



APPLICATION INFORMATION PACKET

8th Annual International Innovation in Diversity Awards



The above photo is a sample plaque image of the winners from Profiles in Diversity Journal's July/August 2010 Issue.

Profiles in Diversity Journal's 8th Annual International Innovation in Diversity Awards honor individuals and teams working in organizations and institutions anywhere in the world that have developed innovative solutions offering measurable outcomes in the area of workforce diversity and inclusion. Our objective is to encourage and increase the number of businesses and institutions implementing innovative programs, projects, or practices that will help to improve workforce diversity/inclusion excellence.

MATERIALS DUE: 5:00PM (EST) FRIDAY, MAY 6, 2011



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OVERVIEW

Organizations that demonstrate clear and comprehensible innovations in diversity will be considered.

In defining innovation, we use Webster's definition as "effecting a change in the established order; the creating of something new." Innovations can be in the form of new ideas, methods, services, or processes that improve the quality of life or enhance productivity within an organization. Diversity includes variations among people with respect to age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practice, and any other human distinction.

These awards will recognize innovations within the organization that have been launched within the past *two* years, and have had an influence and delivered a positive outcome on diversity management, staff recruitment, and/or toward inclusiveness and improved equity in the workplace. Any *one* idea or project qualifies so long as the results are already making a greater impact on diversity management and/or business and institutional diversity/inclusion excellence than anything prior.

THE AWARDS AIM TO:

- Encourage and share best-practice innovation in diversity
- Inspire organizations and institutions to take innovative approaches to diversity management
- Recognize and reward innovations in diversity.

SELECTION CRITERIA INCLUDE:

- Ease of implementation
- Effectiveness in meeting the program's stated objective, as evidenced by positive outcomes produced by the initiative.

BENEFITS OF APPLYING FOR AWARDS:

Entering *Profiles in Diversity Journal's* **8th Annual International Innovation in Diversity Awards** will provide you with a number of benefits. Working through the application process will enable you to:

- Showcase your innovations in diversity
- Observe your team's performance from a different point of view
- Help gain support and recognition for your team's initiatives from a broader audience.

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BENEFITS TO AWARD WINNERS:

- Publication of your accomplishment. The recognition you and your project deserve will be part of a Special Feature in the **2011 July/August Issue** of *Profiles in Diversity Journal*.
- A plaque commemorating this award will be sent to the honorees.
- Your achievement will be publicly recognized in the wider business community through press releases promoting the Awards winners.
- Accomplishments and winners will be highlighted on the *Profiles in Diversity Journal* Web site for an entire year with a link to each organization's Web site.
- A special Innovations in Diversity Awards logo will be awarded to your organization for use in all your diversity communications.

HOW TO ENTER:

Nominations must be in the form of a concise Executive Summary not to exceed 500 words in length. You may add up to two photos that show the program or process in action. These photos must be high-resolution (300 dpi), not smaller than 3"x5".

DO NOT SEND PowerPoint presentations, charts, videos or other files. Only your application and your executive summary will be considered. Your application and executive summary must be received by **5:00pm (EST) Friday, May 6, 2011**.

- **CALL** Damian Johnson if you wish to discuss your innovation.
440-892-0444 or 800-573-2867
- **MAIL** the following material to *Profiles in Diversity Journal*,
1991 Crocker Rd., Gemini Towers 1, #320, Cleveland, OH 44145:
 - Application (see page 4)
 - Application Fee (\$250)
 - Executive Summary (500 words or less)
- **E-MAIL** a copy of your Executive Summary and your Corporate Logo (EPS format) to: damianjohnson@diversityjournal.com

To review last year's Innovations in Diversity Awards feature visit the following link: <http://s3.diversityjournal.com/2010/2010JulAug.pdf>

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PLEASE FILL OUT AND SUBMIT THIS PAGE WITH YOUR 500 WORD EXECUTIVE SUMMARY

1. INNOVATION TITLE _____

Date Introduced: _____

2. EXECUTIVE SUMMARY

Using a Microsoft Word® document (double spaced), please describe your organization's innovation in **500 words or less**. Please explain:

- What is particularly novel or noteworthy about your innovation for your organization?
- What was the purpose or goal to be reached?
- What resources were employed to implement your innovation? (i.e. management support, funding, staff, communication tools)
- What benefits and positive changes has this innovation achieved?
- What are the indicators or proof that show the innovation was effective?

