

OCTOBER 2022 CCW WOMEN AT CCW NASHVILLE POST-SHOW REPORT

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Dear CCWomen Family



It was such a pleasure hosting you in Nashville, where the sun is hot, but the chicken is even hotter. I've said it before, and I'll say it again-- there's just nothing quite like gathering in a room full of women & allies, especially when we discuss important topics like women in leadership and workplace equity. And at this year's CCW Nashville event, our CCWomen events and activities took center stage. From our main stage DEI panel to our jam-packed networking breakfast, we were so proud and excited to look out into the crowd and see your face. That's why we do it. And that's why we can't wait to do it again.

When we looked over our mission and goals for CCWomen earlier this year, we decided on one central tenet-- we want to revolutionize the customer contact industry, through community, one woman at a time. And we want to do this by **building a stage for you to stand on**. What does this look like? Giving you a space to share your story and providing you with resources that help you reach your goals. But it also looks like inspiration-- as Kristin Witten, Manager of CX at Match, put it in this year's networking breakfast panel, "find the people who give you wings." Here at CCWomen, we hope to do just that.

This report is a celebration of what we've accomplished together, but also an invitation to join us as we continue to grow our community. With cutting-edge, feedback-driven content, our new social media presence (hellooooo, Instagram!), and expert industry speakers on our side, CCWomen is growing-- and we aren't going anywhere.

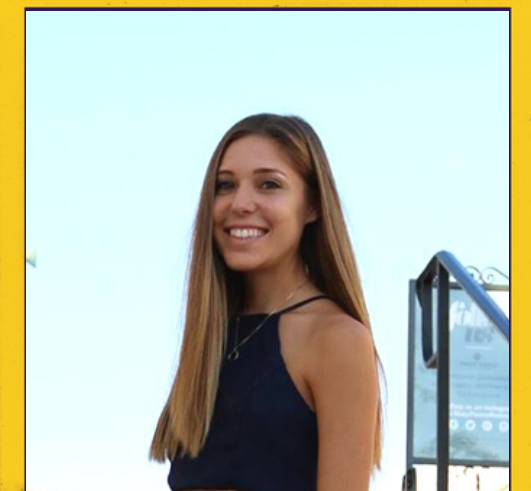
So get comfortable, grab your cowboy boots, and come celebrate with us. This rodeo is just getting started.



Sandy Ko
Founder, Principal



Grace Gilbert
Content Creator



Taylor Salmons
Marketing Manager, Staff Writer

EVENT SNAPSHOT

3

sessions

7

speakers

6

5

breakfast attendees
men, women, NB folks,
and allies!

A CCWomen record! Did someone say champagne?

You asked. We listened. Topics we covered:

making the case for DEI

sharpening leadership skills

paving the way for inclusive leadership



What we mean when we say all are welcome

Well...we mean just that. CCWomen is your community for all things diversity, equity, and inclusion. We discuss topics that affect everyone in the workplace, from how to be a more inclusive leader, to how to be a better ally or sponsor.

As Yemi Akisanya stated in his main stage presentation, the world is rapidly changing, which means the workplace is, too. DEI is not just a catchy topic, it's a skill that becomes more and more essential every year. That might sound daunting, but we've got you covered. Here at CCWomen, we welcome any and all-- if you've got an interest in DEI, then we've got a seat for you. And perhaps a cool T-shirt or two.



OUR HOW...



Mission

TO REVOLUTIONIZE THE CUSTOMER CONTACT INDUSTRY, ONE WOMAN AT A TIME.

We're here to build a stage for you to stand on.

CCL Women pillars

...AND OUR WHY.

Perceived impact of DEI vs. organization's ability to carry out internal DEI programs.

