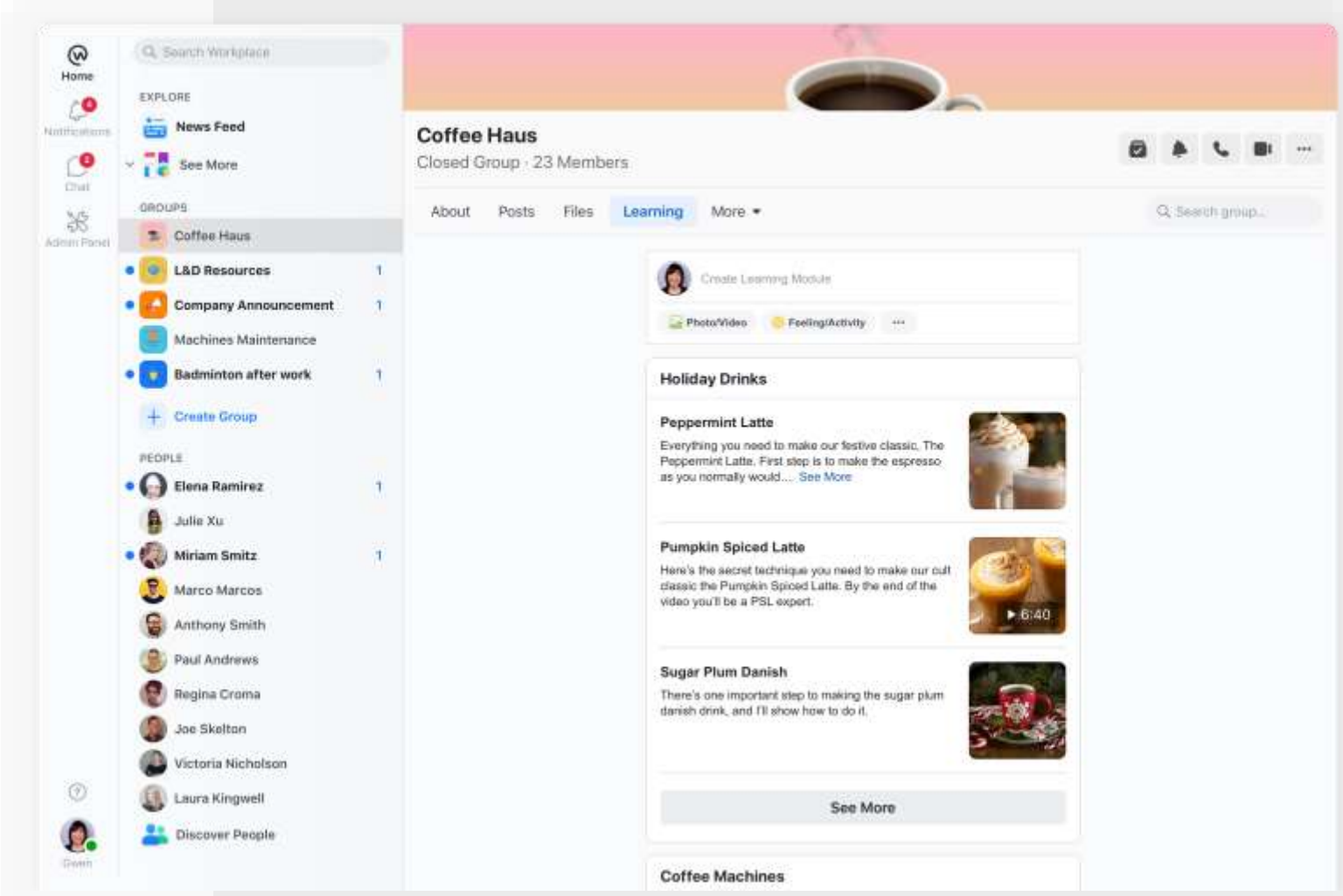


Learning Units

Organize content in short bite-size videos easy to consume modules and structure them as needed

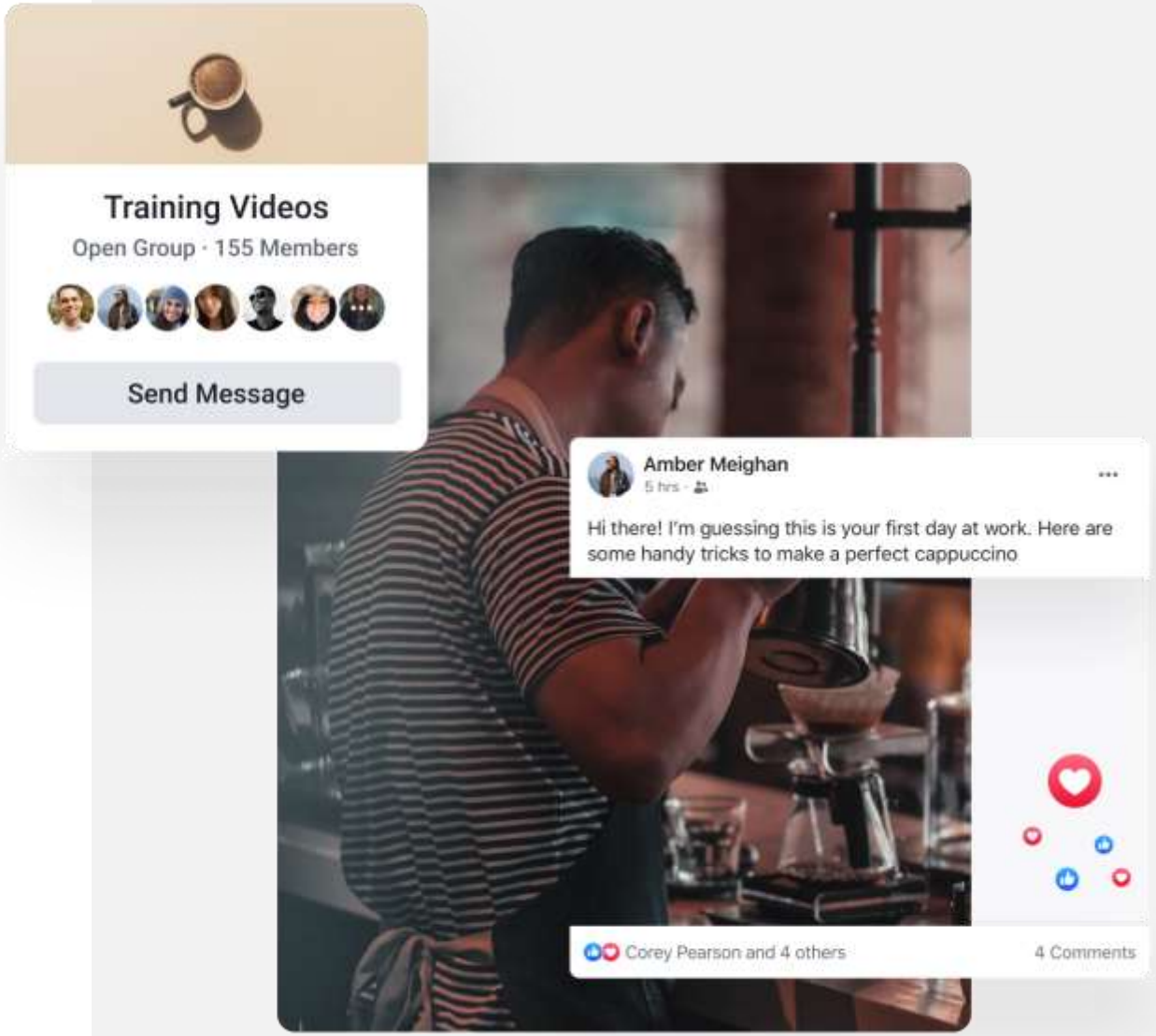
Drive continuous learning by updating short modules with latest information

