

SAP Partners with Forefront to Advance its Diverse Talent



Industry

Technology

Size

15,000 - 20,000 Employees (U.S.)
91,000+ Employees (globally)

A World Technology Leader Ready for Transformation

As the market leader in enterprise application software, SAP is at the center of today's business and technology revolution. SAP is the world leader in enterprise applications in terms of software and software-related service revenue. Based on market capitalization, SAP is the world's third-largest independent software manufacturer. 91% of the Fortune 2000 are SAP customers.

SAP's Goals

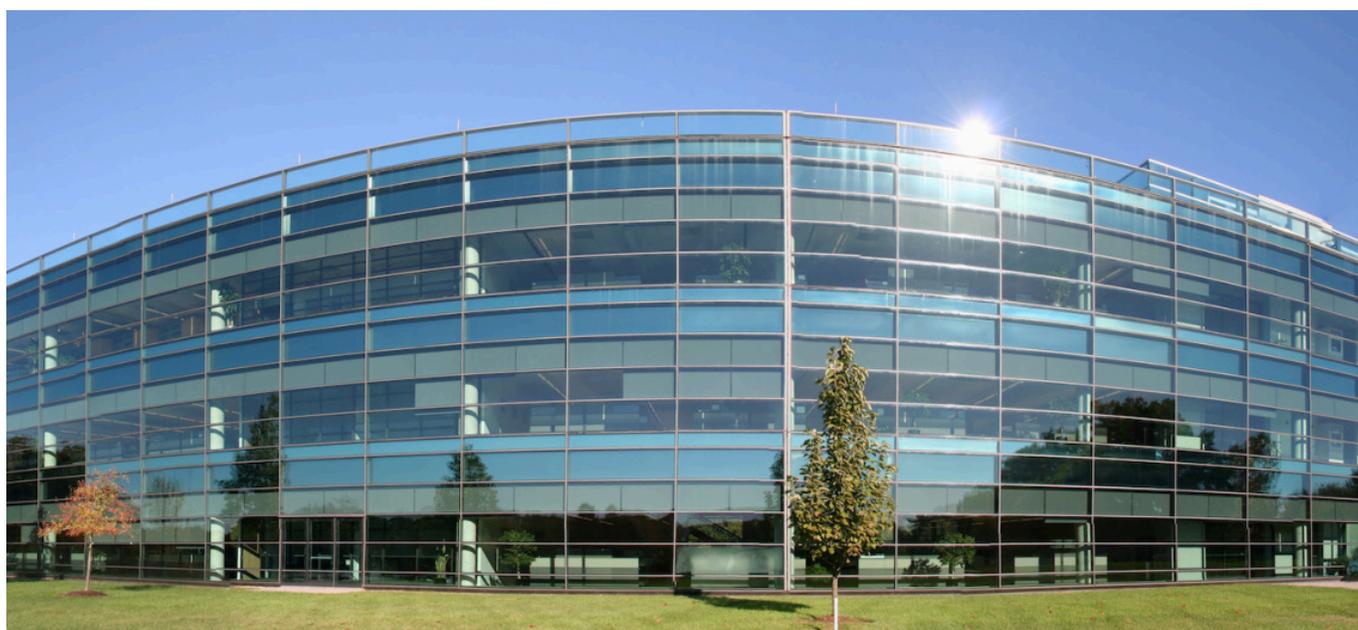
- / Help SAP embrace difference
- / Help foster cross-generational and cross-racial collaboration within the organization
- / Help increase engagement metrics and further establish SAP as an employer of choice in the tech sector

"Forefront creates an environment where everyone feels safe, feels secure, and can be themselves—and that's where all the great ideas happen."

Jewell Parkinson,
Chief Human Resources Officer
SAP North America

Partnership with Forefront

From its founding in 1972, SAP has held a long-standing commitment to leading the way in business innovation. As the company experiences tremendous growth within the United States and abroad, SAP partnered with Forefront as part of its Diversity and Inclusion and overall talent management strategy. The tech giant is committed to driving initiatives rooted in helping amplify the voice of all individuals in the organization, including its increasingly more diverse, emerging talent.



