

A Winning Culture for a Global Marketplace

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External Messaging- the next step

Change through innovation and competition
-Transforming culture to become more focused on:

- Corporate values- Trust, honesty

A diverse workplace will equal agility

Kodak sales exceeded \$10.7 billion in revenue

Business Imperative- diversity and inclusion

Studies show:

- African American buying power will exceed \$1 trillion by 2011
- Women consumers responsible for 83% of customers purchases
- Ethnic minorities to keep increasing

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- Leadership from the Top
- Accountability

Corporate, product advertising emphasizes multicultural images

- Set measurable goals

PRSA's Diversity Tool Kit to help grow

- Demonstrate commitment

Build on existing values and visions

Diversity Competency

1. Communicate- core values need to be stressed to drive integrity and respect. CEO President should always be involved and available for opportunities.
2. Do what you say
3. Empower Employees in diversity
4. Revisit your company with new eyes. Step out of comfort zone and work with human resources

Have a Diversity Communication Manager- internal or external newsletter

- Know crisis communication role
- Value system- listen, evaluate and take action against bias workers
- "We expect you to live by our environment when you at Eastman Kodak"