Share Organizational Priorities top down or a peer learning from the frontline in their authentic voice bottoms up



Micro Learning

Breakdown structured learning content into short modules
Use multiple visuals live Workplace Live, Videos and pictures to make this visually engaging
On-demand, easy to discover with short assessments to check-in on training effectiveness

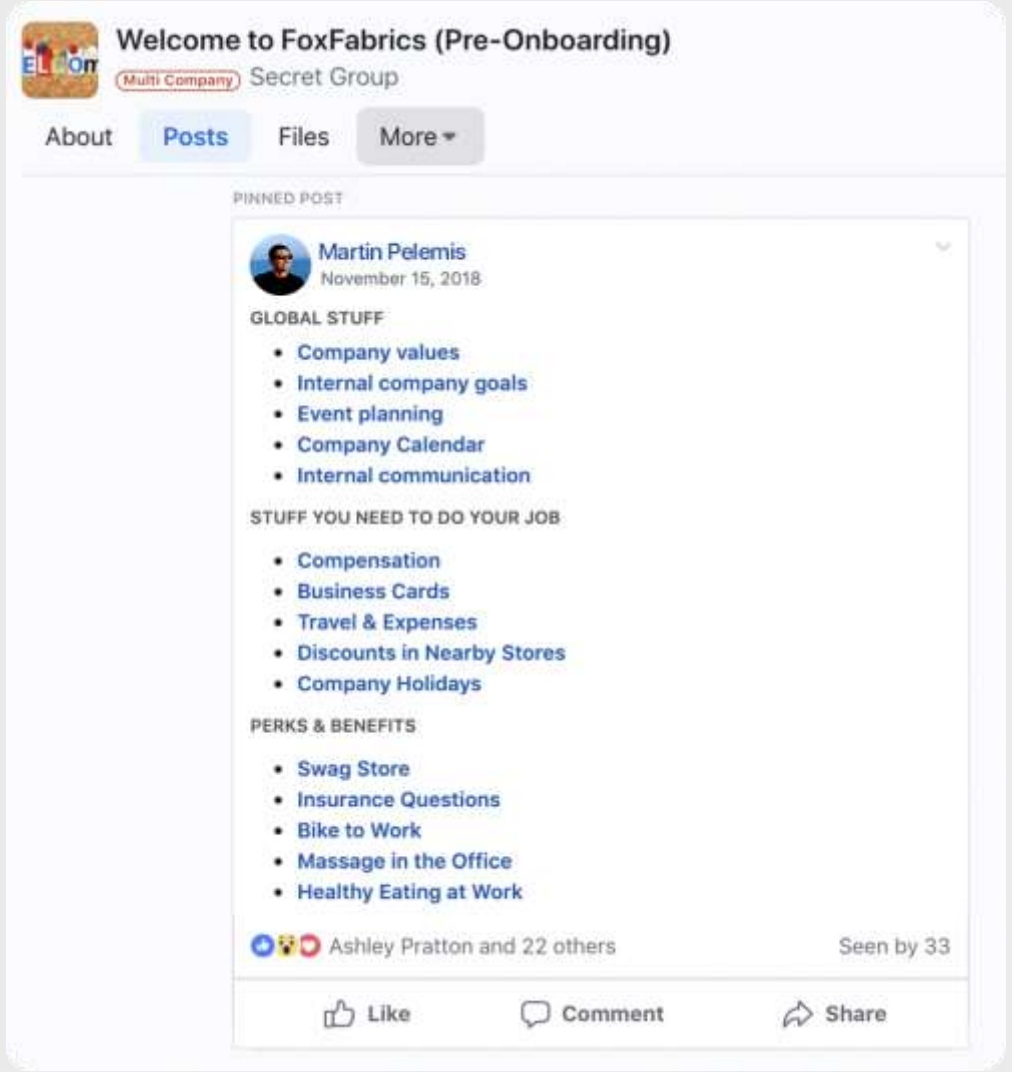


Pre Onboarding

Build community before they join and create an identifiable online culture

Welcome them with a ‘Live’ session with your CEO/Organization Leader

Make ‘Day 1’ onboarding experience easier by sharing important information on paperwork and resources



