



Intel: Women@Intel Network (WIN)

Intel Malaysia is the first Intel offshore facility outside the US. Established in 1972, the company is regarded today as the most complex facility with about 9000 talented employees spread over three campuses – Penang, Kulim and Kuala Lumpur – delivering multi-functional operations including assembly and test manufacturing, design and development and global shared services.

“In order to really drive an inclusive and diverse workforce, all employees have to see themselves as being a part of our commitment, and as being a part of our strategy moving forward. Diversity involves all of our employees, and the fact that we want to lead and lead our industry in the development and promotion of all of our employees is important for our employees to know. Another thing that we’ve always recognised is that a key part to getting to full representation, not just in our RCG pipeline or in our middle pipeline but in our leadership pipeline is retention, and so we’re going to continue to develop and promote and progress the careers of all of our employees.”

- Rosalind Hudnell, Intel Director of Global Diversity and Inclusion

Overview

Intel understands the value of a diverse workforce and aspires to be the Workplace of Choice for Women. To do so, Intel has established the Women@Intel Network (WIN). WIN is a network of Intel’s female and male employees who participate in a variety of activities with the aim of enhancing efforts to attract, recruit, integrate, develop and retain female talents in the workforce. The group has 33 chapters worldwide, including one in Malaysia.

The Malaysia chapter was launched on June 18, 2008 with 15 core team members, all female, and a sponsor, a senior male local leader, spearheading the launching event. The initial membership was low and predominantly female, but as the years went by the number of members has grown into 300 active female and male members.

Objectives

With about 50% women employees, Intel Malaysia knew that it was imperative to set up initiatives to attract, recruit, integrate, develop and retain women in the workforce, in support of Intel Values, Code of Conduct and business strategies. Membership is open to all Intel employees, male and female, who support the WIN Vision, Mission and Charter

Initiatives

Given that WIN is a global initiative, the Malaysia chapter could leverage the existing policies in place at other chapters. Overall, there are three areas of focus for WIN:

Career Development

These activities are targeted at encouraging Intel’s women employees to achieve their full potential in their careers.



WIN Conference:

This is an annual leadership and development conference for women, but is open to male employees as well. The conference includes motivational talks by internal and external speakers, panel discussion by internal and external resource persons and networking and mentoring activities. Previous external speakers and resource persons include Tan Sri Rafidah Aziz of AirAsiaX, Ras Adiba Radzi of NTV7, Dr. Low Guat Tin of Nanyang Technological University, Anne Abraham CEO of LeadWomen and Professional Image Consultant Wendy Lee. After each conference, the WIN team would line up a series of valuable training sessions and workshops that equip women employees with technical and leadership skills.

Women Leadership Exchange:

This is a series of dialogues with senior women leaders. Previous sessions have been with leaders such as the Vice President of the Sales and Marketing Group and the Vice President of Information Technology.

Technical Career Talks & Technical Leadership:

Technical talent is a critical source of competitive advantage for Intel. As part of recognising and embracing diversity, Intel acknowledges that not every employee aspires to become a manager as some would prefer to tread the Individual Contributor path, polishing and maintaining their technical skills which are critical to a technology-based company like Intel. To help the pool of employees to maintain their winning edge, Intel formed a special council that focuses on developing the Technical Career Ladder and Technical Leadership Pipeline, both of which include a strong focus on Technical Female development to give equal opportunity to both genders to thrive in their chosen field.

Well Being

These activities aim to support Intel's women employees in their personal life.

International Women's Day celebrations:

Every year, the WIN core team would line up activities to celebrate this special day. For example, in 2012, every female employee at Intel Malaysia was greeted at the door, given a stem of red rose and treated to a free ice-cream. They were also encouraged to wear something red in support for women everywhere.

Health and Wellness Talks:

Medical practitioners and experts are invited periodically to conduct talks on women's health and well-being. Examples of topics include work-life effectiveness, weight control, stress management and breastfeeding.

Health for Life (HFL):

In 2008, Intel launched the Health for Life (HFL) programme which is based on a simple concept: the more employees know about their health risks, they better then can manage them. HFL is a three-step programme that includes a baseline health evaluation, the completion of an online Health Risk Assessment and a meeting with an on-site personal health



coach to develop a confidential, individual health action plan. This programme is open to both women and male employees. Participation of women employees in the programme helped Intel develop more effective health promotion, illness and injury prevention and disease management programmes. These programmes include the construction of a Nursing Mother's Room in all major office buildings and on-site state-of the-art fitness centres, providing free flu vaccination for all employees annually and rewarding employees who have shown positive results in fitness challenges.

