Be yourself, change the world.

Asian Society for Innovation and Achievement

This interactive document provides an overview of ASIA’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

Click on the to navigate throughout the document.

Click on the to view information that resides outside of the document (e.g. websites, videos, etc.).
Mission

- **Our Inclusion**
  
  *You Belong.* Our Culture of Inclusion pillar aims to create a culture of inclusion, where everyone has a deep sense of belonging.

- **Our People**
  
  *Every Talent Counts.* Our People pillar aims to support Asian talent through leadership exposure, a shared internal and external professional network, and development opportunities.

- **Our Marketplace**
  
  *Unique insights, fueling innovation.* Our Marketplace pillar aims to accelerate J&J business growth by providing insights on diverse customers, market place, innovation, and reputation drivers.

- **Our Community**
  
  *Giving Back With Impact.* Our Community pillar aims to drive community-focused efforts and maintain a steadfast commitment to give back to society through internal and external partner collaborations.

Vision

To make J&J an employer of choice for Asian talent, dedicate to accelerating organizational and business growth through leadership, inclusion, community and innovation.

2019+ Goals

- Elevate talent through relationship-building, leadership dialogues, and mentoring
- Focus on signature programs that will drive new ideas, experiences, and innovation
- Showcase the diversity of Asians, through cultural initiatives to deepen our insights of Asian cultures
- Partner with internal and external groups to build awareness that address healthcare issues for the Asian community
Help employees find their true voice

Asia Infinity Roundtables (AIR), an interactive series, provides a safe and open environment for colleagues of all backgrounds to address hard-hitting questions in the workplace or community, each session addresses a different theme with an eye on thriving in the corporate environment.

Showcase diverse Asian culture and values

ASIA Epcot experience showcases Asian culture and allows people to discover the connection of eastern and western norms. This cultural experience builds awareness and inclusion, helps to break down silos, and builds a better understanding of multicultural business settings.

Collaborate as OnePharma

Active collaboration with WLI, SAPNA, Security, and HR. Hosted Career Accountability seminar, Leadership Presence workshop, Career Development roundtable, Drug Safety Lunch & Learn, and Cyber Security session to engage ASIA members from diverse backgrounds and provide an open and collaborative environment.

250+ members found their true voice

500+ colleagues attended cultural events

30% increase in ASIA Pharma membership

10% increase of ASIA membership across enterprise in 2018
Career ownership and visibility
Seventy-five J&J colleagues attended the DigiTALent workshop, where senior leaders from Global Talent Management and HR business partners shared critical information about J&J’s talent processes, tools, and practices. The talent acquisition team also demonstrated how to be a talent scout at J&J. The workshop helped to develop our employee’s personal brand and promote higher visibility for our members.

Leadership roundtables
Established a platform to address the development needs of Asian talent focused on executive presence, talent visibility, and career development. Topics included: leadership dialogue, minority stereotyping, and career growth and development.

Public speaking
Established a grassroots Toastmasters Club effort, founded by the Fort Washington Chapter, that focuses on developing public speaking and leadership skills in a supportive environment. One ASIA member received recognition externally at the district level. The J&J Somerville and Piscataway Toastmasters Clubs were also founded by ASIA.

Leadership presence
Conducted multicultural professional training to address the three keys to a successful career: Performance, Image, and Exposure. ASIA ERG chapters in NJ and PA came to analyze their current career and gained insight on how to further navigate and enhance their careers.
Multicultural marketing

Multicultural marketing for beauty was supported through the Golden Gate marketplace initiative, which activated Asian American colleagues to become both consumers and advocates of our beauty brands. We tapped into 200+ members, as well as the broader employee base, to gain a better understanding of the unique needs of Asian Americans for our J&J innovation and marketing initiatives.

Market acceleration

ASIA provided greater awareness about the bleeding behaviors and diverse surgical needs of Asian patients. ASIA Cincinnati is helping to promote the practice of slow firing for the next generation of hemostasis solutions. This has resulted in improved outcomes for our patients, decreasing bleeding by 3X, and is now used as the new standard for our device globally.

Engaging with industry thought leaders

ASIA conducted its first joint event with KPMG, the Healthcare Innovation Summit, which focused on the global state of healthcare and the impacts to Asians and Asian Americans. This event enabled 200+ participants us to forge new strategic partnerships with industry thought leaders and provided a platform for ASIA members to contribute to J&J innovation endeavors.

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Diversity in clinical trials

Medical products and medicines are safer and more effective for everyone when research includes diverse populations. Over 120 Asian patients were recruited for on-site clinic and diverse clinical trials in Cincinnati and Jacksonville to help with early-stage product development.
**Rise Against Hunger**
Led by ASIA Irvine and Irwindale to assist in packing pouches of dried food and rice to be shipped to feed families in Cambodia.

- **20,000+** meals packed
- **150+** volunteer hours

**J&J Blazing Paddles Against Hunger**
Pharm ASIA sponsored a dragon boat team for the dragon boat race to raise money to “paddle out hunger” for the Bucks County Housing Group Food Bank.

**Tech Olympia**
Six years in a row, Cincinnati ASIA partners with Tech Olympia to educate and motivate high school students to select their careers in STEM and medical fields. Recognized as “most popular” program by students and organizations.

- **600+** students taking steps towards STEM careers

**Hepatitis awareness**
ASIA and J&J Health Services to provide education on the potential risks of hepatitis as well as procedures for both treatment and prevention. This demonstrated our ERGs focus on the specific healthcare needs of Asian Americans.

- **$180k** in food donated to people in need over the last four years
- **90%** of our members have volunteered for community activities
- **20,000+** meals packed
- **150+** volunteer hours

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