

Eren George

Mr. Greco

English 3

30 April 2019

The Emerging Rainbow

Dedication

I want to dedicate this book to the progressive companies who are taking meaningful steps to recognize and support employees of all identities.

Acknowledgments

I want to thank Freestyle Academy for providing the technology to make this whole project possible. I also want to thank my parents for being supportive of me and always being there for me when I need help.

Preface

When the Documentary unit was first introduced I was super excited because we could make it about something that we chose. I didn't know exactly what I wanted to do, but I knew that I wanted it to be about something that was close to me, which I am truly passionate about. After a lot of thought I decided that I wanted it to be related to my gender identity because it is a huge part of me. As a member of the LGBTQ community, I was interested in big corporations because given the tremendous impact they have of the economy and our society, I wanted to know whether and/or how they support LGBTQ rights.

The next task ahead of me was to decide on the research focus for my book. This took me awhile to decide on because there are so many different things that I could talk about. At first, I decided that I wanted to make the book about diversity and inclusion at Visa, but given their internal security policy I was unable to interview employees which resulted in me not being able to use it for my project. Luckily I had a Plan B, which is what my book is about now, diversity and inclusion at Intel. I chose Intel because you don't often hear about what goes on behind the scenes of technology corporations. This is equally true when it comes to how much they value diversity and inclusion focussing on the LGBTQ community and what actions they take internally to support that community. I have seen Intel and other corporations use the rainbow flag from time to time to show "support" for the LGBTQ community. The rainbow flag is really important to me and the people of the LGBTQ community because it's something we all can feel connected to. When we see the flag we know that we aren't the only ones out there who identify as we do. While LGBTQ people feel strongly about these iconic images, I really wanted to know if corporations' use of a rainbow flag showed a commitment deeper to the LGBTQ community than simply flying a flag once a year. Through what I've learned about corporations and their support for LGBTQ rights, I've definitely grown from this documentary project and I am so grateful for this experience and for my great teachers who helped me along the way.

Introduction

In the cubicles at Intel, the occasional whisper between colleagues becomes audible amidst the tapping of computer keys. In the break room, the coffee percolates and the teapot whistles. There are quiet steps of employees walking through the aisles of desks, weaving up and

down the cubicles like a maze. Yet, a hint of rainbow peeks through the blinding white of the cubicle walls.

Intel is a multi-billion corporation which specializes in making the Intel[®] Core[™] processor in computers and laptops. From its rows of cubicles to the simple color scheme of the office, Intel is like any other tech company. One thing that sets Intel apart is their inclusive groups.

Many have heard the term “LGBTQ” but a lot of those people don't know or understand what it means to be a part of the LGBTQ community. As some may know, the LGBTQ community has numerous flags that represent different identities. Some examples of flags are: the gay flag which is rainbow, the transgender flag which is pink, blue, and white, the bisexual flag which is pink, purple, and blue. People who choose to label themselves often find pride when they see their flag. People of the LGBTQ community go through many struggles that people outside of the community do not have to go through. Finding a job and being included in the workplace are typically more difficult for people of the LGBTQ community. Intel is working toward a more inclusive and diverse workplace.

There are two LGBTQ groups at Intel that my interviewees are a part of. The first one is called IGLOBE, which stands for Intel's Gay and Lesbian Organization. The second group is called the Out and In Leadership Alliance, OALC which is a leadership council focused exclusively on LGBTQ rights and issues. The main purpose of both groups is pretty much the same, to identify issues that the LGBTQ community faces at Intel, and outside of Intel, and to make sure that LGBTQ employees are fully integrated and supported, to make sure their career development paths are fully open to them that there's not any unconscious bias or hidden bias,

and to make sure that they're given the same opportunities and same rewards for good work done as anyone else.

Another company that has great diversity and inclusion is Visa, which facilitates electronic fund transfers throughout the world, most commonly through Visa-branded credit cards, gift cards, and debit cards. Later, I will be comparing Visa with Intel in terms of diversity. My central question for this book is: “How do Intel and other large corporations integrate and support the LGBTQ community into a diverse workforce?”

Chapter 1

Roberta Tassinari, an attorney at Intel working in the patent group, is part of both IGLOBE and the OALC she has been apart of both groups for 2 years now. Having recently come out in 2017 as Transgender, she joined these groups in order to connect with the community and establish relationships with other people at Intel who face the same issues that she does. She is extremely grateful that Intel has these groups because she was able to connect with other people of the LGBTQ community. She says the management level helped her transition in the workplace. They were very supportive of her and very willing to help her through her transition as well as helping her come out to her coworkers.

