



# ERG LEADERSHIP HANDBOOK



## Capgemini's Millennial ERG drives global innovation and new business opportunities.



Capgemini's **Millennial Innovation Council (MIC)** is the first employee resource group (ERG) at the firm to operate with a startup inspired structure. Roles are clearly established, but members take on evolving responsibilities as the enterprise grows and evolves. To incentivize engagement, the ERG offers a member loyalty program that rewards employee participation and leadership. A portion of MIC's annual budget is allocated to provide loyalty rewards, ranging from swag items to luncheons with senior executives.

Over the last two years, MIC has built a strong reputation for its use of hackathons to ideate and crowdsource innovative ideas. The early and highly publicized success of the hackathons caught the attention of Capgemini's North America and Global leadership, including HR, Technology, Innovation, and Learning executives, who provide visibility, funding and support to MIC and the hackathon events. The hackathons bring together Capgemini employees, partners, clients, students and business professionals from different companies, industries and regions of the world, to generate ideas and solutions around a problem or opportunity. To date, MIC has hosted twelve hackathons, several in partnership with other Capgemini business units, innovation teams, and clients. The number of hackathon participants has ranged from 50 to 600, depending on whether the event was local or global.

The hackathons have had a significant impact on Capgemini's business. As a direct result

of the events, the firm leveraged six global alliance partnerships (IBM, Microsoft, AWS, Salesforce, Stibo Systems, and Intel), sold two global client hackathons, and actively engaged with a wide range of industries and sectors. The hackathons also provide a forum for building stronger relationships with clients, who participate in the events as mentors, judges and/or hackers, or provide their technology environments for participants to use as a platform for the event.

The hackathons have proven to be an impactful way to showcase Capgemini's innovation ecosystem and capabilities to clients, and provide a downstream revenue source when ideas generated are developed into full-scale applications. For example, a Capgemini team from the Millennial Disrupt hackathon was tasked with building out their solution from the challenge. The team is currently working to

develop a new go-to-market solution for clients. In addition, MIC leaders have commercialized a model approach to deliver hackathons as a managed service for clients. Hackathon as a Service is now an innovation offering for sector leaders and Capgemini's innovation labs around the world.

MIC leaders spend from one to ten hours per week on the ERG work. For many ambitious leaders, MIC is akin to a part-time job – this is due partially to their passion for the work, but also to high recognition in performance reviews and the opportunity to progress in leadership roles. MIC's unique organizational structure provides employees numerous routes to develop leadership skills and experience. For example, an employee who serves as the leader of a local MIC chapter can advance to become the leader of one of the MIC Shared Services, and from there rise to the role of National Lead.

### MIC Hackathons

**Social Good:** Participants were challenged to innovate and problem-solve around topics including work-life balance, volunteerism, deconstructing harmful stereotypes, diversity hiring and social mobility. The event attracted more than 350 applicants, resulting in 130 participants attending, 9 mentors, and 12 judges, including thought leaders from our Global Hackathon Partners, Diversity Best Practices, NYU, and Capgemini. More than \$8,000 was given away in prize money and swag.

**Millennial Disrupt:** The hackathon hosted a mix of high caliber developers, designers, and business people from across the nation to compete in prototyping solutions that revolutionize the workplace. The focus was on breakthrough ideas centered on four pillars: culture,

diversity and inclusion, work/life balance, and the virtual workforce. Participants had 32 hours to build a tangible technical solution to address a workplace issue within one of the four areas. The event brought together representation from 50+ companies representing different industries and sectors.

**Global Open Banking:** MIC collaborated with the company's Financial Services sector for the second time to hold a global hackathon in the banking industry. Teams were tasked to solve a defined challenge using a case provided by banking and capital market executives or identify their own banking and capital market challenge to solve.