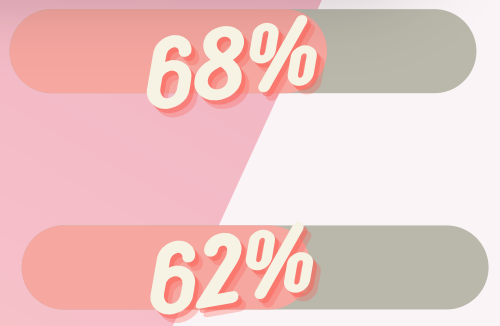
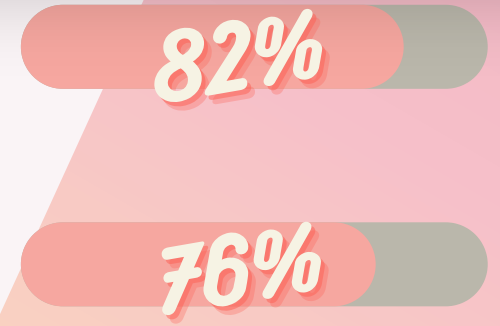
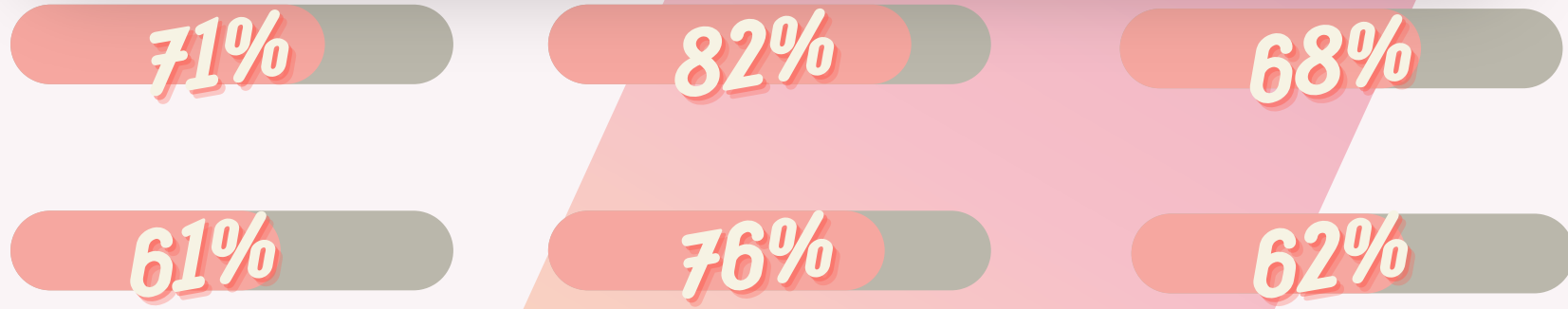
"I am given opportunities to develop my skills."

"I would recommend my organization as a great place to work."

"My organization motivates me to go beyond what I would elsewhere."

Engaging in DEI initiatives has been beneficial for our organization.

Org. has DEI events.
Org. does not have DEI events.



● = agree



Our organization has sufficient resources to support these DEI initiatives.

● = favorable
● = neutral
● = unfavorable

Impact of DEI events on employee wellbeing between orgs with & without DEI events.



Diversity. Equity. Inclusion.



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THE BUSINESS CASE FOR DEI IN THE WORKPLACE

“
Increasing diversity does not, by itself, increase effectiveness; what matters is how an organization harnesses diversity, and whether it is aligned to drive business performance.
”

Gemi Akisanya

Global Head of DEI, Groupon



"Diversity is being invited to the dance party. Inclusion is being invited to dance."

&

"Companies make pledges but they don't act. It's high time we change the height of the ladder so people can get into the board and executive level. We need to fundamentally change our leadership structures."



Judi Bolden

Former Vice President, Global Support Groups & Vendor Management, Groupon

Stats

from Gemi Akisanya

1.1 MILLION

more women are in the workforce today than compared to 2017.

The year the non-white population in the US will exceed the white population for the first time:

2044

67%

of job seekers say that DEI is very important to them when choosing a job.

LESSONS IN LEADERSHIP: CCWOMEN NETWORKING BREAKFAST



Juanita Coley

CEO & Founder,
Solid Rock Consulting

“
The demands of our customers and employees are just going to increase. As women, we need to stay ahead of technology, and not just in our own industry. Often, it's men that resonate with tech. We have to stay intelligent about it and close to it.
”



Lathana "Jadah" Hawkins

SVP, Strategic Client Solutions, Alorica



Sharon James Jordan

VP, Client Solutions, Alorica

“
I view the future of women in leadership as more women being appointed to C-Suite roles. And that's going to take ingenuity, partnerships with our allies, and you're going to need a sponsor. And there's a different between a sponsor and a mentor.
”



Karen Mitchell

Sr. Director, Product Management,
Marriott International

“
Become a student of your environment. Learn the industry you are in. Figure out how your skills, your expertise, what you bring to the table might impact the environment you are in. And from there, show up, and do it.
”



Kristin Witten

Manager, CX, Match

“
I started my career in a male-dominated field. My mentor, she gave me wings. And now I do this for others, I give them wings. Sometimes people need the extra push, to be told you can do this. So be open-minded and let them fly.
”

THE CCWOMEN INSIDER

Chandra Oakland



Sr. Business Analyst Manager, Maximus

What is the biggest disconnect between businesses & customers?

"The empathy gap. Companies need to anticipate the needs of customers."

What is your favorite brand and why?

"Lululemon. I love fitness, and they have done such an amazing job of marketing without any marketing at all. All of their marketing is done by users. And the quality lasts the test of time."

Isabella McDevitt



Dr. Strategic Accounts, TransPerfect

What CX trend are companies gravitating toward in your industry, and why?

"I have seen an uptick in requests for multilingual chat solutions, whether it's through dedicated agents or through machine translation."

Suzanne McCurdy



Sr. Account Executive, Factor8

There's always something going on at the CCWomen booth! This time, we asked women the tough questions in exchange for some #CCWomen swag.



