



CAREERS IN AFRICA

TALENT AGENDA SERIES

A Global Career Company Initiative

LEADING THE TALENT AGENDA FOR AFRICA

JOHANNESBURG CONFERENCE 2015

KEY TOPICS FOR AFRICA: STREAM 3 Diversity – A top priority?

PRESENTER: Caroline Berns, Head of Talent Acquisition sub-Saharan Africa - Ericsson

WHY DIVERSITY



› Reason No 1 (the actual reason)

› Reason No 2 (the better selling reason)

THE VALUE OF DIVERSITY & INCLUSION



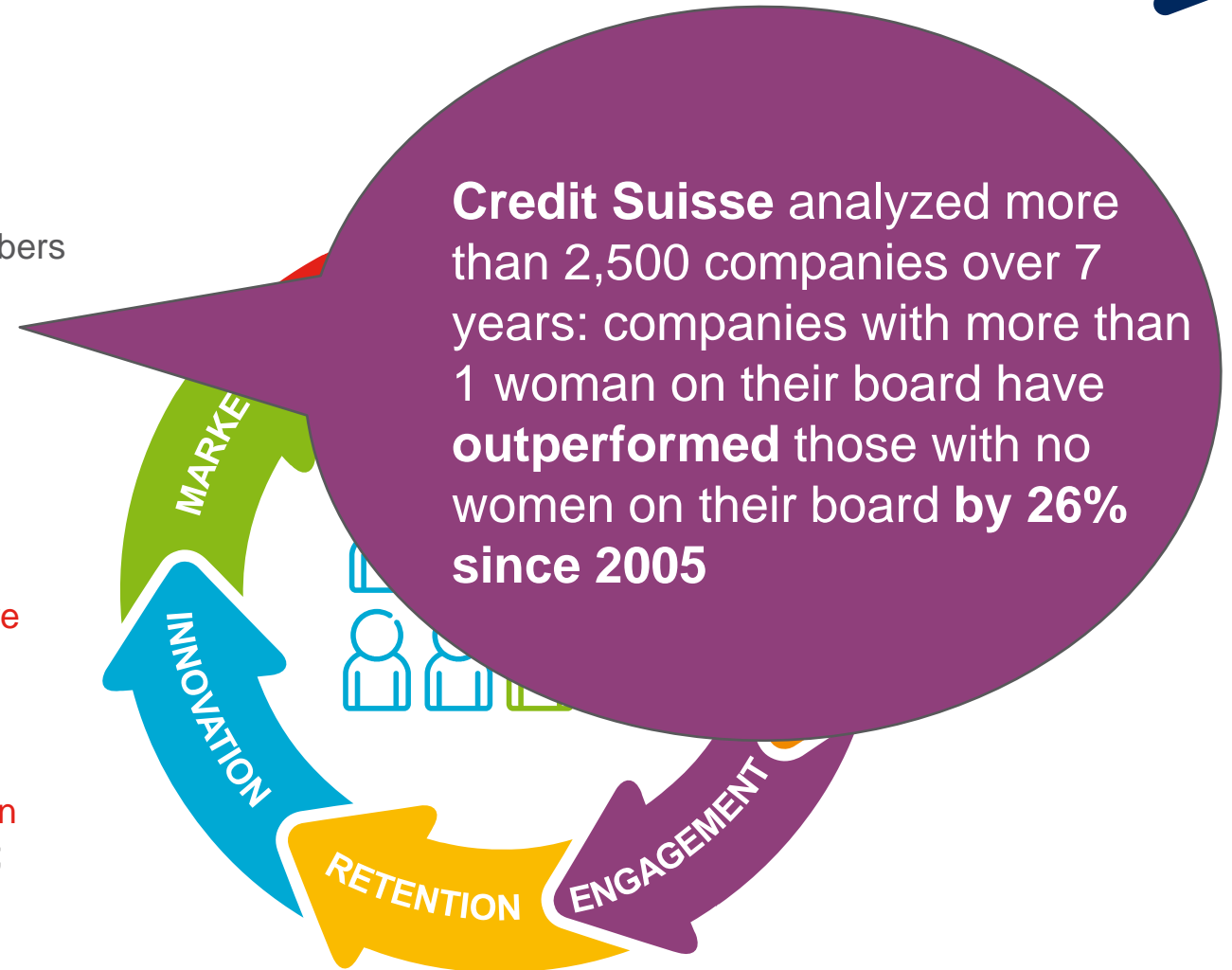
Organizations with higher numbers of women at senior levels **outperform financially**; higher operating margins and market capitalization



Diverse teams outperform homogenous in **more innovative** business decisions.



Increased customer satisfaction AND improved talent retention; higher productivity due to improved employee motivation and efficiency.



