



**PWD**  
P&G People with Disabilities

# People with Disabilities (PwD)

## **Powered by PwD Champions...**

We leverage Our Abilities to drive a more  
Diverse & Inclusive Culture within P&G

M. C. Gartner 9/19/16



# Today's Agenda

1. Personal Background
2. Engaging PwD as a Business Strategy
3. Discussion



# Mike Gartner

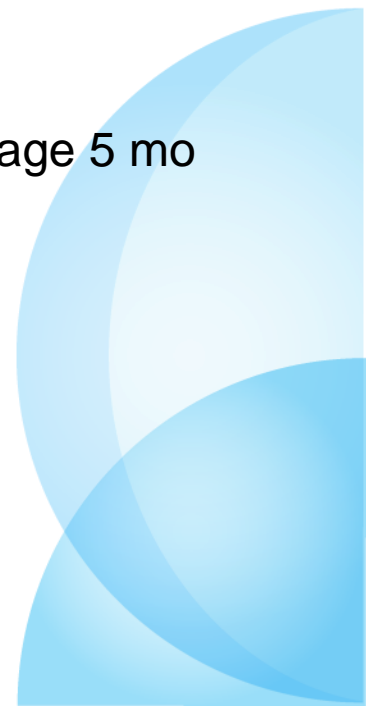


## Professional

- Finance Leader “Americas P&G Professional Business” - \$1Billion Sales
- Global Leader of P&G’s People with ERG
- 30 years with P&G

## Personal

- Married to Jill – 28 years
  - Alex (25)
  - Haley (21) - hearing impaired; suffered TBI from Meningitis at age 5 mo
  - Jack (17)
- Education
  - BSME – The Ohio State University; MBA – Xavier University
- Other: Diagnosed with Cancer 2013





- **Diversity & Inclusion** has always been a part of P&G's DNA and all we do. It is part of our Purpose, Values and Principles and critical to business growth.

*“Diverse organizations will out-think, out-innovate, and out-perform a homogeneous organization every single time.”*

*A.G. Lafley, Former CEO & Chairman of the Board*





## P&G's D&I Mission

To enable ALL Employees to be Valued, to be Included and to Perform at their Peak

## PwD Mission

To enable Employees with a Disability and Employees with Disabled Dependent(s) to be valued, to be included and to perform at their peak.

# PwD at a Glance

- One of Three truly Global Affinity Networks (P&G has 8 total ERG's)
- NA lead region...other regions developing similar networks (UK, WE, Asia, LA)
- US sites (manufacturing plants/other Corp. Locations) often have “home grown” satellite networks to meet needs of local community

# Role of ERG's

Structural Opportunity for building Strong sense of Community and...

1. Influence Company Culture of Inclusion
2. Assist in attracting, retaining and developing individuals
3. Assist the company in delivering better business results



# ERG Structure

Executive C-Suite Sponsor

Global Leader (other Regional Leaders)

Lead team (functional representation; process owners)

- Lead Team members – get alignment from Line Management for commitment and support to participate/lead ERG
- Some ERG leaders/lead team member rotate - @ P&G “passion” drives participation
- PwD Action plan/results documented in individual annual review



# PwD - Three Objectives

1. Be and be recognized as Employer of Choice – attracting, retaining, developing and fully enabling employees that live and work with differing abilities to meet peak performance
2. Ensure work processes, technology and governance are in place to drive an inclusive culture and meet regulatory requirements globally
3. Influence Product, Package and Facility Design to more completely serve global consumers who live and work with disabilities

# PwD Focus Areas

1. Employment & Recruiting
2. Employee Engagement & Support
3. Drive Business Results



# PwD Focus Areas

## 1. Employment & Recruiting

- Create & Promote Employment Models (Manager, A&T, Plant Technicians) across P&G
- Expand Project Reach – High School PwD student “Paid” internships
- Recruit and Hire qualified PwD candidates
- On board New Hires



# PwD Focus Areas

## 2. Employee Engagement & Support

- Expand Networks to all regions and physical locations
- Increase Employee Awareness and participation by enabling Self Identification & network engagement
- Lead Reverse Mentorship with Senior Leaders
- Continue to enable Employees with Disabled Dependents (EwDD) to Thrive
- Make universally accessible for ALL - Facilities, Resources & Tools

# PwD Focus Areas

## 3. Drive Business Results

- Drive Consumer Demographic awareness and market size opportunities within P&G Categories
  - Lead Product/Package Design Opportunities and systemic implementation of UD principles in P&G design standards
  - Leverage PwD ERG as a “focus group” for innovation serving PwD Consumers
  - Lead “Disability Challenges” to drive awareness of product usage for PwD Demographic
- Participate in Industry/External Forums to share and reapply best practices

# PwD Results

## 1. Employment & Recruiting

- Paid High School Internship (Project Reach) expanded and funded to all Cincinnati locations and 2 foreign Countries (Turkey, Mexico and Egypt)
- Developed PwD employment programs with key Supplier Partners enabling the expansion of PwD employment models across existing manufacturing sites and newly opened Logistics Facilities
- Partnered with Military Recruiting teams to jointly and proactively pursue qualified Veterans. ~1-2% annually Mgmt hires Self ID as PwD
- ~50% US manufacturing Plants employ PwD employees and contractors as part of their day-to day operations.
- Partnered with Talent Supply to train Recruiters on PwD Etiquette, and implementation of On boarding program

# PwD Results (cont.)

## 2. Employee Engagement & Support

- Hosted the “first of its kind” Deaf and Blind Corporate Symposium
  - 17 companies (Ernst & Young, Walt Disney, Starbucks, Fifth Third, etc.)
  - best practices and strategies were shared for reapplication to enable employees who are visually or hearing impaired to perform at their peak.
- Host monthly “lunch and learn” sessions for Employees with Disabled Dependents (EwDD)
- Funded and developed “Universal Design Standards” for ALL P&G building locations that will ensure all facilities are accessible for all employees
- Implemented a “Reverse Mentoring Program” with PwD Employee and C-suite leaders focused on personal/professional development and business strategy



Reverse\_Mentoring\_v1.wmv (Command Line)

- Assisted with expansion of networks Globally (UK, EMEA, Asia, etc.)

# PwD Results (cont.)

## 3. Drive Business Results

- Product & Package Design work underway with innovation to better serve PwD community
- Marketing Campaigns leveraging and messaging PwD community
  - Paralympics, Duracell, Swiffer ad campaigns – more in the pipe line
- Operated as “PwD Consumer Focus Group” – consulting with Brands on message and design features
- Led “Disability Challenges” within 3 countries across all business units and functions



# Discussion

What are the key challenges we face today...

- Most disabilities are hidden ...getting people to self identify  
*“What’s in it for me?”*
- Keeping the ERG relevant to the network Members
- On boarding new hires – getting people involved early and often