Today, MIC is recognized as a valuable business asset among the company's global leaders and a trusted sandbox for innovation. Members are regularly provided access to emerging technology and best-in-class startup tools to advance team collaboration, communications, surveying, and event planning. The group's reputation for researching, testing, and

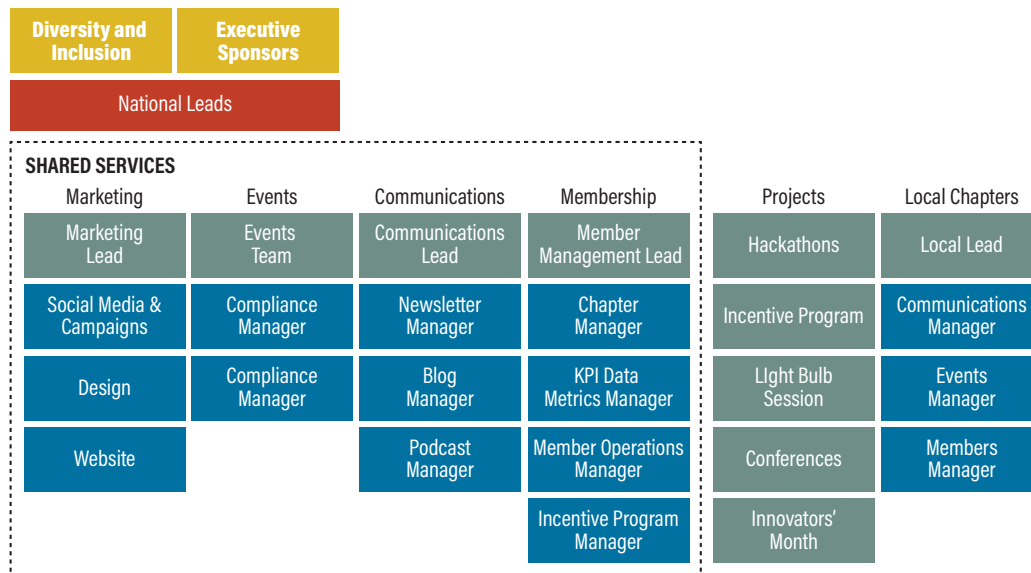
adopting strong tools has gained the trust of internal teams to adopt new technology and has improved the way work gets done at Caggemini. The ERG has also become a hub for learning and development. MIC is leading an initiative on Cryptocurrency to educate Caggemini employees on emerging trends and technology.

MIC is currently an ERG with nearly 700 members and more than 100 volunteer leaders in various positions supporting the mission. Since its first hackathon in early 2017, MIC has grown a hackathon community with champions all over the world, including France, UK, Spain, Belgium, Australia, and India.

## MIC Engagement Strategy

### Volunteer Leadership Structure

MIC is proud to build strong leadership opportunities for employees through its organizational structure. Through this leadership structure, employees can explore and grow in areas of interest outside of client or internal projects. Moreover, MIC is able to generate new and exciting projects at the local and national level with speed and rigor.



### Communication Platform

Through identifying pain points of members, MIC leverages technology like Zoom for regular meetings and Slack for communications. Members regularly engage through a redesigned Slack channel system. MIC is proud to foster regular discussions on innovation news, personal achievements, skills-building best practices, and engaging events.

The image shows a Slack workspace for Caggemini-MIC. On the left, there are four main channels:

- Announcements** (Audience: Everyone): Our call-to-action channel. Find out how you can be involved and learn more about MIC and Caggemini initiatives.
- Events** (Audience: Everyone): View stories and photos from past events. Light Bulb Sessions information. Learn about upcoming events in MIC, other ERGs, and Caggemini.
- Innovation Hub** (Audience: Interest in Innovation): Learn about emerging technology. Resources (i.e. workshops, tips/tricks, tools).
- Freetalk** (Audience: Everyone): Network with the people of MIC and learn about members through Humans of MIC. Ask Caggemini questions and share stories.

On the right, a video call window is active, showing two participants in a Zoom meeting. The meeting title is "Innovation Hub" and it is scheduled for Monday, September 15th.