3. CONTACT PERSON RESPONSIBLE FOR INNOVATION MATERIALS

Name: _____ Phone: _____

Title: _____ Email: _____

Organization/Institution: _____

Address: _____

4. CHIEF EXECUTIVE OFFICER ENDORSEMENT (or authorized executive)

I fully support and endorse this nomination for the **8th Annual International Innovation in Diversity Awards**, and agree to publication of this information in *Profiles in Diversity Journal* and on the *Profiles in Diversity Journal* Web site.

Name: _____ Signature: _____

5. INQUIRIES:

For information on the awards process, contact Damian Johnson at 800-573-2867 or by email at damianjohnson@diversityjournal.com.

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Previous International Innovation in Diversity Awards Winners



2010 Innovation

UPMC *Dignity & Respect Campaign*
 New York Life Insurance *Teaching Important Lessons about Family Security*
 KPMG LLP *Straight Allies Campaign*
 WellPoint, Inc. *Bring Your Whole Self to Work*
 Sodexo *Sodexo Women's International Forum for talent (SWIFT)*
 ARAMARK *The Program of Labor Inclusion for Persons with Disabilities*
 ConAgra Foods *Leveraging ERNs to Develop Emerging Leaders*
 Cisco *Inclusive Advocacy Program*
 Kaiser Permanente *Diversity Leadership Development Program*
 Royal Dutch Shell *"P&T Jam" - Building an Inclusive Global Culture*
 American Airlines *The Power of ERGs*
 Aon *Unmatched Teams Initiative*
 CACI International Inc. *Deploying Talent - Creating Careers*
 ECOLAB *The Power of a Grassroots Approach to Culture Change*
 Georgia Power *Job Selection Training for Employees*
 Gibbons P.C. *Gibbons' Diversity Initiative's Supplier Diversity Program*
 Nationwide *Diversity Learning Partners Program*
 University of the Rockies *Imagine the Possibilities - Measure the Outcome*

2009 Innovation

New York Life Insurance *Collaboration for Naturalization*
 Cardinal Health *Creating an Inclusive Environment: GLBT/A Online Training*
 Burger King Corp. *School-to-Work Program w/ Big Brothers Big Sisters of Greater Miami*
 PricewaterhouseCoopers *Impact: Taking Bright Minds Further*
 WellPoint, Inc. *Diversity MBA Leadership Summit*
 Verizon *Diversity Leadership Institute (DLI)*
 ARAMARK *Diversity Management at ARAMARK Germany*
 Cisco Systems, Inc. *Women's Action Network Coaching*

HCA *The Cultural Inclusion Series*
 Royal Dutch Shell *Inclusion Starts with "I"*

American Airlines *Earl G. Graves Award for Leadership*
 AXA *Equitable Power Hours for Inclusive Engagement / Development*
 Ecolab *Engaging Leaders on Inclusion and Diversity*
 Georgia Power *Building Trust through Better Job Selection*
 Harrah's Entertainment *D&I Inclusion to Innovation Training*
 ITT Motion Technologies' *Ostrava Project*
 KPMG LLP *KPMG's Family for Literacy*
 National Grid *Women Empowered (WE) Program & Committee*
 Northrop Grumman *Women's Conference*
 Pitney Bowes Inc. *Leveraging Diversity of Thought to Create Business Solutions*
 Sodexo *Diversity Business & Leadership Summit*