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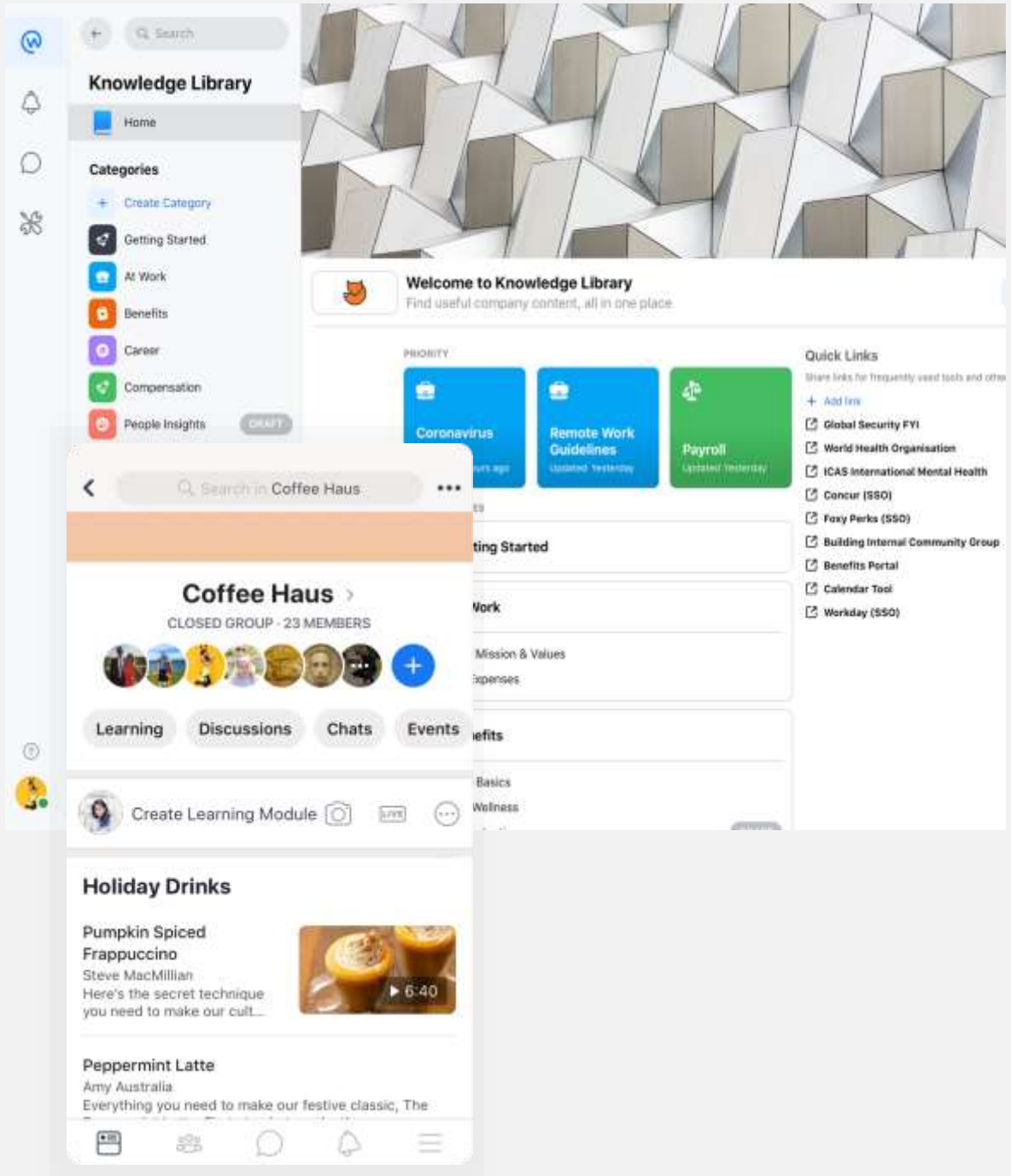
Onboarding

