

Belonging Transforms in a Digital World

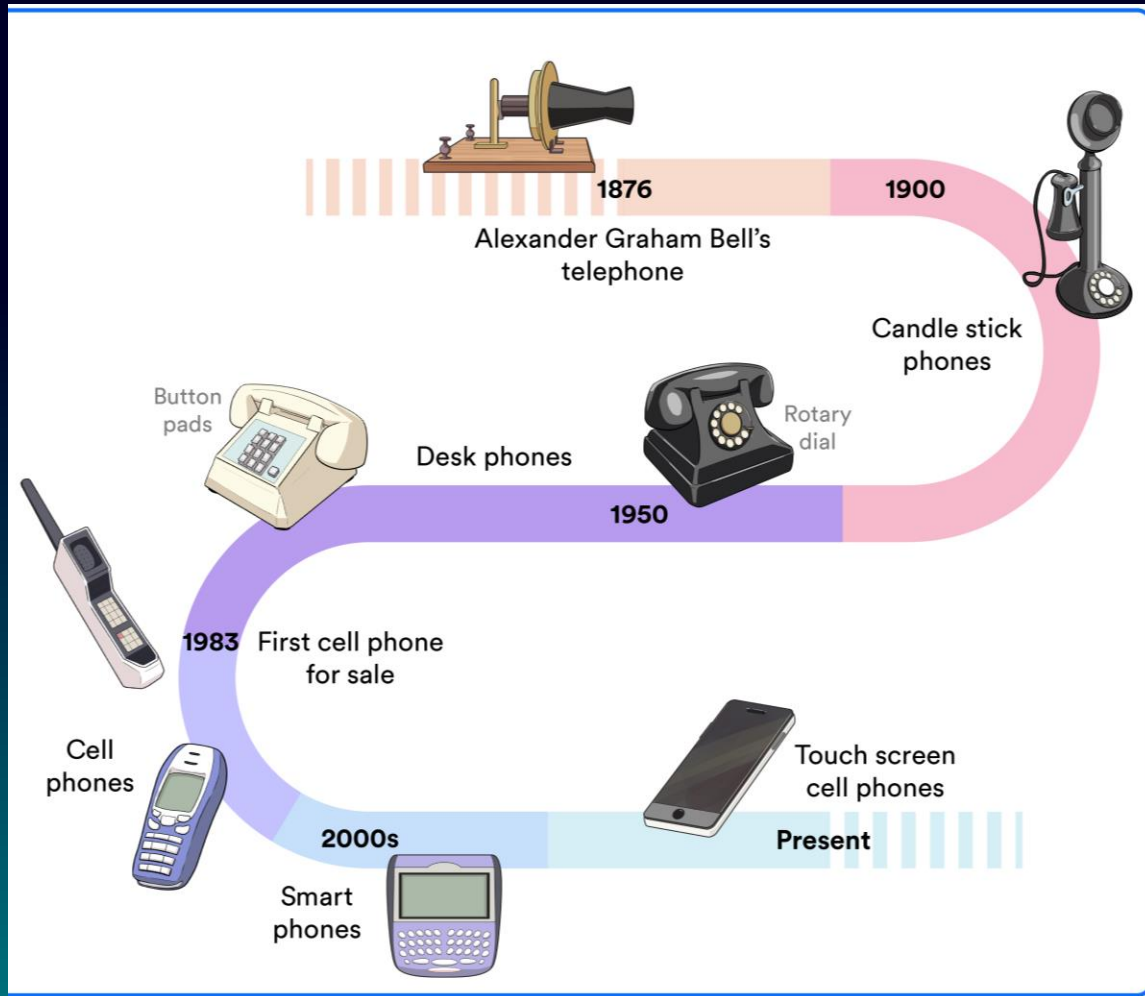
Nichelle Grant, Head of DEI, Siemens USA

SFS Americas Learning Academy, July 25, 2023

***‘Digital life will continue to
be what people make of it.’***

– Pew Research Center and Elon University’s
Imagining the Internet Center

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THE EVOLUTION OF MUSIC STORAGE