SAP realizes that helping diversify the company means cultivating an inclusive employee experience for its emerging talent, positioning SAP as an employer of choice for their long-term career growth. Forefront is supporting SAP in this effort through a geographic roll-out of the Forefront Cultures™ signature program at their key U.S. cities. The national-roll out launched in 2017, at SAP's U.S. headquarters in Greater Philadelphia. The workshops bring together SAP's emerging talent and senior leaders for transformative dialogues on culture and identity, which evolve into cross-generational and cross-racial collaboration, focused on driving effective and equitable mentorship and sponsorship cultures.



The program results and feedback are shared with SAP leadership, to help guide their long-term talent acquisition, engagement, and retention strategies. Post-program, Forefront Cultures™ participants also act as catalysts for impact on their teams and company networks, by relaying their program experience with their colleagues. The locations of Forefront Cultures™ programming at SAP in 2018 includes their Palo Alto, Bellevue, Atlanta and New York City offices.

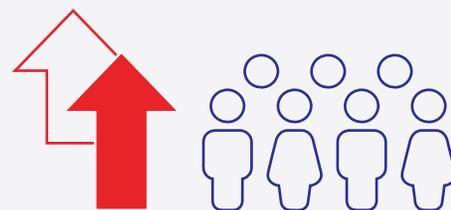


The initial set of Forefront Cultures™ workshops has sparked a rise in engagement among SAP’s employees. Alumni have shared that their experience in collaborating with senior leaders to create initiatives that move the needle in diversity and inclusion at SAP, has significantly increased their trust in leadership and a sense of belonging at work. The senior leaders have also shared increased confidence in connecting with their emerging talent on topics of race and identity and building more authentic mentoring and sponsorship relationships in the workplace.

Our Results

By the end of 2018, more than 100 emerging leaders and 25 senior leaders at SAP have participated in Forefront Cultures™. Program alumni have cited the following:

- / 12% increase in employee sense of belonging
- / 17% increase in confidence having conversations about race and ethnicity at SAP
- / 18% increase in having a voice and platform to share ideas regarding Diversity and Inclusion at SAP
- / 20% increase in ability to manage people from diverse backgrounds - Executive Sponsors



Key Testimonials



Jewell Parkinson

Chief Human Resources Officer - SAP North America

“The format in which it occurs lends itself to individuals walking out as cultural ambassadors, and then they can multiply their impact on the organization. Forefront creates an environment where everyone feels safe, feels secure, and can be themselves—and that’s where all the great ideas happen.”



Miguel Castro

Global Lead for Culture and Identity - SAP

“At SAP, we know that fostering a diverse and inclusive workforce is not only the right thing to do, it also makes good business sense. When we focus on culture and identity, we honor the many voices who bring diversity of thought to inspire our innovation. It is important that our leaders represent the diversity of our customers and societies. Since 2017, Forefront has been one of our key partners in addressing this focus area.”



Margot Goodson

Diversity and Inclusion Lead - SAP

“What makes Forefront unique, is that it taps into that introspective look, it helps us understand what we can do as employees—for ourselves and as a company—to make a difference.”



Danny Allen

Head of Tech Diversity - SAP

“In 2016, I was introduced to Forefront. The firm’s focus on diversifying leadership was immediately clear. Since then, the company has stayed true to their mission of helping drive sponsorship and mentorship across difference. In 2018, SAP launched a national relationship with Forefront, with the launch of the SAP - Forefront Cultures™ Program. The SAP offices selected for the program were Palo Alto, New York, Atlanta, and Bellevue. In each location thus far, the experience has been fun, expressive, and insightful—equipping SAP for a more inclusive future. In 2019, we will continue our partnership with Forefront, in development of our ability to fully embrace difference.”

SAP Engagement Leaders



Margot Goodson
Diversity and Inclusion Lead



Danny Allen
Head of Tech Diversity



Miguel Castro
Global Lead for
Culture and Identity

About  Forefront

Forefront accelerates culture change and helps you develop 21st century talent that is equipped to meet the demands of the future of work.

Notes