2008 Innovation

BD *Network XYZ*
 Georgia Power *Retaliation Awareness and Skill Building*
 WellPoint, Inc. *Corporate Cultural Change—One Person at a Time*
 CVS Caremark *A Partnership for a Diverse Workforce*
 KPMG LLP *Major League Baseball RBI Program*
 Burger King Corp. *Women's Leadership Forum (WLF)*
 Sodexo *Ten Key Elements*
 New York Life *Finding Work Through The Web*
 Credit Suisse *Family Network Program*
 Borders Group, Inc. *Age 50+ Job Seeker Workshops*
 Alegent Health *Five-level Diversity Training*
 Excellus BCBS *Cornerstone Poster and Newsletter Series*
 Freescale Semiconductor *Inclusion Training*
 Interpublic Group *Leadership for Progress Initiative*
 MGM MIRAGE *Women of Color Conference*
 New Jersey DEP *Beyond Diversity Training*

Ottawa Police Service *The Workforce Census*

2007 Innovation

Sodexo *Champions of Diversity Program*
 Royal Dutch Shell *Progression and Retention of Women*
 IHG *Disability Mentoring Day*
 KPMG *Future Diversity Leaders Program*
 Lockheed Martin *Diversity Maturity Model*
 Kaiser Permanente *Diversity, Data & Demo-graphics Program (DDDP)*
 Best Buy *Memphis Cultural Immersion*
 Dell *Online Library for African-American Political History*
 MGM MIRAGE *Aligning Diversity to Drive Performance*
 Credit Suisse *Keys to Leadership—Unlocking Potential Program*
 Blue Cross of California *Identifying Performance Variation*
 Cardinal Health *Best Practices Webinar Series*
 Dow Chemical *Diversity & Inclusion Forums*
 Freescale Semiconductor *Europe, Middle East, Africa (EMEA) Leadership Summit*
 Kelly Services *Supplier Diversity Summits*
 New Jersey DEP *Diversity Action Plan (DAP)*
 New York Life Insurance *Networking for Innovation Employee Network Groups*
 Wal-Mart *Career Preference System*

2006 Innovation

Best Buy *Women's Leadership Forum (woLf)*
 Sodexo *Annual Diversity & Inclusion Report*
 Ford Motor *Principal for a Day Program*
 The Home Depot *Hispanic Association on Corporate Responsibility (HACR)*
 American Airlines *Using ERGs to Reach Business Objectives*
 HCA *Multicultural Symposium*
 Lehman Brothers *Partnership Solutions Group*
 Entergy *Fossil Diversity Council*

Ottawa Police Service *Community Outreach Recruitment Champion Program*
 Blue Cross of California *Agent Incubator Program*
 Credit Suisse *Elder Care Initiative (ECI)*
 New York Life Insurance *Advancing Diversity Program*
 BNSF Railway *Business Opportunities for Leadership Diversity (BOLD)*

2005 Innovation

PepsiCo *Celebrating Us! Week*
 General Motors *You Make a Difference Award*
 Shell International *D&I Management Framework*
 New York Life Insurance *Women's Leadership Project*
 Sodexo *Action Learning Degree Program*
 Ford Motor *Diversity and Worklife Health Assessment*
 DaimlerChrysler *Behaviour-Based Structured Interviewing*
 Georgia Power *Leadership Survey*
 Entergy *Diversity Scorecard*
 Credit Suisse *Creating One Firm Through Inclusion*

2004 Innovation

BMO Financial Group *Adaptive Technology Services (ATS) group*
 Bausch & Lomb *Bausch & Lomb TV*
 Eastman Kodak *Personal Qualitative Factors Assessment (QFA)*
 Booz Allen Hamilton *Board Diversity Initiative (BDI)*
 Cisco Systems *DiversiToons*
 Ford Motor *Employee Resource Groups (ERGs)*
 Georgia Power *Diversity Essay Contest*
 MGM MIRAGE *Diversity Champion Training*
 New York Life Insurance *Web site designed for African-American consumers*
 Waste Management *Ethics Diversity Inclusion Indicator (EDI)*
 Merck *Worldwide Business Strategy Team*
 Sodexo *The Diversity and Inclusion Strategy*

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