Community

These activities aim to support the community and build a pipeline of future women talent.

Intel Involved Matching Grant Programme:

Recognises and encourages employees to engage in volunteer programmes and community service. The Intel Foundation awards cash grants to qualified schools and community organisations based on volunteer hours reported by Intel employees.

Intel Get SETT:

Empowers students, specifically female students, with essential knowledge and skills for this cyber era. These include the steps of building a PC, understanding how a computer chip is made and the fundamentals of robotics.

Linkages to NGOs at events:

WIN sponsors events in partnership with NGOs. In 2012, WIN staged a "Lose Your Locks for a Cause" event which allowed women employees to donate a portion of their shoulder-length hairs to a foundation for people with cancer.

Outcome

Through the WIN programme, Intel has been able to support and accelerate the development of women in the company. The company has been named one of the top companies for Executive Women by the National Association for Female Executives and was awarded the 2013 Anita Borg Top Company for Technical Women award, which recognises companies for demonstrating substantial progress in the "recruitment, retention and advancement of technical women at all levels".

The company's success can be attributed to the support from their leadership team and employees with their Country Managing Director Robin Martin being the current WIN sponsor. Support from both female and male employees is also strongly evident with 30% of participants in WIN programmes and events being male employees. With the support from both leadership team and employees, the WIN programme continues to grow and expand to meet the development needs of Intel's employees.

Success Factors

- Leadership



- Organisation Alignment
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Awards

- 2013: Anita Borg Top Company for Technical Women Award
 - 2012: Top Companies for Executive Women, National Association for Female Executives (NAFE)
 - 2003 – 2012: Included in the Working Mother Magazine “100 Best Companies for Working Mothers” for the past ten years
 - Top 50 Out Front for Diversity Leadership: Best Places for Diversity Managers To Work by Diversity MBA Magazine
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Website

www.intel.com/content/www/us/en/company-overview/diversity-at-intel

Other Practices

Malaysia

Flexible Work Arrangements

Alternate start time

Refers to work arrangements that adopt a consistent work schedule that differs from the usual 8:00a.m.–5:30p.m. business hours, yet adopts the same 9-hour work period. As arranged with one’s supervisor or manager, this usually lasts for months.

Flex-time

Refers to work arrangements that permit employees to structure their hours around their personal and Intel responsibilities. This allows the manager and employee to work out temporary work schedules that better adapt to employee’s personal needs while meeting business needs. For example, taking time off during normal work day to attend to short term personal or family issues. Lost time is made up by either starting work earlier or ending work later.

No meeting on Friday afternoons

Intel Malaysia observes Friday afternoons (2:30-5:30p.m.) as a No Meeting Time for non-critical or recurring meetings to allow employees to wrap up the week and have a peaceful weekend.

Connection from home & broadband reimbursement

Supports employees who work from home and require a high-speed connection to Intel’s network (including beyond normal working hours).



Telecommute

Allows employees to work from home or from a remote venue, thus allowing them to achieve work-life balance.

Part time employment (PTE)

Offers the option to achieve a better balance between personal goals, family responsibilities and job requirements. It also provides the flexibility to pursue interest outside work to enhance personal or career growth such as conducting academic research and pursuing post graduate studies. PTE is a work arrangement which enables an employee to work for 22 – 31 hours per week for a defined period. It can be for a shorter workday or workweek.

Family access

Allows employees to bring family members to work when needed. This is allowed if it does not impact the employee's work and business. It is very helpful for mothers who need to take care of the children for a few hours without compromising her work.

Prolonged Leave of Absence (PLOA)

For employees who need to take a break from work for a period of time due to valid reasons. Intel also provides the flexibility of PLOA for a maximum period up to 365 days.

Work-Life Benefits

Intel Global Women's Initiative Portal

Contains blogs and discussion forums which connect Intel's women employees with female leaders at Intel.

Manufacturing Technical Women's League

Focuses on equipping technical women with soft and hard skills in addition to creating part-time employment opportunities.