1857

THE PHONAUTOGRAPH

The first device to record the human voice

1877 EDISON'S PHONOGRAPH

Sound can now be stored and reproduced too



1888

THE VINYL RECORD

The flat disc format makes music easy to store

1962 CASSETTES

Music is stored on magnetic tapes



1981

THE WALKMAN

Music becomes truly portable

1982 THE COMPACT DISC

Sony & Philips together create an optical storage device



2001

APPLE IPOD

Thousands of songs available on the go

2008

MUSIC STREAMING

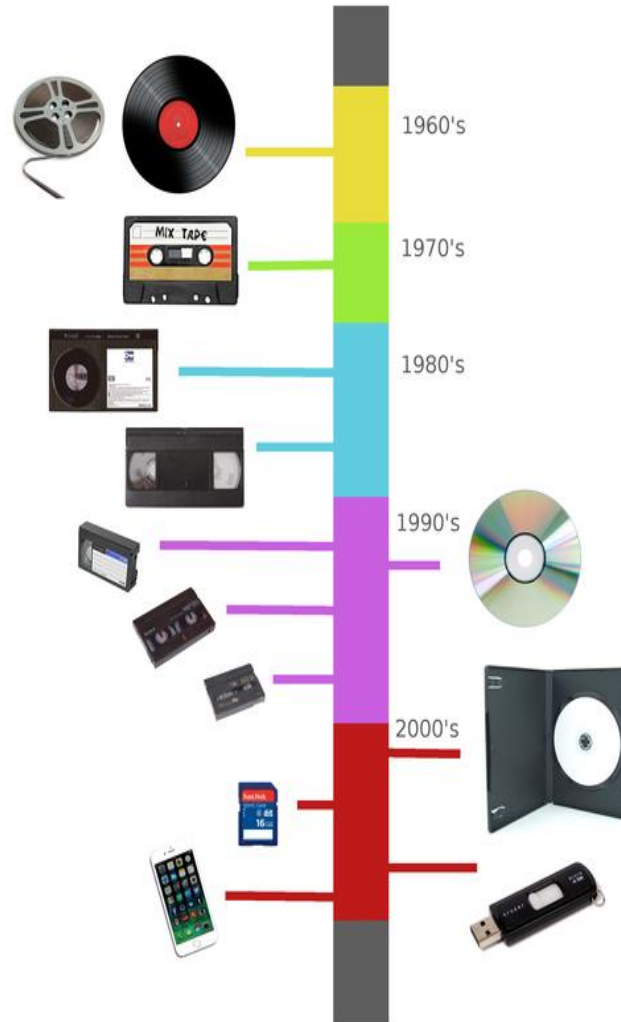
Music is no longer stored on our own devices



Timeline

From Analogue

To Digital



Orion Media have been converting your video tapes, camcorder tapes and more to CD/DVD since 2007.



NETFLIX

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| Digital Transformation

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#BelongingTransforms

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The Power of Belonging: Business Case for Fostering Sense of Belonging

- A strong sense of belonging positively correlates with engagement, commitment and productivity
- 79% of organizations consider belonging as important for their company success¹

Employees with a strong sense of belonging are

2 times

as likely to recommend their company and less likely to leave²

Fostering belonging can lead to a

**50%
lower**

risk of turnover³

Employees who feel they belong take

**75%
fewer**

sick days³

Those whose company supports them in building meaningful friendships are

2.4 times

More likely to feel a sense of belonging²

Leaders Can Ensure Belonging for Sustainable Performance



Welcome

Intentionally introduce and incorporate employees within the organizational culture and community



Known

Ensuring that employees feel understood and are celebrated as an individual



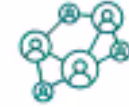
Included

Ensuring that employees feel that they are included and integrated within the organization based on who they are



Supported

Ensuring that employees feel supported by the organization and the organization is committed to them as an individual



Connected

Ensuring that employees have opportunities to experience meaningful connections within the organization

People with supportive managers are

2.2 times

More likely to feel a sense of belonging¹

Those recognized in the last week were

4.5 times

More likely to feel a sense of belonging than those not recognized¹



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is inevitable.

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‘... a belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes, and that the team is safe for interpersonal risk-taking.’

