

# Diversity & Inclusion in IBM

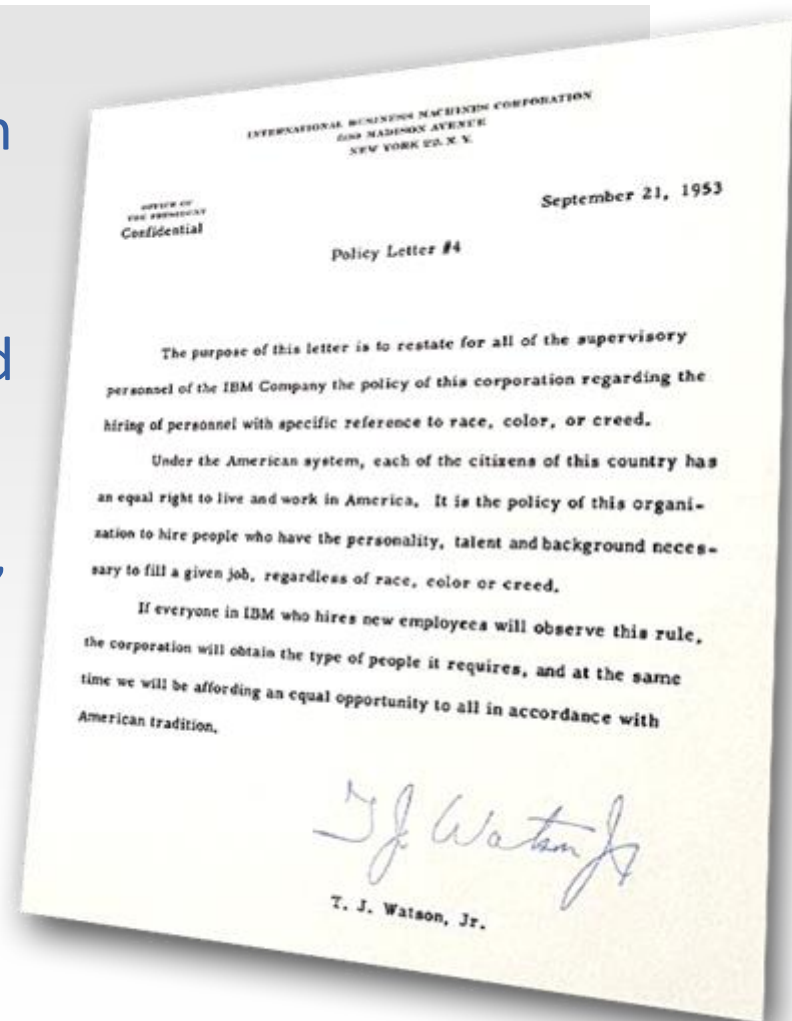
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## IBM Equal Opportunity Policy Letter – 1953

“It is the policy of this organization to hire people who have the personality, talent and background necessary to fill a given job, regardless of race, color or creed.”





## IBM's Commitment to Diversity

“IBM's employees represent a talented and diverse workforce. **Achieving the full potential** of this diversity is a business priority that is fundamental to our competitive success.

Business activities such as hiring, training, compensation, promotions, transfers, terminations, and IBM-sponsored social and recreational activities are conducted without discrimination based on **race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or status as a special disabled veteran or other veteran.**

Effective management of our workforce diversity policy is an important strategic objective. **Every IBM manager is expected to abide by this policy and uphold the company's commitment to workforce diversity.”**

***Ginni Rometty***

*Chairman and Chief Executive Officer  
Global Policy Statement on Diversity*





## Why Diversity & Inclusion are critical to our business

### Global Marketplace

**Our customers, suppliers and partners are increasingly global**

Our diverse workforce is the bridge between the workplace and the marketplace.

### Workforce Effectiveness

**Our workforce is Diverse and Global**

We are more than 400,000 employees in 170 countries. Our people represent every part of the human family and must work together to deliver innovation and value to clients

### The “War” for Talent is Global & Local

**The competition to attract, retain and motivate top talent is increasing**

We distinguish ourselves by creating an inspiring environment in which people can be authentically themselves and can fully express their potential

### Making Diversity our Advantage

**Our competitive advantage is through leadership in building innovative solutions to our customers’ most difficult problems.**

IBM needs the diverse perspectives to ensure and enhance creativity and innovation

## Six Diversity Taskforces

- *Women in IBM*
- *People with Disabilities*
- *Lesbian-Gay-Bisexual-Transgender (LGBT)*
- *Cross Cultural Diversity*
- *Generational Diversity*
- *Work & Life Integration*



**Diversity of people.  
Diversity of thought.  
A smarter planet for everyone.**



## People with Disabilities (PwD)

### Priorities

- ❖ Develop of PwD's competencies and skills
- ❖ Compliance with Law (58/99)



### PwD Initiatives and Programmes

- ❖ PwD Steering Committee and BRG "Accessibility 4 All"
- ❖ "Mobile Wireless Accessibility" Project
- ❖ Strategic Partnerships (Sodalitas, ASPHI, UNAR, Synesis)
- ❖ Activities and projects with Universities and Schools
- ❖ Awareness and education on PwD Issues for Managers
- ❖ Focus on accessibility



*HANDImatica 2014*





## MWA Project

Mobile Wireless Accessibility (MWA) is a project, born in 2004 from a small group of visually impaired employees, whose aim is to enhance the productivity of people with sensory or motor disabilities.

