

Empowered Asian Employees: Global Business  
Growth Through Leadership Development

# Partnering for Success: Leveraging Your Executive Advisor

Presenters: Jennifer Brown, Jennifer Brown Consulting  
Wesley Hom, LEAP



Empowered Asian Employees:  
Global Business Growth  
Through  
Leadership Development



Asia  
Society®

2009

DIVERSITY  
LEADERSHIP FORUM

# JBC Introduction

## Jennifer Brown, President and Founder

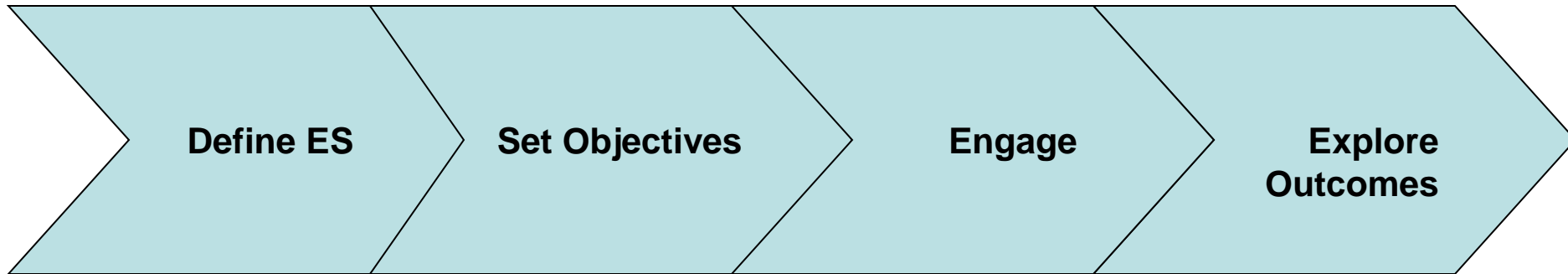
- > Passionate advocate and social entrepreneur
- > Masters degrees – Vocal Performance and Organizational Development
- > Founded JBC in 2004
- > Majority of clients in Fortune 500
- > Diverse supplier/minority business owner: WBE & NGLCC
- > Board/Committee member for WPO, Out & Equal, NGLCC, Starting Bloc
- > Awards: NYC Controller Bill Thompson's Diverse business owner of the year; Finalist for Wells Fargo's LGBT-owned business of the year

## Company's Key Focus Areas

- **Diversity 2.0:** strategy creation and program development with business focus; **ERG/Affinity Group specialist:** original designer of Diversity Best Practices' Network & Affinity Leadership Conference (NALC): multi-year presenter and SME
- Next-generation **Training, consulting and executive coaching** to grow leaders and teams in global, generationally-diverse technology-connected workplace ecosystems

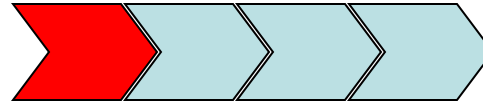


# Pathway to Executive Sponsor Engagement



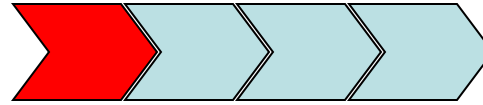
1. Realize Executive Sponsor Needs
2. Align Goals with ERG + Executive Sponsor + Business
3. Measure outcomes and adjust as necessary

# Defining Executive Sponsor (ES)



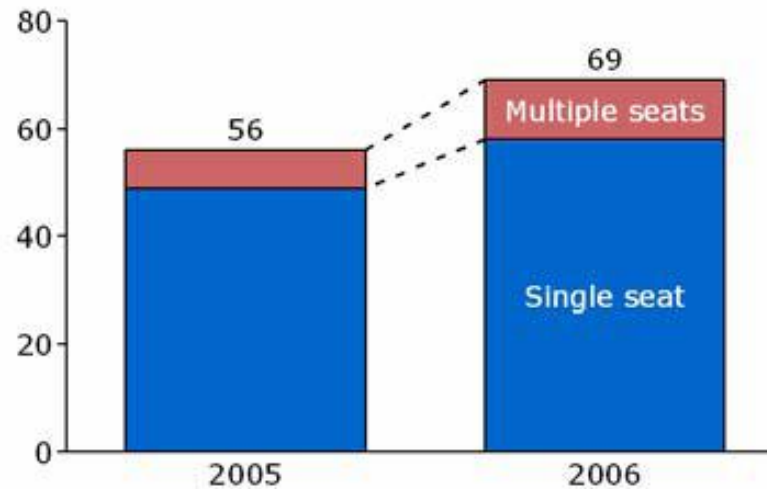
- Accomplished and influential leader
- Might be engaged with diversity issues; might not
- Recruited for variety of reasons:
  - Rotational assignment
  - Voluntary
  - Leadership training scheme
- Invested in, or identified with, the community already; open to being educated if not