#cutestboothinamerica

INTERVIEWS. RESEARCH. DEI.

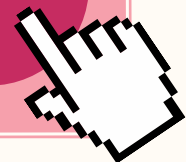
Cutting edge CCWomen content at your fingertips.

THIRSTY THURSDAYS.
ALL ABOUT WOMEN IN THE WORKPLACE.
A CCWOMEN PODCAST.

Introducing: the CCWomen Podcast.

Thirsty Thursday is where we make ourselves a nice bevvie (latte, sparkling water with fruit, something Fancy) and dive deep into what's going on today with women in the customer contact industry, and in the business world at large. With research, history, interviews with some absolute all-stars, and a good cup of coffee on our side, we're excited to talk about ways we can continue to make the working world a better place for women.

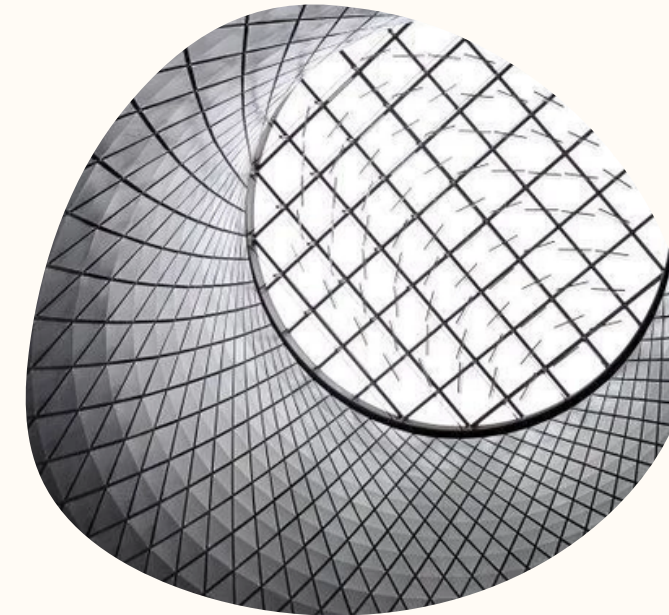
[LISTEN](#)



Featured CCWomen Content



[Meet Your Mentor Match](#)



[6 Steps Toward Equal Pay](#)

 **Wm. Brett Hill wrote a book**
@magisternihil

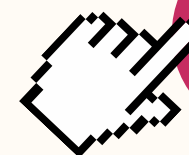
My wife made a point the other day that all of these devices with assistants (Alexa, Siri, etc.) all come as women by default so we're training a whole new generation to see women as "staff" and I can't stop thinking about that.

[Feminization of AI in CX](#)

We've been working hard.

Articles, reporting, podcasts, interviews with executives, book reviews-- you told us what you wanted to see, and we made it happen. Now you can find CCWomen content below, on CCW Digital. And keep an eye out...we may have some surprises up our sleeve.

[MORE CONTENT](#)





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READY TO GET INVOLVED?

Jump on in.

Speak at an event



It's time to share your story. Join a panel of women on stage, engage in an interview-style fireside chat, or present on a topic that hits home for you. We're looking for women who think big, meet the moment, and aren't afraid of a little celebration.

Click below to get started.

Be featured on our podcast



CCWomen is personal-- we know why we're here. You know why you're here, too. Interviews offer a more intimate setting for sharing your why, your how, and the hopes you have moving forward...and maybe your favorite rom-com. Interviews will be featured on our podcast, content pieces, and in our member highlights.

Click below to get started.

Membership

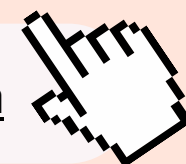


Launching in 2023, the CCWomen membership portal is your home for year-round community beyond live events. Mentor matching, networking access, exclusive content, virtual events, built-in professional support, and camaraderie-- we're here to see you to the next level.

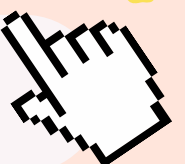
Click below to be first in line.



[CCWomen Speaking & Interview Opportunities Form](#)



[CCWomen Membership Interest Form](#)



What's next?

UPCOMING CCWOMEN SUMMITS

TECH. DEI. LEADERSHIP. NETWORKING. DON'T MISS OUT ON OUR BIGGEST EVENTS OF THE YEAR.

*San Antonio
CCWomen Summit
January 30, 2023*

*Las Vegas
CCWomen Summit
June 19, 2023*

*Nashville
CCWomen Summit
October 11, 2023*



LEARN MORE

by emailing Sandy.Ko@cmpteam.com

CONTACT US



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STAY IN THE LOOP



GET INVOLVED

[CCWomen Membership Interest Form](#)

[CCWomen Speaking & Interview Opportunities Form](#)

EVENT PHOTOS



*See you
next time!*