Build organic connections with organizational and team onboarding groups

Make ‘Day 1’ special with a personal message introducing them to the team

Go Live from the ‘Virtual Orientation’ and make the experience social

Share training videos and links to resources in the knowledge library

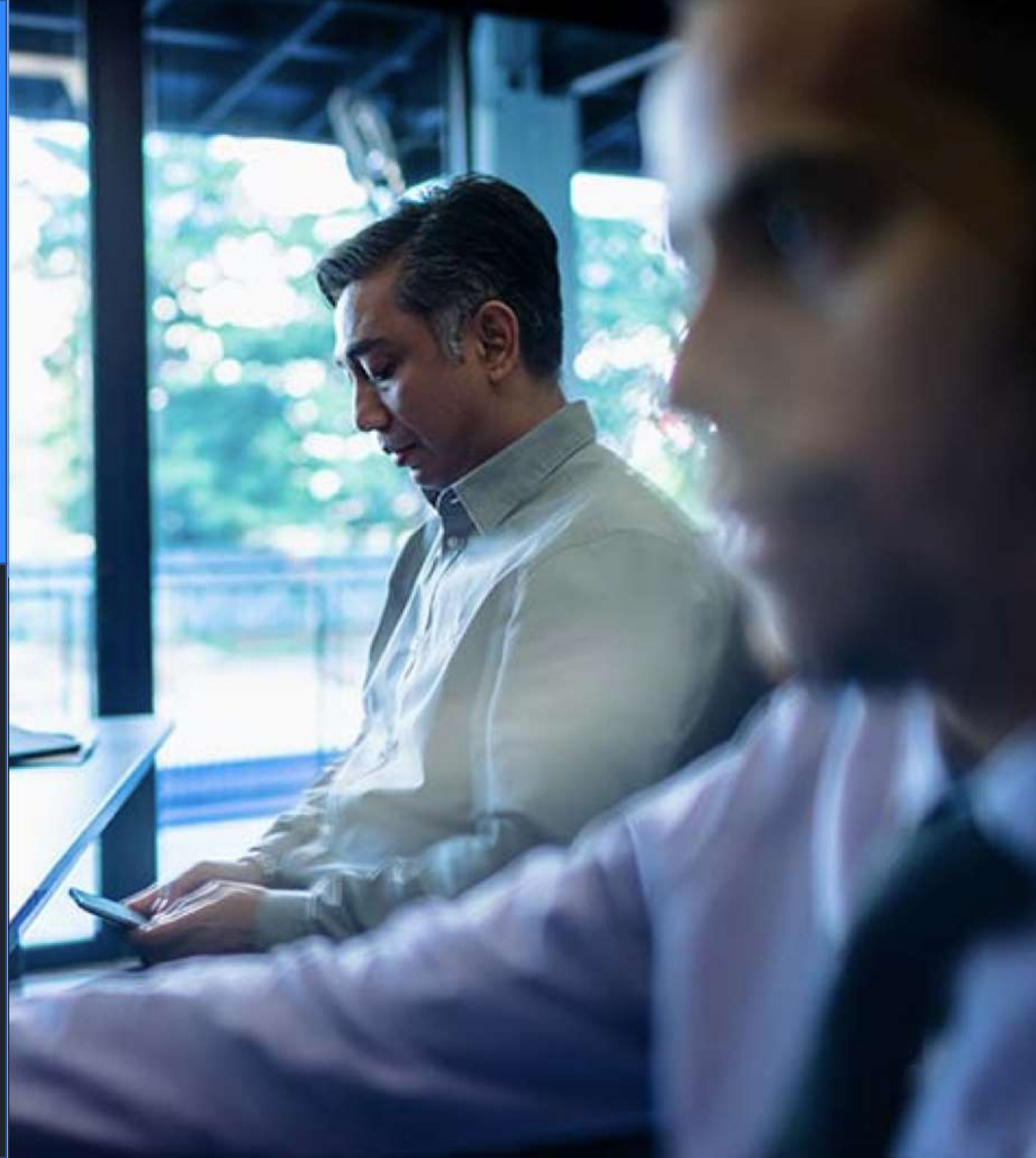


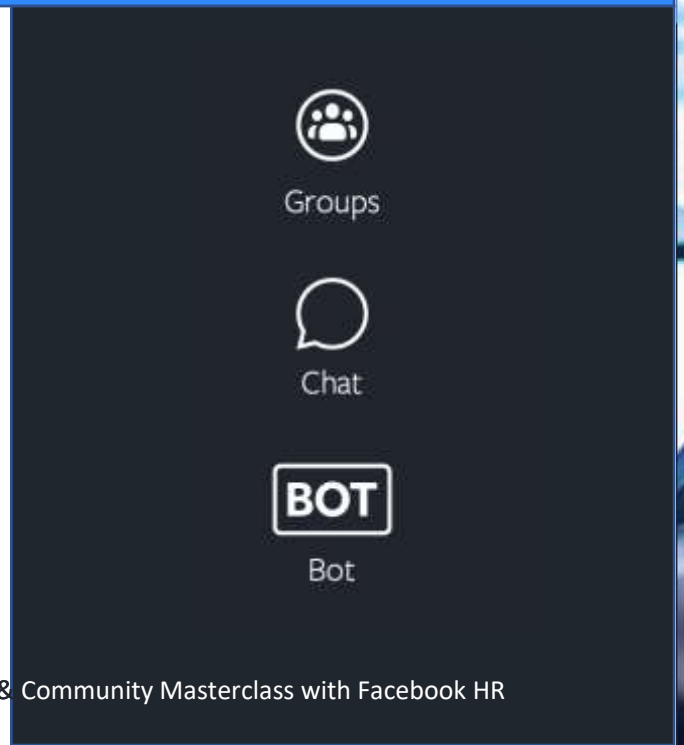
Onboarding

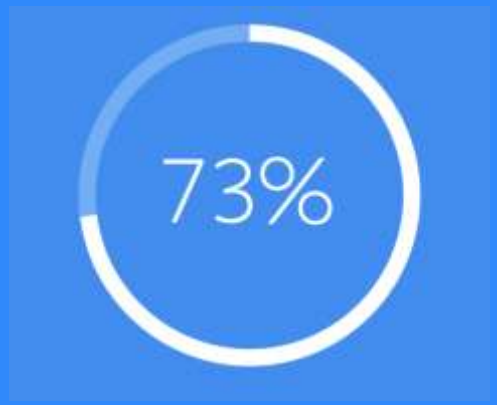
Connect them with a buddy/mentor and help them set a private group