# Defining Executive Sponsor (ES)



STATISTICALLY SPEAKING, ASIANS ARE UNDER-REPRESENTED AT THE TOP

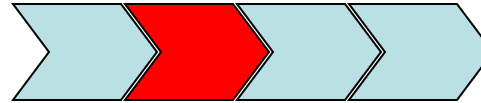
**Individual Asian Directors**



Source: Committee of 100, Inc., 2006



# Objectives



## EXECUTIVE SPONSORS

- Meet key performance indicators (KPIs) in business unit
- Set and Achieve diversity metrics
- Brand and market themselves as influential company leaders!
- Career development and broadening of network

## ERGs

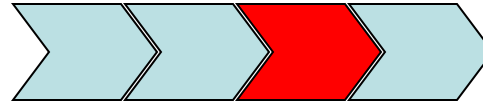
- Act as resource and business partner
- Create inclusive culture through education and awareness
- Brand and market firm as inclusive and performance-based
- Assist with building and implementing talent management strategy

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• What are the goals of your Executive Sponsor?

• What are specific Asian ERG needs?

# Engage



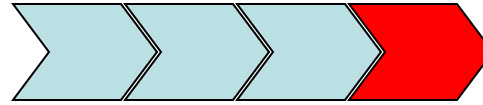
- Educate on unique challenges and opportunities for Asian employees
  - Immense diversity within the Asian community!
- Align goals and objectives among ERG + Executive Sponsor + Overall Business
- Do not be afraid to ask critical questions, on:
  - Funding
  - Connections
  - Company-wide Resources

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## Ask the Audience

- How can your ERG engage Executive Sponsors at your company?

# Outcomes



## Chubb

### Mission Statement:

Increase contribution to business goals by inspiring leadership and promoting visibility and participation of Asian-American employees, through networking opportunities and specific business projects.

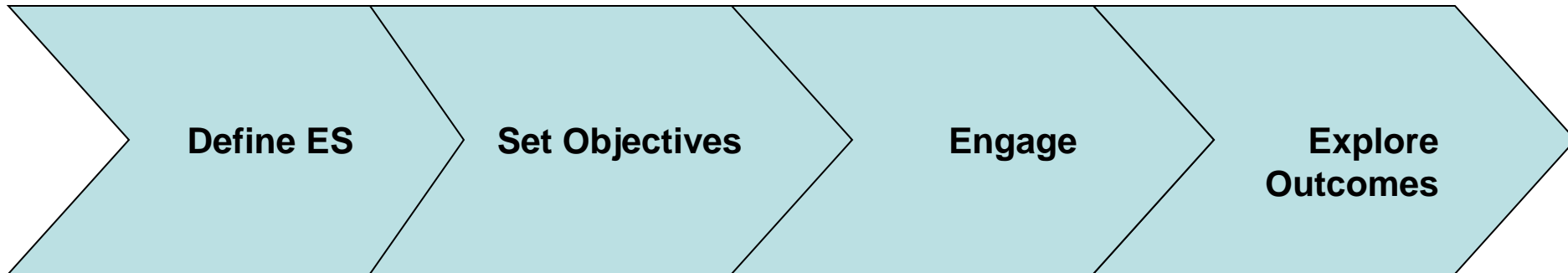
## Sun Microsystems

### Mission Statement:

Convert cross-cultural background into corporate talent asset to successfully compete in global business

Provide a platform for Asian employees to practice and demonstrate leadership skills.

# Pathway to Executive Sponsor Engagement



1. Realize Executive Sponsor Needs
2. Align Goals with ERG + Executive Sponsor + Business
3. Ask Critical Questions – Go For It!

# Questions to Discuss

- Share details about your Executive Sponsor
  - How did they become your ES? Who were your nominators/champions in this process (HR, Diversity, etc.)
  - What level of influence do they have in the organization
  - What are the top 3 most valuable things they do for you?
  - Can they articulate and advise on the particular challenges faced by Asian stakeholders inside/outside the company?
  - What do you find most challenging about your relationship with them?



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# Thank You!

**Partnering for Success: Leveraging  
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**ASIA SOCIETY 2009 DIVERSITY  
LEADERSHIP FORUM**

20 E 9th Street, Suite 4U, New York, NY 10003

T 917 769 1599 F 212 253 5335

[www.jenniferbrownconsulting.com](http://www.jenniferbrownconsulting.com)