IGLOBE is open to all employees at all levels of the organization to join and take part of planning activities, volunteering and much more. One instance of this is when Roberta Tassinari, had volunteered at the Intel pride booth during pride parade where she helped answer questions the people at pride had about the LGBTQ community as well as questions about Intel whether it being about their inclusion and diversity or about Intel as a corporation. Another example of planning activities is when Tassinari planned and organized an internal event during pride month

where they set up the movie “Stone Wall” which is about a gay teenager who moves away from home in Indiana to New York. Tassinari set this movie up in a theater, served popcorn and had people come and watch. One of the main purposes of IGLOBE is to make sure everyone is included and supported but unfortunately that's not the case in every company. Some companies today have opted out of hiring someone who is capable of doing the same things another applicant can because of their identity, many people in the LGBTQ community have to decide in interviews to hide their identity or openly talk about it and that decision is really difficult.

Another thing is that when a person of the LGBTQ community has gotten a job they then have to decide whether they need/want to come out to their coworkers, they often have to ask themselves “is it necessary for me to come to in order to feel comfortable at work” for some they do need to and for others they don't feel the need. The other group is called the OALC which is a leadership council where only senior managers at Intel who are interested in supporting LGBTQ issues may join and participate. The intention of OALC is to engage senior managers who may have greater influence on the organization and its employees. This council seeks to make changes both at the corporate governance level/corporate policy level, as well as at the employee career development and job satisfaction level. In an article by CNBC, *Why Companies with Female Executives make more money*, They talk about how having a diverse workplace is better for decision making “evidence shows that a wide-ranging set of influences at the decision-making level helps diversity not just across gender but across cultures similarly improves a company’s performance.” Intel is currently working towards a more diverse workforce and there are large numbers of members of these communities [IGLOBE, OALC] who are trying to push the groups to do more regarding diversity and inclusion.

Chapter 2

Lawyers play an essential role in these groups even though it might not seem like they would. Lawyers in these groups do work regarding practically anything legal as well as working on other projects, one example of this is when the “Trump administration floated a memo through the health and human services division that would impact the rights of Trans people we [OALC] looked into that and how intel and other corporations would deal with that and manage it if anything came through we put together an action plan.” said Chris George, he worked on this action plan with a few other coworkers. Lawyers role in these groups is to also support and reassure employees of Intel that are LGBTQ and help them feel more comfortable in the workplace. One instance of this is when Tassinari helped her coworkers feel more comfortable “what I did was I kind of took it upon myself to be the legal expert on that even though that's not my expertise and I broke it down for folks and in some cases made them more comfortable if they were scared, people didn't know what that meant they didn't know if they were gonna lose their passports or their medical benefits they were really really nervous about it, so I act as the legal expert for the community within Intel.”

Chris George who is the Director of Trademarks and Brands as well as lead of the Copyright Practice Group. George is also apart of IGLOBE and OALC, he takes part in monthly meetings that go over issues that arise internal to Intel as well as external. He as been working at Intel for 11 years and has been a part of both groups for 6 years. George manages a team of 14 people. While George has always supported inclusion and diversity at Intel and among his

employees, he became more active and took on leadership roles in OALC after his son came out as transgender. George is currently working on a project to display Intel's famous swirl logo in rainbow colors to support Intel's involvement in pride month and its LGBTQ community. While Intel has been active in pride before, it has never displayed its logo in the rainbow colors. As a corporation George says "Its important for Intel to shows its support for the LGBTQ community in a variety of different ways." Every year Intel holds LGBTQ events in and around pride month George and Herb Williams have attended IGLOBE pride month festivities together.

Herb Williams is a Senior Counsel of Trademarks and Brands, a member of the Diversity and Inclusion team as well as IGLOBE. Williams is also a part of a group outside of Intel called Lambda Legal Impact Litigation Organization, a national organization committed to achieving full recognition of the civil rights of LGBTQ people through litigation, education, and public policy work. He has been working at Intel for just shy of 9 years now. Williams and George have worked together for many years and have worked on projects together numerous times. As a African American gay man Williams believes that it is very important for members of the LGBTQ community to be active in supporting the rights of others. Williams coordinates a summer clerk program for minority and female candidates, where he hires law students for around a month to learn about Intel and the practice of law.