Help them find their community by introducing them to Employee Resource Groups

Driving smarter problem solving with a 73% reduction in emails sent



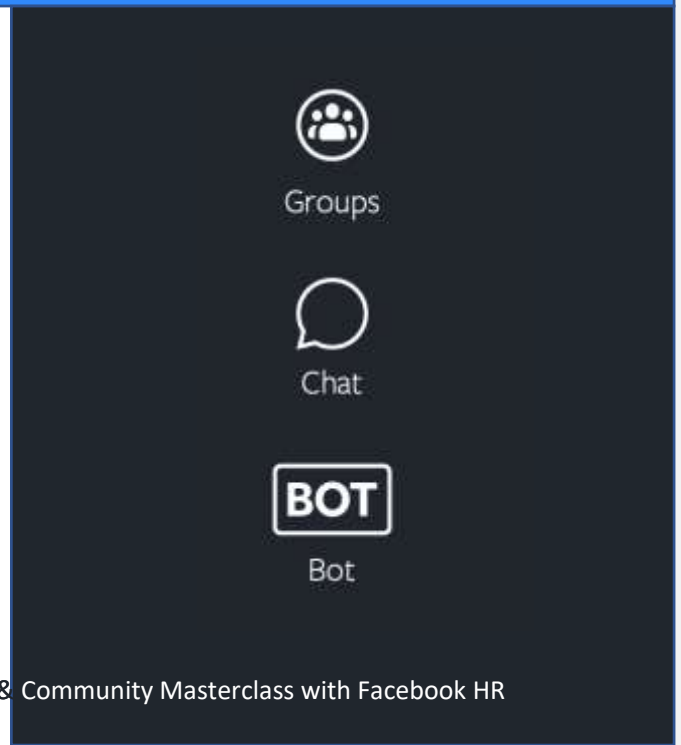




Driving smarter problem solving with a 73% reduction in emails sent

Reduction in overall training costs

Improvement in Turnaround time

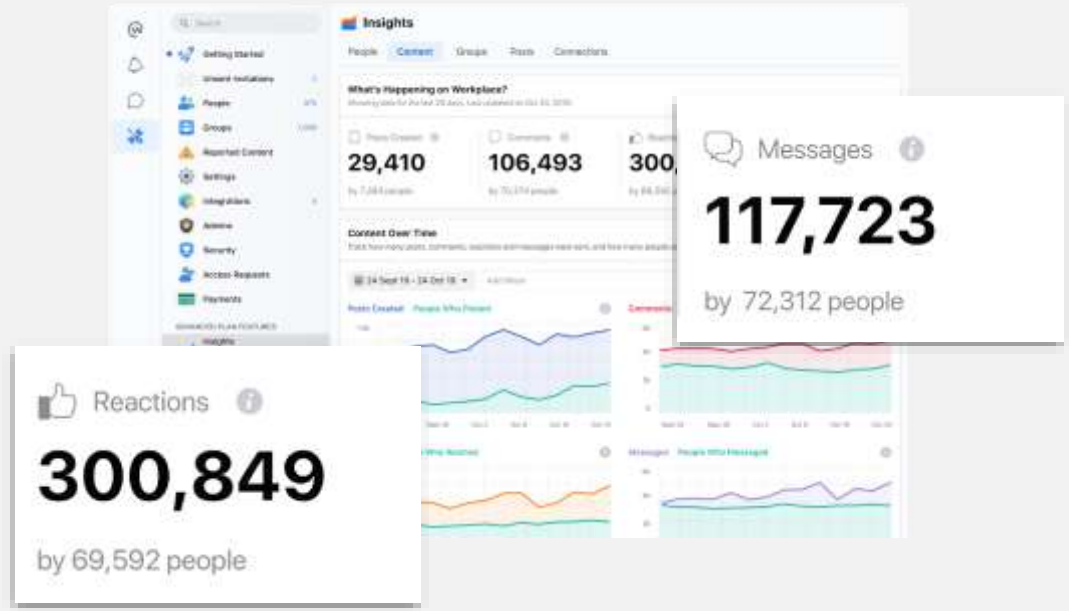


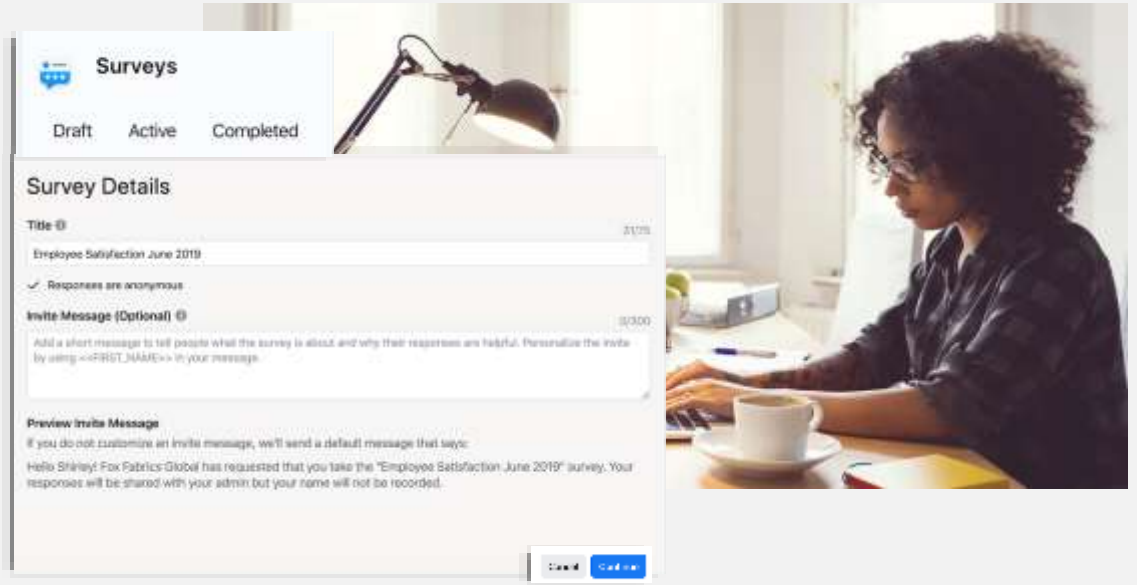
Sentiment Analysis

Micro Pulse is a great way to seek timely insights into key drivers of employee experience

Simple 3-question survey on different topics like company strategy, employee policy or townhall meeting

