

**Profiles in Diversity
Diversity Best Practices Nomination
Diversity and Inclusion Best Practices Webinar Series
Cardinal Health**

The Webinar Series was introduced in January 2006 as a forum for Cardinal Health's diversity councils – which are located throughout the United States – to share and leverage best practices in diversity and inclusion, enterprise-wide.

In 2004, the company began encouraging employees, managers and corporate leaders to participate in diversity councils – with the goal of fostering active, two-way dialogue between employees and leaders regarding the development and implementation of successful diversity and inclusion initiatives. It wasn't long before the company's director of diversity, Jeanetta Darno, recognized that diversity councils were gaining momentum throughout the organization. But, because Cardinal Health is a global health-care company with 40,000 employees at dozens of locations throughout the United States and abroad, the diversity councils faced a challenge when it came to sharing those successes and best practices with each other.

Cardinal Health's diversity team met the challenge by launching the Diversity and Inclusion Best Practices Webinar Series. Corporate leaders and employees from across the country participate in monthly webinars from the comfort of their own offices, and the team invites external speakers to attend virtually, as well. Internal and guest speakers share insights related to topics including building a business case for diversity, how to form employee networks, mentoring, the importance of strategic partnerships, benchmarking, generational differences and more. Diversity councils also share their successes and best practices. Following each presentation, the team encourages active discussion and Q&A, and then posts the audio and video files of the webinars to Cardinal Health's intranet for all employees to access.

“Our webinars provide a regularly-scheduled, replicable forum for our diversity councils to share the exciting progress they're making,” said Darno. “They also fuel excitement and continued momentum for diversity efforts across the organization, because employees and corporate leaders really enjoy and become motivated by learning about progress and best practices from other areas of the company.”

That motivation is paying off – the webinars are proving to be very effective in encouraging best practices to be replicated throughout the organization. For instance, after participating in a session that discussed the power of mentoring, one of the company's diversity councils in Chicago launched a new mentoring program for employees in the area. Likewise, after learning about the power of forming strategic partnerships with local community organizations, a diversity council in a Houston facility formed partnerships with diverse local organizations, to connect with a more diverse pool of recruiting candidates.

And the good news for other diversity leaders: this tactic is also relatively easy to replicate. It only requires access to intranet/webinar or video conferencing capabilities and staff time to prepare monthly presentations and clearly set objectives for each meeting.

“Best practice webinars are a time-and-cost efficient tool that enables us to leverage the scale of our company-wide diversity effort,” said Darno. “We look forward to introducing new topics, and welcoming more participants, in the months and years to come.”