At HP, our long-held belief is that we should leverage our company and our abilities to leave a sustainable impact on the planet, our people and local communities around the world. Protecting the environment and supporting diversity and inclusion are good for business and good for all of us. Since our company’s founding nearly 80 years ago, sustainability, diversity and inclusion have been tightly woven into our DNA and guide the business decisions we make. We will always advocate and prioritize policies and programs that advance this agenda, while at the same time protecting human rights for everyone, everywhere.

David Packard, one of our founders, was almost laughed out of a Stanford conference in 1942 for arguing that management was responsible not only to shareholders but also to employees, customers and the community at large. Today, we operate on the principle that diversity of thought creates meaningful innovation and improves our company, our products and our services and, ultimately, benefits society as a whole.

HP’s success is driven by the power of our people, and as a global organization we need to reflect the communities in which we serve and operate. Corporations that prioritize diversity position themselves to better understand the needs, experiences and motivations of customers globally and to more fully reflect their needs. To succeed, companies like HP must represent and encourage people from different countries, races, ethnicities, genders, religions, sexual orientations, ages and all other demographics.

A commitment to diversity and inclusion starts at the top. We are proud to have one of the most diverse Boards of Directors in technology, with members who care deeply about accelerating our business by embracing diversity, inclusion and sustainability and all facets of our business and impact in the world.

This approach flows throughout our organization of more than 55,000 employees around the world because everyone has a role to play in building an inclusive culture and creating a brighter future for our customers and communities.

We are driven to make HP the destination of choice for top talent, including women...
and underrepresented groups. In recent years we have driven a 6 percent increase in women in executive-level roles and in many global functions including legal, finance, human resources and marketing. Women now represent more than 55 percent of our employee base.

Some of the important ways we create a diverse and inclusive environment are by elevating awareness of unconscious bias in our management training, improving diversity hiring and ensuring pay equality. We are proud of our leadership, but there is still progress needed — within our company, in our partner base and in the industry at large.

We will continue to reinvent the standard for diversity and inclusion by expanding our reach and impact throughout our ecosystem, across the industry and into the communities where we operate. Recently, Antonio Lucio, our chief marketing and communications officer, and Kim Rivera, our chief legal officer, challenged our partners in the marketing and legal fields to diversify their teams. The intent was to ensure all talent who touch the HP business reflect distinct and measurable goals for diversity in all levels of account support and leadership.

Diversity and inclusion shape our entire way of thinking and operating. More innovation and more creativity will come from groups that clearly represent the areas of the world that we serve. This guiding principle helps drive the bottom line of our business and ultimately, we believe, benefits the communities where we live and work.

For HP, diversity is not just the right thing to do, but it's also a true business imperative.

Best Practice Example

Reinventing Mindsets
HP is a company of action. Sustainable impact — including sustainability and diversity and inclusion — is at our core and has been since we were established. Having a meaningful impact on our planet, our people and our communities is not just a moral imperative — it's a business one as well.

We are taking action through a range of programs to help transform the world. One campaign in particular is Reinvent Mindsets, a campaign focused on unconscious bias in today's hiring environment to help cultivate a future talent pool. The message is simple: HP is hiring, and talent is our only criteria.

The first film in the Reinvent Mindsets series, “Let's Get in Touch,” was inspired by a U.S. survey on race conducted by the Kaiser Family Foundation and CNN in 2015. It found 27 percent of African Americans felt they had been denied a job they were qualified for compared to just 9 percent of their white peers. As part of the campaign, HP launched a business school challenge and internship program with historically black colleges and universities to provide hands-on experience and create a pipeline of diverse talent.

The second film, “Dads and Daughters,” shines a light on the unconscious bias faced by women during the interview process. The film addresses stereotypes and sexism by highlighting common interview tips women receive through mass media. Many of the tips read by fathers to their daughters were focused on appearance rather than experience and skills. The tips not only trivialize women's accomplishments but also send a message and exacerbate the notion that a woman’s value is based on her looks.
and not her ability. The challenges women face in the workplace are clear, as is the call to action that we must fight back now.

The third Reinvent Mindsets spot, “Proud Portraits,” helps reinforce the need for corporate America to lead in a time of uncertainty for the LGBTQ community. The spot was introduced in 2017 during Out in Tech’s San Francisco mixer, a fundraising campaign for Technically Equal. HP partnered with Out in Tech to support its mission of uniting the LGBTQ and tech communities by providing resources, support and connections to new opportunities. HP launched one of the first LGBTQ Business Impact Networks more than 30 years ago and has been ranked a “Best Place to Work” for LGBTQ equality by Human Rights Campaign for the past 15 years.

The fourth film in the series, “#LatinoJobs” is inspired by the misconception of what a “Latino” job is and addresses stereotypes of Latino workers, replacing them with positive truths about professional growth, hard work, commitment to achievement and the power of family. Introduced at Hispanicize, an annual event for Latino professionals in digital content creation, marketing, entertainment and tech entrepreneurship, the film aims to help increase representation of Latino and Hispanic employees. At HP, we are working to create an environment that not only attracts Latinos but also allows them to bring their whole selves to work. In FY 2017 the number of new HP hires in the United States who identified as Latino or Hispanic increased to 8.1 percent, putting HP well above the average for the technology industry — but we are far below a level where we will be satisfied.

Reinvent Mindsets is about changing the way we think. Having a wide variety of experiences helps us understand challenges from all sides, create new insights and develop solutions that serve our customers’ needs. We not only want to welcome people with different perspectives to the table, but we also want to unleash their ideas. There is much more work to be done, and this is why we will continue to reinvent the standard for diversity and inclusion.

www.hp.com/diversity
www.hp.com/ReinventMindsets