Insights on company sentiment

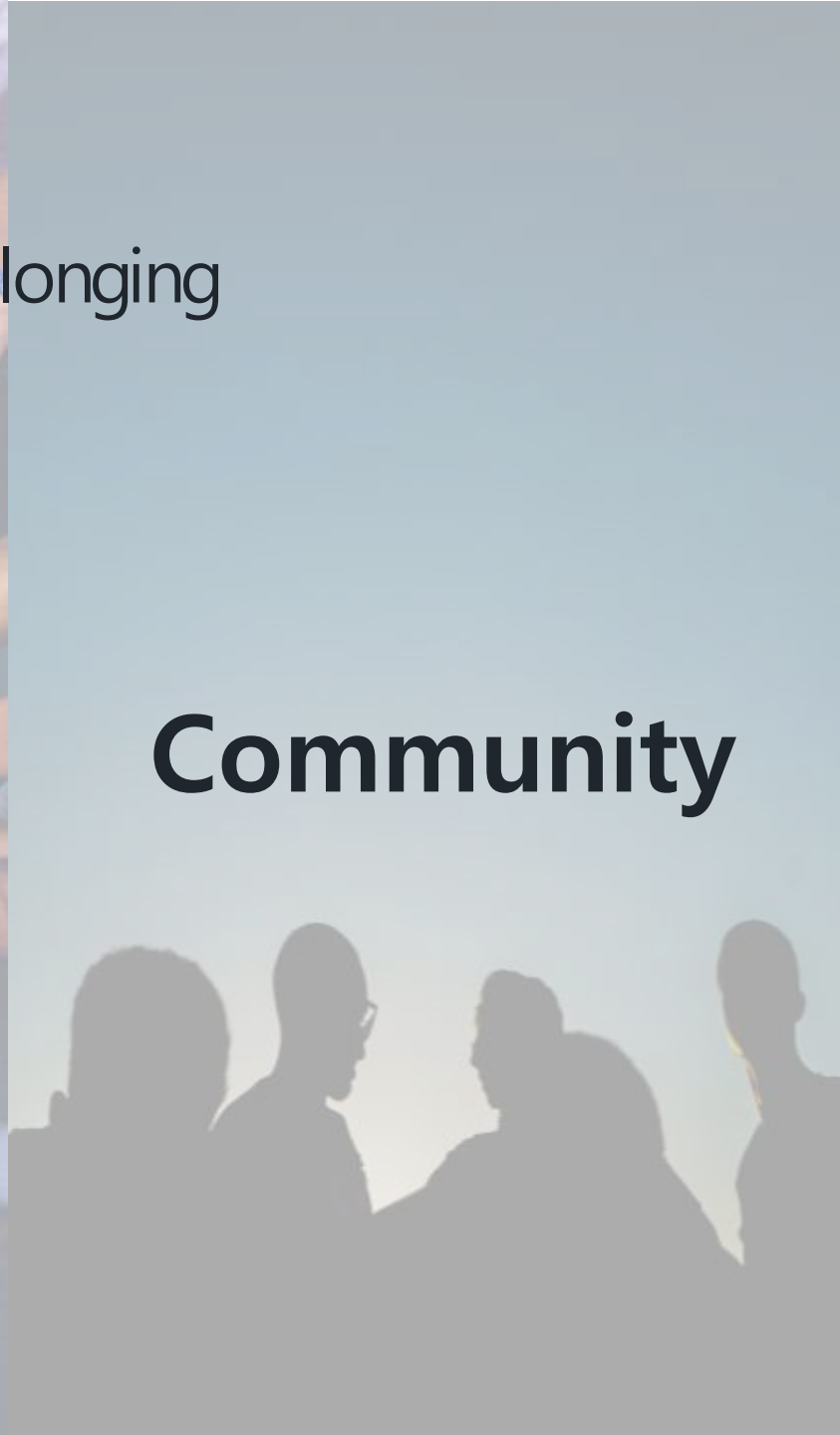




3Cs approach to building EX & belonging

Care

Culture



Community

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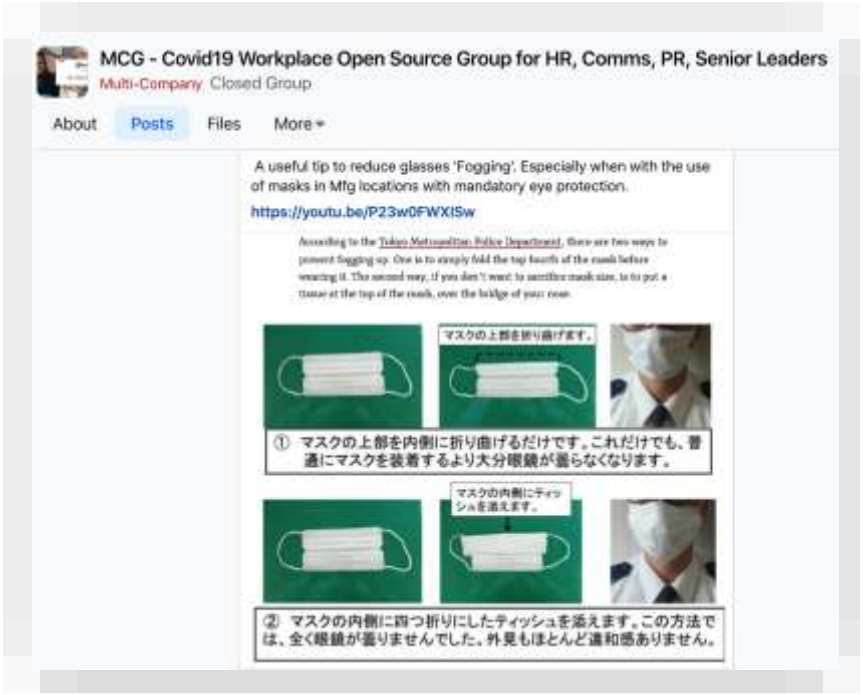
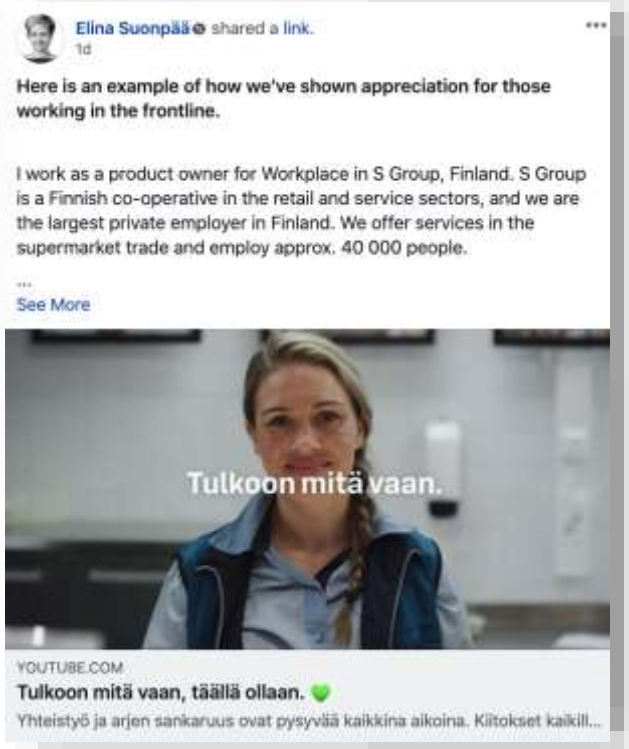
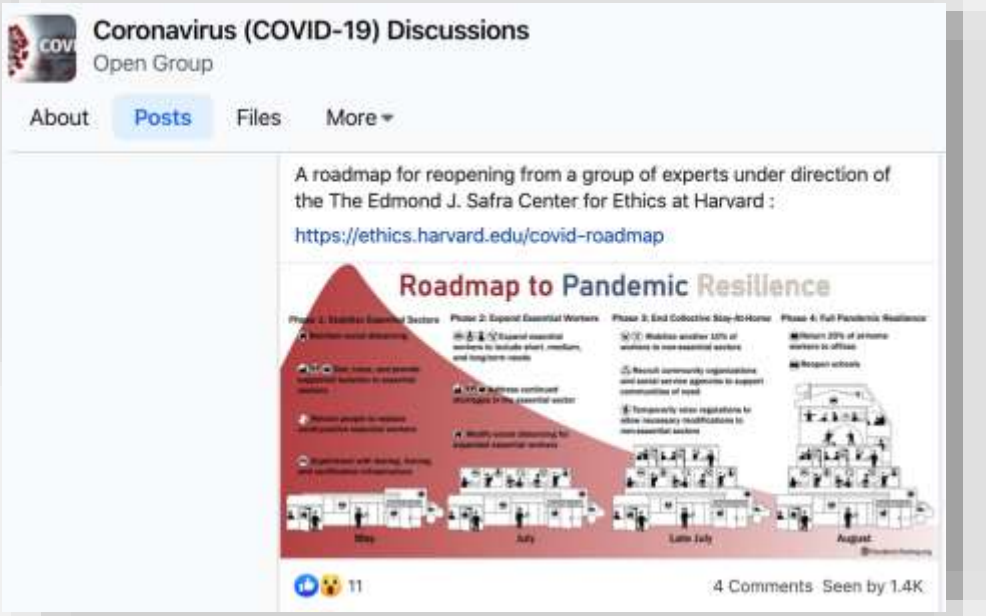
Covid Stories and Discussions







