



# Be yourself, change the world.

## GenerationNOW ➤

This interactive document provides an overview of GenerationNOW'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.).

## 2018 Accomplishments

### ③ Culture of Inclusion

GenNOW, with its focus on skills development across generations to future proof Johnson & Johnson, provides a unique platform to bring inclusion to life. In 2018, we brought together various locations via monthly US lead calls, with the goal of coming together to share best practices, gain/give advice, and share events with each other in order to create a foundational community of global GenNOW collaborators.

### ③ Insights/Marketplace

GenNOW's composition provides a diverse point of view and ready database of rich insights; cutting across age-based, gender, or ethnic differences. In 2018, GenNOW focused on bringing this innovative thinking to areas such as the Johnson's Baby™ relaunch, where we provided the perspective of millennial moms to the proposed marketing campaign.

### ③ Talent Acquisition, Onboarding & Development

Based on 2016 enterprise survey results that showed talent as top of mind for young professionals, learning new skills as primary motivator, and career advancement as #1 factor for staying, GenerationNOW (GenNOW) refocused on topics such as personal brand and career navigation and experimented with new talent formats and collaborations.

### ③ Community Impact

Social impact continues to be a top motivator for young professionals and a focus for GenNOW. We hosted events that connected our young professionals to each other and the communities we serve, including back pack drives, holiday food drives, and a patient experience, "Dining in the Dark" which raised funds and awareness of the visually impaired.

## Mission

**We exist to provide members with the inspiration and skills to build their future at J&J.**

**This dynamic community allows us to not only bring Our Credo to life, but grow the next generation of Johnson & Johnson leaders as they chart their career trajectory.**

## 2019+ Goals

- Creating and recruiting a global steering committee to ensure global connectivity
- Continue globalizing the ERG to the regions, supporting these new chapters and ensuring succession planning for established sites
- Support current GenNOW leadership through best practice sharing and regular connections

# Culture of Inclusion

[Back to GenNOW summary](#)

## From “millennials” to GenerationNOW

Removed the association with one specific generation broadened the appeal to anyone interested in helping the “current” generation succeed at J&J, whether they are millennials or Gen Z. This automatically includes additional segments to ensure we model the D&I “You Belong” strategy.



## Rebranding kick-off event

**4,000**  
employees participated in the event



**“It is critical to include these regional perspectives to meet the needs of the GenNOW employees and multi-generational teams at Johnson & Johnson.”**

## “Humans of Skillman” Yammer page



#HumansofSkillman movement is similar to Humans of New York, with a goal to promote a place for the #HumansOfJNJ to be authentic, be their true selves, and share their stories. This movement gives us all the opportunity to connect with people on a deeper level and find those who may have similar stories or perspectives to our own.



**“It was a walk of inspiration to embrace every unique, very personal, human story shared - leaving me humbled to be around such courageous, authentic, powerhouse #humansofskillman”.**

[Click here to visit the Humans of New York Website](#)

## Globalized in 2018

GenNOW  
presence in  
APAC



# Talent Acquisition, Onboarding & Development

[Back to GenNOW summary](#) 

## Reverse mentoring from Janssen

Janssen created a reverse mentoring program that paired young in career associates with mid-to-senior employees. From a pilot of 20 pairs, the program now has 40 pairs of mentors and mentees. In addition to allowing generations to learn from one another, this program has also facilitated cross-functional moves.

**80 people**

40 pairs of mentors  
and mentees

**“One of the biggest misconceptions is that millennials are all about technology, but we have much more to bring to the table...”**

## Understanding the millennial mindset

In partnership with HR, Ethicon’s GenNOW team designed a development cohort, connecting high potential Ethicon talent with the Ethicon Leadership Team over lunch.

- ① GenNOW steering committee members interviewed senior leaders to share value and pitch ideas
- ② Each high-potential was nominated by a Leadership Team member
- ③ 25-30 high potentials met with Leadership Team
- ④ Delivered 3 TEDx style talks
- ⑤ Created talent profile and goal book to help familiarize Leadership Team with the high-potentials
- ⑥ GenNOW partnered with the Learning & Development team to provide a roadmap of resources

**We asked, we listened, we reacted:**



**Enterprise survey with  
13,000 global respondents**

Why I choose to stay at J&J:

**#1 Career  
advancement**



My most memorable experience in the past year:

**#2 Exposure to  
senior leadership**



## InnovateNOW

Recognizing the need to create cross-sector connections, and to allow employees to see the latest technologies and unmet patient needs, Somerville GenNOW partnered with Somerville Ethicon Product Management to create the InnovateNOW half-day technology showcase.

Inspired by the Consumer Electronics Show, InnovateNOW leveraged videos, posters, and prototypes to inspire associates to be more collaborative and innovative, and drive cross-pollination.

It concluded with a cross-sector panel that spoke to the J&J Purpose: *We blend, Heart, Science and Ingenuity to profoundly change the trajectory of health for humanity*, while highlighting patient-centric insights.

[Click here to check out the digital playbook on STREAM](#) ➕

### Q:

How can someone who isn't involved in the technical R&D world gain more knowledge or learn more about what is currently going on?

**“I felt inspired and energized by this event.”**

### A:

We need to start engaging with each other differently, we need to break down those silos and stop putting barriers up.

**“I learned about initiatives I never knew existed: JLABS, CSATS.”**



## Drawing insights from our internal employee base

Moms from Johnson & Johnson acted as a focus group for Johnson's Baby™ prior to their brand relaunch. Each mom shared her reaction to the relaunch, including various aspects of the campaign such as the commercial storyboards and copy.

### 30

millennial moms

**“I felt I could share my concerns with the brand firsthand and educate myself on the changes the brand had made.”**

**“For the first time, the brand was asking internal moms what they thought. Consumers want to be heard. J&J Baby allowed us moms to voice our thoughts.”**

## Representation on the Cross ERG Diversity in Clinical Trial Think Tank (CEDTT) Team

Horsham & Titusville are actively involved in ensuring their clinical trial sites represent diverse populations.

Participation in the pilot consists of 6 ERGs including AALC, AMENA, ASIA, HOLA, and SAPNA with two members per/ERG.



# Community Impact

[Back to GenNOW summary](#) ➤

## Vision Care's Dining in the Dark

Jacksonville and Santa Ana hosted “Dining in the Dark” dinners, which challenge guests to navigate a meal without sight by having them wear light-blocking masks to simulate blindness.

This allows guests to experience firsthand the challenges that the blind and visually impaired community are faced with.

**100+**  
attendees

**“Great experience. Super important for us to understand how low vision people experience the world.”**

**\$9,000**  
raised

**“The event was very focused on the purpose, and every aspect of the evening truly centered around blindness. I loved that it was never an afterthought.”**



## Community outreach

GenNOW US teams coordinated to host a variety of community events in October:

- Collection drives
- Operation Smile
- Habitat for Humanity Projects
- Dress for Success clothing drive (in partnership with SAPNA, WLI, and O&O)

**We asked, we listened, we reacted:**



**Enterprise survey with  
13,000 global respondents**

Why I choose to stay at J&J:

**#2 Meaningful  
work**



**#5 Workplace  
culture and values**

