Be yourself, change the world.

Association of Middle Eastern & North African Leadership & Inclusion

This interactive document provides an overview of AMENA’s accomplishments for 2018 and goals for 2019+.

The document begins with a summary page that serves as a high level overview, followed by a page for each of the four focus areas:

• Culture of Inclusion
• Talent Acquisition, Onboarding & Development
• Insights/Marketplace
• Community Impact
AMENA
Association of Middle Eastern &
North African Leadership & Inclusion

2018 Highlights

Increased membership base, presence within J&J, and influence across partner organizations
Spearheaded humanitarian outreach efforts benefiting MENA communities in need and raised awareness across the J&J enterprise
Collaborated with other ERGs to drive D&I synergies

In 2019
We aim to significantly expand our reach across the enterprise by:
- Continuing to celebrate our heritage with our passionate member base
- Communicate global re-branding with a new mission and vision, name, logo, and Enterprise Leadership
- Building a comprehensive, focused engagement plan to advance our new AMENA mission and vision to align with the J&J D&I strategy

2018 Accomplishments
Culture of Inclusion
Talent Acquisition, Onboarding & Development
Insights/Marketplace
Community Impact

Vision
We aspire to challenge perceptions of the MENA region, celebrate and embrace our cultural richness, and inspire, develop, and empower future leaders.

Mission
AMENA’s mission is to build a community that promotes cultural awareness, fosters connectivity, and cultivates professional development.

2019+ Strategic Goals
- Strengthen leadership and sponsorship
- Reshape the perception of the MENA region
- Grow AMENA membership and engagement
- Support J&J’s objectives in the MENA region
J&J is unique in having an ERG focused on the MENA community.

The MENA region represents many languages, cultures, and religions, each with different traditions and holidays. Recognizing J&J's growth in the region, AMENA provides periodic information to keep employees informed of holidays and celebrations and their significance.

AMENA contributed to two case studies, which were published by Diversity Best Practices in their new ERG leadership handbook.

Cross-ERG collaboration to activate an enterprise-wide D&I priority

Cross-ERG global workshop called “Fixing Your Blindspot” conducted by Harvard professor and led by Janssen Inclusion Council with AMENA representation; in recognition that hidden biases affect MENA members and all professionals.

Supporting women leaders

As panelists with ASCEND, AMENA members shared experiences with 80+ young J&J professionals on mentorship and gaining recognition.

Increased representation

Increasing the contribution of MENA voices in campus D&I council programs.

2019+ Inclusion Strategy

Objectives

• Bringing education and awareness of the MENA region through storytelling; showcasing positive and real value of the region through the life of our patients, employees, and other stakeholders
• Develop stronger relationships (internal/external) with senior leadership/sponsorship to advance the AMENA mission

Initiatives

• Speaking engagements – panel discussion with senior leaders and key opinion leaders from the MENA region (to be developed)
• AMENA co-op and scholarship program (to be developed)

Metrics

• Three speaking engagement (1 per sector)
• One co-op and scholarship winner

AMENA inclusion event

Held at the consumer Skillman campus to raise awareness of the ERG and recruit new members.
Focused recruiting with top MENA professional and student organizations; showcasing J&J as a diverse and inclusive employer.

Established relationships with professional and student organizations and engaged diversity recruitment team to present J&J career opportunities at sponsored events.

AMENA members provided accelerated development opportunities to lead programs with campus D&I councils and ERGs and represent J&J at D&I sponsored events. Opportunities included: event planning, cross-sector goal setting, leading workstreams for branding, networking, and meeting with senior leader sponsors.

Hult Prize
Regional sponsorship and participation with Rutgers Business School.

250+ Hult Prize Regional sponsorship and participation with Rutgers Business School.

2019+ Talent Strategy
Objectives
- Strengthening/building a Leadership Team (and our sponsorship)
- Inspiring others to join us – attracting and retaining talent and mentorship

Initiatives
- AMENA Leadership Team backfilling
- Partnership with talent acquisition/early talent
- Mentorship/talent development programs (to be developed)

Metrics
- By 2020 – 150 AMENA members
- Number of AMENA mentors/mentees (TBD)

Students and 100+ professionals attended presentation about the importance of diversity and the wide range of opportunities at J&J.
Multi-cultural marketing
Focused on growing our knowledge of the region and membership of the AMENA consumer chapter to engage with the multi-cultural marketing team.

Gaining insights of the MENA marketplace.
Collected beauty and personal care industry market research data for use in developing opportunities in the MENA market.
The majority of the market is focused in skincare, haircare, colour cosmetics, fragrances, and men's grooming.

3.6% contributed by MENA to the global industry revenue
8.5% compound annual growth rate expected through 2021
2x expected growth
Consumer focus is shifting to quality products using cleaner and organic ingredients.

90%+ internet penetration in the region
Internet has tremendous influence on young adult consumers who are looking to a new generation of products.

2019+ Marketplace Strategy
Objectives
• Serve as resource to provide market-relevant insights as needed
• Foster external collaborations to strengthen AMENA’s understanding of regional trends/opportunities

Initiatives
• Launch regional exchange program to provide greater insight
• Attend annual Global Competitiveness Forum (Davos of the Middle East) to enable greater market insights

Metrics
• Introductions to cross-sector, cross-geography business leaders
Our focus remains on supporting MENA women and children in poverty, refugee, and inner-city communities.

AMENA leaders are strong role models that are connected with reputable community organizations. Our impact in the community is achieved by strategically partnering with external organizations (NGOs) with J&J-aligned values.

2019+ Community Strategy

Objectives

• Support MENA in the communities we serve (demonstrate how we live Our Credo)
• Broaden local and global community outreach

Initiatives

• Continue sponsorship of HULT Prize (increase awareness)
• Create community support sub-team within AMENA chapters
• Expand AMENA global footprint and outreach potential

Metrics

• Sponsorship of HULT prize winner and follow-up engagement
• Community outreach engagements (2 per year per chapter)
• Number of new global AMENA members