



Beyond the Pie Chart

In everything from organizational growth to the delivery of products and innovation to customers, IGT is making diversity and inclusion a priority.

The spirit of fun is something shared by people all over the world. And when you're in the business of creating games for people everywhere, the more diverse you are, the more you can reflect the customers and players you serve.

For IGT, diversity and inclusion are equally driven by the desire to create a fair, inclusive culture in which all employees feel valued, respected, and engaged. Such a culture supports ongoing success by strengthening a group's collective ability to compete. "We need the very best minds, reflective of the broad diversity of our communities, to address challenges and lead our industry into the future," says Rebecca Hargrove, President & CEO, Tennessee Lottery, and Senior Vice President, WLA. What's more, a recent study by McKinsey & Company found a significant correlation between higher diversity in leadership and better financial performance by an organization¹.

For all of these reasons, IGT prioritizes diversity and inclusion, recognizing its impact on everything from customer buying decisions to the ability to attract and retain talent. "It goes to our mindsets, how we innovate and create our products, and more," says Anthony Martinelli, a graphic designer who is among the four new voices recently appointed to IGT's Executive Diversity and Inclusion Council.

Formed in 2016, the initial Council was composed of executive members, indicative of the commitment of those who are involved in directing corporate policy and thought-leadership. In September of this year, the Council expanded its membership to include a group of emerging leaders who bring a cross-generational perspective from different vantage points within the company's business units and global footprint.

¹Vivian Hunt, Dennis Layton, and Sara Prince, "Diversity Matters," McKinsey & Company, 2 February, 2015.

The Council is only one component of the organization's larger diversity and inclusion initiative, which is set to expand in the new year as IGT welcomes Kim Barker Lee (pictured below) as its first Vice President of Diversity and Inclusion. Most recently, as Vice President of Legal and Regulatory Compliance at Northstar Illinois, Lee created an award-winning supplier diversity program that far exceeded the organization's goals. Lee will lead IGT's Office of Diversity and Inclusion, chair the Council, and partner with its members to enact the policies and practices to support this ongoing mission.



A Clear Vision

As she prepares to take on the new leadership role, Lee brings clarity to terms that are sometimes interpreted in different ways by different audiences. "Diversity has traditionally focused on numbers," says Lee. "When people ask about the diversity of the organization, they typically want a pie chart, and that chart lists races and gender. Diversity is so much deeper than that."

"Diversity is the total mix of people. Not just race or age, but ethnic heritage, mental and physical ability, gender identity, religion, how we think, our character traits. These are all a part of diversity. And inclusion is how the organization embraces diversity. It's having a workplace and a culture that allow for an appreciation of individuality, and this blends well with the mission of the company."

The most successful businesses look beyond basic statistics and demographics, and invest in knowing and understanding their evolving customer base at a cultural level. Businesses thrive when there is recognition that diversity is an asset, a workforce mirrors its customer base, and all views are valued equally."

—Hugo López, Director, California State Lottery

"Our people differentiate IGT and make us successful," says Mario Di Loreto, Executive Vice President, People & Transformation, and member of the Council. "Their talents, diverse cultures, backgrounds, ideas, and viewpoints drive the creativity that enables us to continue to deliver innovative products and solutions to our customers."

Diversity and inclusion also mean looking at every area of the business. Echoing Martinelli's observation, Lee adds: "It's important that our efforts aren't limited to HR issues. As we know from running lotteries, diversity and inclusion are important to the business at every level, from our advertising campaigns, to how retailers are onboarded, to everything we do."

One of the goals IGT has been building into its plan are specific metrics around diversity and inclusion that are linked to business objectives. "We're not talking about it in a vacuum," says Lee. "It's important to link diversity and inclusion to how we grow as an organization and how we help our customers grow."

Emerging Leaders Join IGT's Executive Diversity & Inclusion Council

Out of more than 60 self-nominations from passionate and talented employees who want to impact the wider community, four Emerging Leaders were recently appointed to join the senior IGT leaders on the company's Executive Diversity and Inclusion Council. They will lend their perspectives and ideas to help IGT continue to foster diversity and inclusion throughout the company.

IGT's first diversity and inclusion initiatives included hosting focus groups on women in leadership, unconscious-bias training for management, and the creation of management objectives relating to increasing the number of underrepresented candidates for job opportunities. The Council will build on that work by creating a global Strategic Plan for Diversity and Inclusion.



In September, 2017, the Council welcomed its newest members (pictured above, clockwise from top left): Darnell Johnson, Senior Manager, Product Management; April Schmidt, External Art Coordinator for Ignite Studio; Anthony Martinelli, Graphic Designer; and Frederik Andreacchio, Recurring Revenue Manager, Commercial Gaming.