Credit Suisse analyzed more than 2,500 companies over 7 years: companies with more than 1 woman on their board have **outperformed** those with no women on their board **by 26% since 2005**

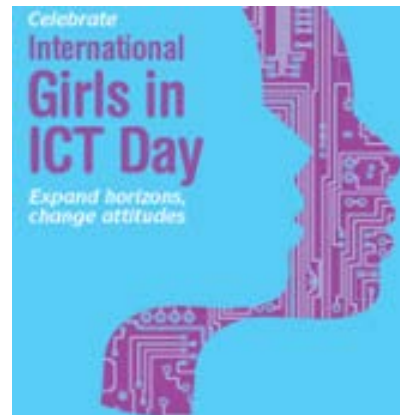
DIVERSITY AND INCLUSION



At Ericsson, we are committed to **diversity and inclusion** because it drives innovation and leads to high performing teams and superior business results.

Our definition of diversity **extends beyond** gender, race, nationality, religion, ethnicity, disability, sexual orientation, age and other established parameters, **to include** diverse experiences, family situations, functional backgrounds, and more.

RAISING AWARENESS GENDER



BATTLE
OF
THE
NUMBERS



TECHWOM@N

RAISING AWARENESS DIVERSITY AND INCLUSION



SEXUAL ORIENTATION AND GENDER IDENTITY

SEXUAL ORIENTATION

"Sexual orientation" is the preferred term used when referring to an individual's physical and/or emotional attraction to the same and/or opposite gender. "Gay," "lesbian," "bisexual" and "straight" are all examples of sexual orientations.

GENDER IDENTITY

The term "gender identity," distinct from the term "sexual orientation," refers to a person's innate, deeply felt psychological identification as a man, woman or some other gender, which may or may not correspond to the sex assigned to them at birth (e.g., the sex listed on their birth certificate).



CELEBRATING BLACK HISTORY MONTH

DEIDRE M.
PROJECT MANAGEMENT MANAGER

"Ericsson embraces the vast diversity of cultures, and experiences of its employees, empowering teams to provide innovative customer solutions."



Diversity is getting the mix right ...



... and Inclusion is making the mix work.



ERICSSON SEES THE REAL YOU.

OCTOBER IS DIVERSITY AWARENESS MONTH

What is disability?

Disability is a health, psychological or social condition that on its own context shows a great diversity and typology and that, despite it implies functional and/or structural deficiencies and participation restrictions in one or more

Why is it important for Ericsson to work towards disability?

Ericsson strives to be a workplace that respects and appreciates individual differences. Diversity acknowledges the differences everyone brings to the workplace and inclusion confirms that each and every one is valued and

RAISING AWARENESS

17 SUSTAINABLE DEVELOPMENT GOALS



In order to reduce inequalities we must work with inclusion in all strands of diversity. We need to learn to embrace our differences and appreciate the equal value of everyone. I am proud to be an ambassador for this Global Sustainable Development Goal.



Bina Chaurasia
Chief Human Resources Officer, Ericsson



BUSINESS CASE REGION SUB-SAHARAN AFRICA



Objectives

- Drive the global gender agenda
- Drive general diversity & inclusion
- South Africa: BEE
- New and targeted areas



43 countries
2.6k employees
MBB, OSS/BSS,
Cloud, IP, TVM,
MS...
22% females
(globally)



BUSINESS CASE

SUB-SAHARAN AFRICA

Challenges

- › Scarce talent
- › Business not able to support
(pressure to fill roles asap)
- › Cultural and legal challenges
(gender, LGBT, etc.)
- › Biases

STRATEGY SUB-SAHARAN AFRICA



Focus on Gender. Long term strategy. Regional objectives, locally driven.

- › Female hiring targets across the countries / units (top down!)
- › General awareness among the staff (social media, newsletters, poster, internal TV ads etc.)
- › Unconscious Bias training
- › Girls in ICT days / TechnoGirls, etc.
- › Targeted recruitment (referral program, targeted adverts etc.) & development
- › Surveys among female employees to improve satisfaction
- › Mentoring circles
- › Localization programs
- › Etc.

OUTSIDE ERICSSON - TRENDS



- › ICT industry is battling globally to attract & retain females, trying various programs, e.g. unconscious bias training, changed recruitment process etc.
- › “Femvertising” (e.g. Proctor & Gamble – Always #LikeaGirl)
- › Embracing diversity, e.g. LGBT health insurance
- › High attention to sexism and immediate outcries on social media (e.g. BIG, Tim Hunt, etc.)
- › Diversity mainstreaming in everyday communication - Emoji's (gender, race, culture, LGBT)
- › Reduced gender segmentation for children (Woolworth clothes, Target toys)

KEY TAKEAWAYS



- › Start with the strategy - why do you want more diversity in your company and where do you want it?
- › Involve everyone (top down)
- › Targeted approach vs sprinkler strategy
- › Measure on a regular basis
- › Don't expect changes overnight
- › Don't make assumptions, speak to your employees
- › Keep up with it!

QUESTIONS





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