Inclusion and Belonging

Inclusion and Belonging

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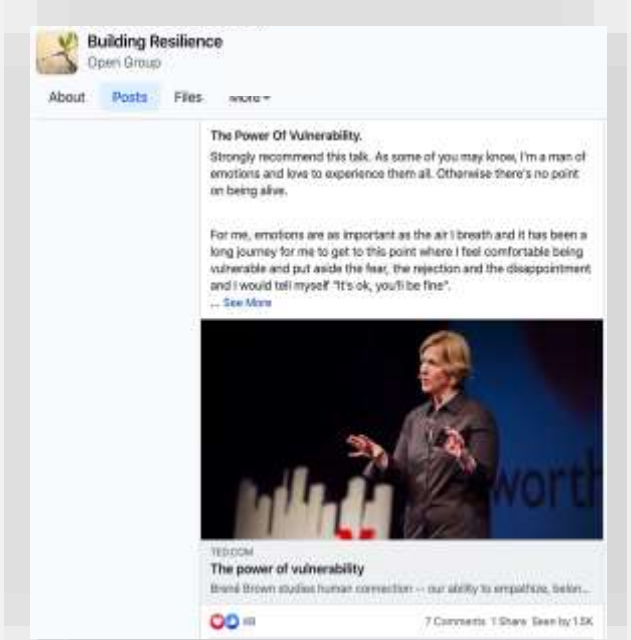
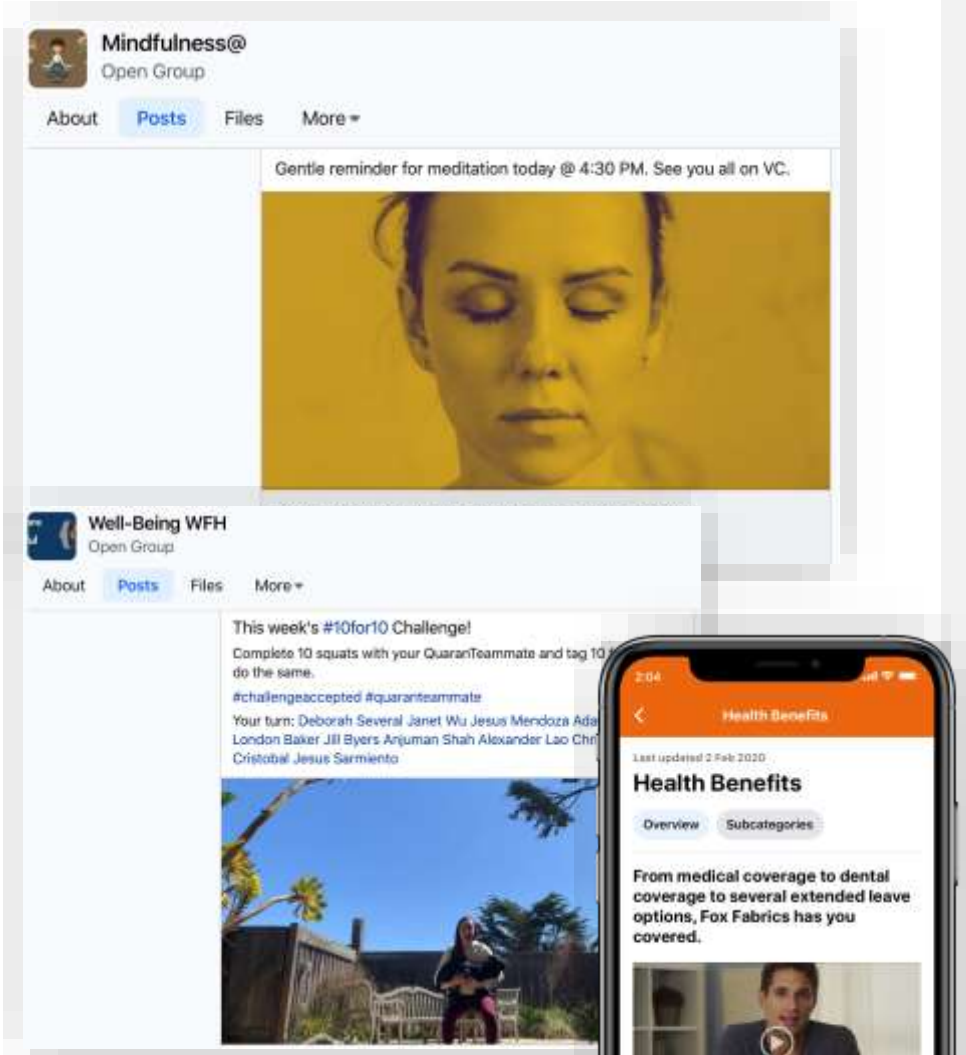
Building Resilience