Chapter 3

There have been numerous studies conducted on different companies that go to say that having diversity and inclusion in the workplace have had considerable improvements in the quality of work and decision making. The Peterson Institute for International Economics interviewed 21,980 firms from 91 countries and found that having women at the C-Suite level

significantly increases net margins. At Visa nearly half of the people in the executive level are women and they plan on getting more women and minorities up in the C-suite level in the future.

There have also been many studies conducted about Diversity in the workplace. The result from many of them has had the same concluding idea; diversity in the workplace has shown great improvements in a company's favor. Another example of this is in a recent study that analyzed approximately 600 business decisions made by 200 different business teams in a wide variety of companies over two years. Erik Larson at Forbes shows a direct link between inclusive decision making and better business performance. Larson and his team found that inclusive teams make better business decisions up to 87% of the time, teams that follow an inclusive process make decisions 2X faster with 1/2 the meetings as well as, and decisions made and executed by diverse teams delivered 60% better results. Chris George agrees upon the idea that having a diverse workforce is beneficial to companies he also says that Intel's "CEO and management committees have talked about this on a regular basis and that's one of the reasons a couple years ago Brian Krzanich our CEO dedicated over 100 million dollars to hiring and retaining diverse candidates both LGBTQ and also underrepresented minorities as well as women." Another example of a technology company embracing diversity and inclusion is Visa, as acknowledged for best places to work for women by Anita Borg Institute, Bloomberg, Diversity Best Practices, Forbes, and Women's Choice Awards.

Conclusion

Intel is heading in the right direction when it comes to diversity in the sense that they are looking at a lot of studies related to diversity in the workplace. George states, "I would like to see [IGLOBE and OALC] move, and I've talked to some of the leadership about it. I'd like to

see it more proactive and more forward-thinking than reactive to things we hear outside of Intel.” The point he is making is that while Intel is heading in the right direction, there is always room for improvement. Corporations like Intel are on the right track but consumers and the general public can inform companies. As customers we can let corporations know that customers like to support companies that are supportive of diversity and inclusion as well as LGBTQ rights.

Author Bio

Eren George is a Design student at Freestyle Academy of Communications and Arts and Technology. Outside of Freestyle Eren is on the dance team at Mountain View High School he has choreographed hip hop and contemporary style pieces. In his free time, Eren enjoys drawing, rock climbing, petting his pug, listening to music, as well as studying Japanese and Korean culture.

Works Cited

Blumberg, Yoni. “Companies with More Female Executives Make More Money-Here's Why.”

CNBC, CNBC, 2 Mar. 2018,

www.cnbc.com/2018/03/02/why-companies-with-female-managers-make-more-money.html.

“*Diversity Inclusion.*” *Visa*, usa.visa.com/about-visa/diversity-inclusion.html.

George, Chris . Personal Interview. 14 March 2019

---, Personal Interview 9 April 2019

Larson, Erik. "New Research: Diversity Inclusion = Better Decision Making At Work." *Forbes*, Forbes Magazine, 23 Sept. 2017, www.forbes.com/sites/eriklarson/2017/09/21/new-research-diversity-inclusion-better-decision-making-at-work/#3d265e424cbf.

"LGBT Business Diversity Expert Robin Dillard Set to Launch The Business Equality Network - June 2016." *PR Newswire*, 25 May 2016. *Student Resources in Context*, <http://link.galegroup.com/apps/doc/A453318033/GPS?u=moun43602&sid=GPS&xid=7e4c106a>. Accessed 9 Apr. 2019.

"LGBTQ employees still face obstacles in the workplace; Smith School of Business to offer new one-week course featuring MBA material layered with diversity and inclusion topics." *Globe & Mail* [Toronto, Canada], 25 May 2018, p. B12. *Opposing Viewpoints in Context*

Tassinari, Roberta . Personal Interview. 25 March 2019

Tory, Jennifer. "National Coming Out Day: Why allies are still important; Coming out at work continues to present risks for LGBTQ community members." *Globe & Mail*[Toronto, Canada], 11 Oct. 2018, p. B4. *Opposing Viewpoints in Context*, <http://link.galegroup.com/apps/doc/A557704662/OVIC?u=moun43602&sid=OVIC&xid=d03a6bb9>. Accessed 9 Apr. 2019.

Williams, .Herb . Personal Interview. 6 April 2019