MWA started as IBM Italy internal pilot on 15 employees (mainly visually impaired); in 2009 it has been deployed to IBM employees with sensory or motor disability and, currently, 40 employees are involved.

Project's target is:

- To allow employees with disabilities to perform, as much as possible, at the same level of employees without disabilities.
- To allow a company to get back employees who were out from usual 'production' cycle.
- To motivate employees, involved in the project, and giving them a possibility to grow in terms of carrier path.





## MWA VALUES to empower PwD @ IBM

- **Mobility** value is central for PwD involved in current business processes.
- **Accessibility** is fundamental to let PwD work as all the other employees.
- **Safety:** mobile connectivity is the first step to improve the safety of PwD.
- **Life Quality:** MWA give to PwD independence and flexibility.
- **Work Quality:** enterprise communication and productivity tools on a smart phone produced a significant grow in PwD work quality.
- **Dedicated Service:** PwD involved in MWA project receive dedicated service and support.

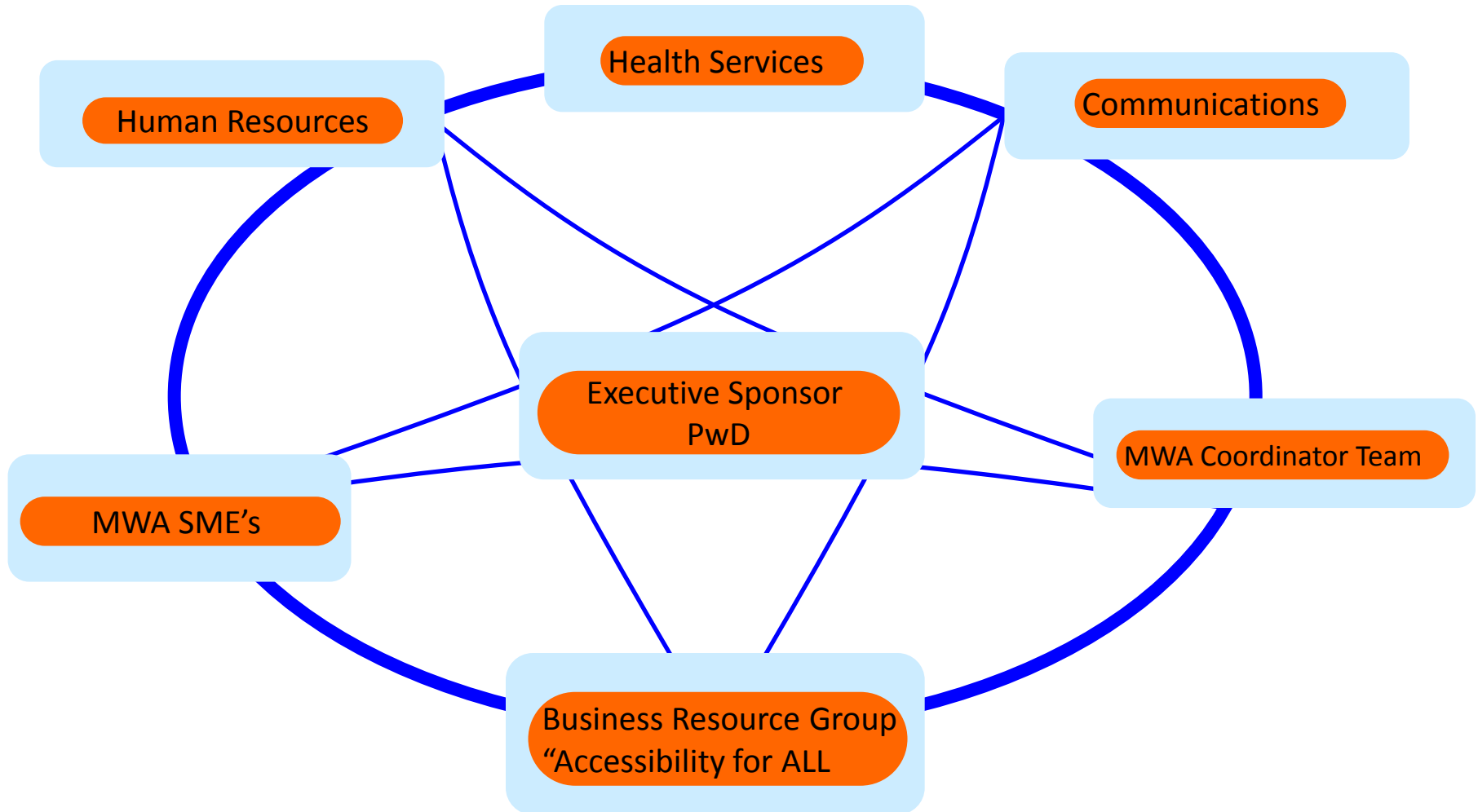




**DISCRIMINAZIONE, DIVERSITÀ,  
PARI OPPORTUNITÀ:**  
analisi, esperienze, prospettive.



## PwD - MWA Teams Integration





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**ISEM**