Health



Well Being

Connected Culture Framework
Employee Safety & Well Being
Recruiting
Find
Talent Management
Onboarding
Diversity, Inclusion & Belonging builds a Connected Culture that keeps the employee life cycle going
Keep
Employee Engagement & Sentiment
Learning & Development
Compensation & Benefits
Reward & Recognition
Grow

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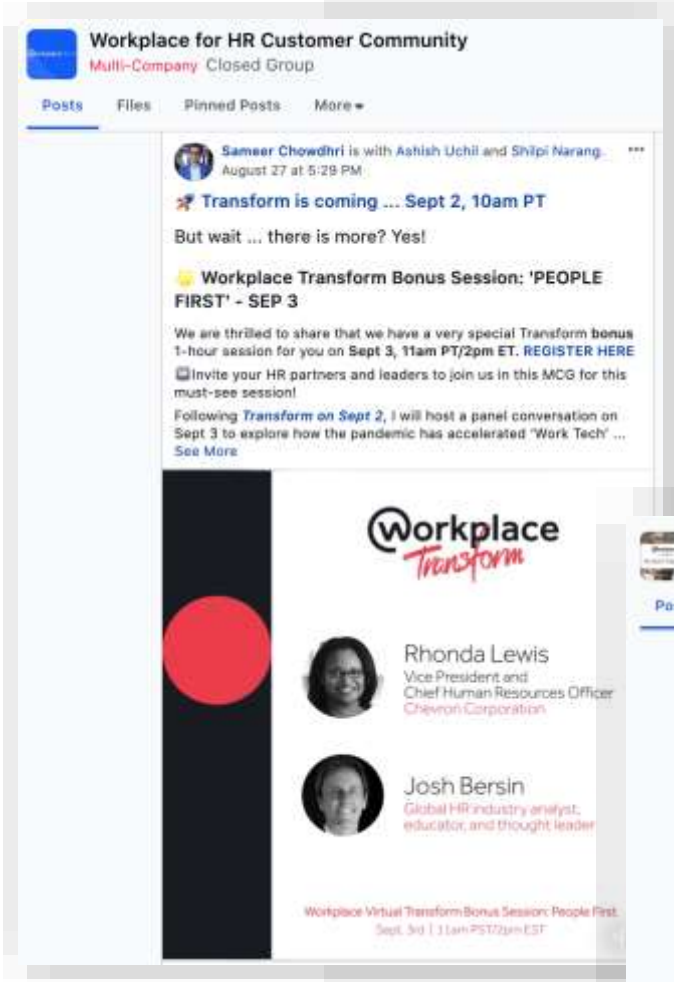
Join the Global HR Community

workplace.com



FB.ME/COVIDWP

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LinkedIn: sameerchowdhri

Twitter: sameerchowdhri

Facebook HR Top 5 Questions Answered

Participate in our quiz for a chance to win a prize!

Scan the QR
or
Go to www.menti.com
& use the code
76 53 77 4

Sameer Chowdri

Sameer Chowdri is the global head of HR solutions at Workplace from Facebook. He brings more than 21 years of HR experience at Facebook, Microsoft, Accenture and GE.

Chowdri is recognized as an industry thought leader on culture and digital transformation. He has experience of having worked with C-Suite executives across large enterprise companies including Starbucks, Walmart, GSK, Nestle, Farmers Insurance and AirAsia.

Max Muller

Max Muller has more than 40 years of business experience as an attorney, businessman and professional trainer.

He is the bestselling author of several books like "The Manager's Guide to HR: Hiring, Firing, Performance Evaluations, Documentation, Benefits, and Everything Else You Need to Know, Second Edition" AMACOM Books (now HarperCollins Leadership) and SHRM, New York City, August 2013.

1

Must (as opposed to “may”) employers allow an individual employee to continue to work remotely from home?

A Yes if ADA disability but not an undue hardship accommodation

B Yes if ADA disability and a requested accommodation

C Yes if risk of contracting COVID-19 is an imminent danger

D "Yes" if there is a federal, state, or local government mandate that employers must allow employees to telework/telecommute where feasible.

2

May an employer administer a medical test before allowing employees into premises?

A Yes conducting approved viral or antibody test to determine infection

B No Medical testing violates the ADA

C Yes conducting approved viral test to determine infection

D Yes conducting an approved antibody test to determine infection

3

When hiring, may employers screen applicants for COVID-19?

A Yes Both pre- and post-job offer timeframes

B Yes If applicant is a previously laid off employee

C Yes After conditional job offer made and accepted

D No May only screen employees on payroll prior to April 17, 2020

4

Employers with employees taking physical proximity precautions due to COVID-19 will not be required to review the employee's Form I-9 identity and employment authorization documents in the employee's physical presence during time periods specified by the Department of Homeland Security (DHS).

Employers using the time limited DHS exception to in-person I-9 document verification must provide which of the following for each employee?

A Written documentation of their remote onboarding and telework policy

B There is no DHS policy allowing a delay in in-person document inspection

C Authorized representative option available so no in-person exception

D Must only review the documents upon employee's return to workplace

5

Which of the following statements should appear in a written policy related to employees working remotely?

A No expectation of privacy in any aspect of using employer's computer systems

B Reasonable expectation of privacy when using employer's computer systems

C No expectation of privacy in any telephonic communications

D Electronic Communications Privacy Act does not apply to private sector

Closing Remarks

Cartoon Final Product

Giveaway!

Workplace
from Facebook
Work from Home Kit

Thank You!

Culture & Community Masterclass with Facebook HR

PART 1 Employee Experience Series

Upcoming Events:

Employee Experience Series

PART 2 Tues, Sept 22: Augment Your Existing HR Plan to Fit a Post-COVID World

PART 3 Tues, Oct 13: Execution Considerations as Part of a Post-COVID World

PART 4 Thurs, Nov 5: Measuring Connectedness and Culture

PART 5 Tues, Nov 17: Meet the HR Experts at Facebook