– Dr. Amy Edmondson on “psychological safety”

**Building a
Psychologically
safe
workplace**

**Energy and
movement**

Humour

**Lots of
mixing
of teams**

**Active
listening**

**Acts of
kindness**

**Open
questions**

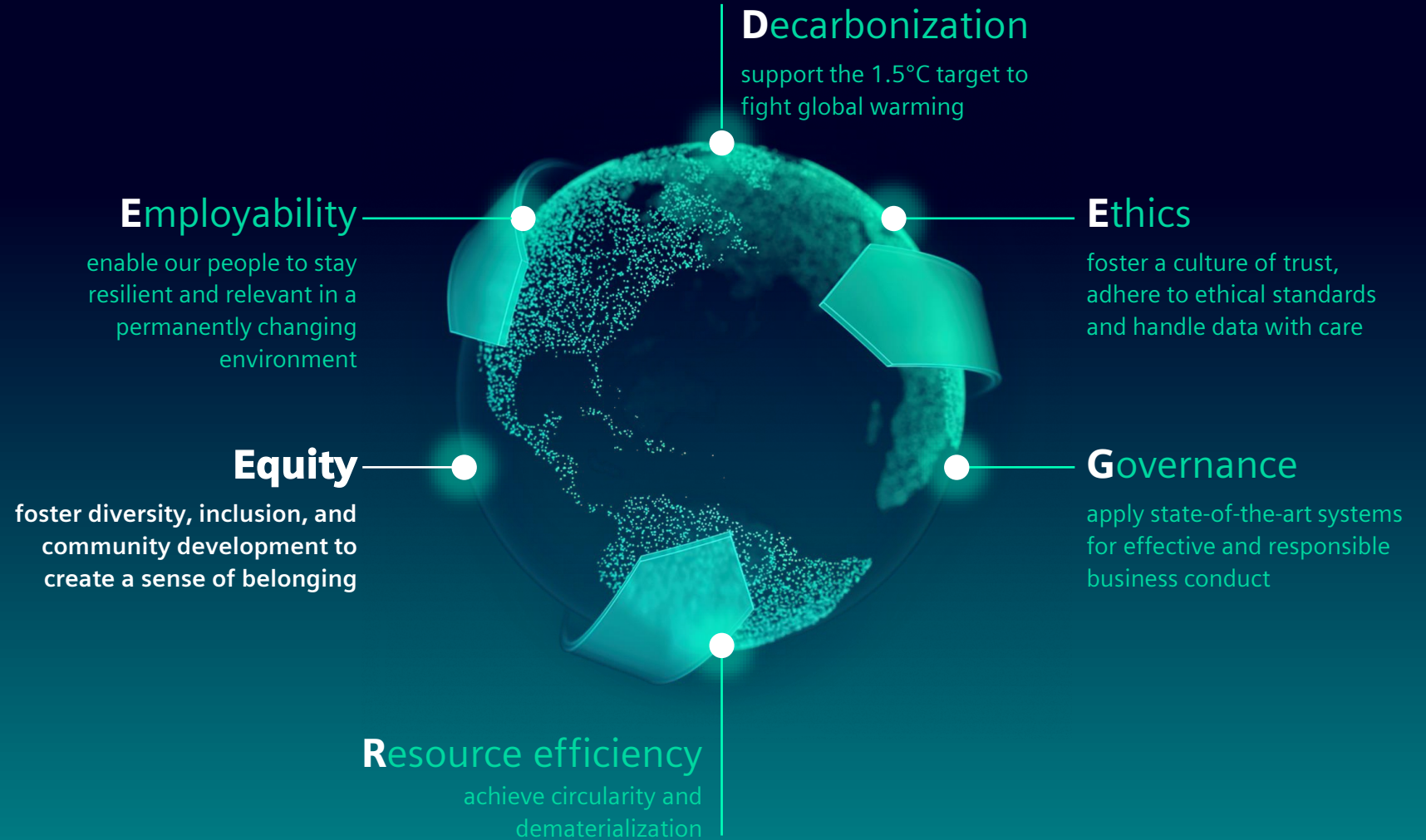
**Mutual
respect**



EMPOWERMENT

Our goals

DEGREE



***Make Belonging a
part of the company
DNA.***

WHAT YOU CAN DO

Use technology purposefully.

Champion inclusive business.

Create spaces for psychological safety.

Be intentional about empowering your team.

Belonging Transforms in a Digital World