

#TEAMWORKS

LET'S BUILD INCLUSIVE TEAMS AND CONNECTIONS THAT WORK.

The inspiration behind **#TeamWorks** is simple:
When people feel like they are valued and belong, they bring their best to their workplaces.
Acts of **welcoming**, **kindness**, and **inclusion** build vibrant, innovative workplaces.

PUT #TEAMWORKS TO WORK AT YOUR COMPANY!

The **#TeamWorks** campaign launches during **Welcoming Week (September 13-22, 2019)** and encourages people to engage in acts of welcoming, kindness, and inclusion to ensure that their co-workers - regardless of race, national origin, religion, age, ability, status, gender, or sexual orientation - feel connected and valued in their workplaces.

The campaign cultivates welcoming workplace communities across borders and industries by inviting employees to demonstrate that, when we are inclusive and kind in the workplace, we ensure that **#TeamWorks!**

#TEAMWORKS BUILDS ON:

- **Upwardly Global's** two decades of experience championing the talents that immigrant and refugee professionals bring to the U.S. workforce.
- **Welcoming America's** support and celebration of inclusive communities and economies that welcome and attract immigrants and residents of all backgrounds.
- **Kindness Factory's** work with communities, schools, employers and individuals to spread and celebrate act of kindness across the globe.

UFFIT'S EASY TO GET INVOLVED! FOLLOW FOUR SIMPLE STEPS TO SHOW HOW YOUR #TEAMWORKS:

1. Act - Use the **#TeamWorks toolkit** to identify simple acts of welcoming, kindness, and inclusion you can do in your workplace today.

2. Share - Log your acts of welcoming, kindness, and inclusion on the [Kindness Factory portal](#), or share a story about how you benefited from someone else's acts of kindness.

3. Celebrate - Post pictures and stories of welcoming, kindness, and inclusion in your workplace on social media. Use the hashtag **#TeamWorks**. Add updates to your employee newsletter. Or share a story about how they benefited from someone else's act using the hashtag **#TeamWorks**.

4. Inspire - Tag five colleagues and encourage them to commit to an act of welcoming, kindness, and inclusion. Or ask them to share a story about how they benefited from someone else's act using the hashtag **#TeamWorks**.

Together, we aim to log 2,000 examples of how **#TeamWorks** during Welcoming Week and beyond - celebrating simple acts of welcoming, kindness, and inclusion at companies across the globe. Taken together, these simple acts will illustrate that **#TeamWorks** in building welcoming and cohesive, high-performing workplaces.

#TEAMWORKS POINT OF CONTACTS:

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#TEAMWORKS TIPS

HOW #TEAMWORKS - ONE SMALL ACT AT A TIME

Employees who feel connected with their colleagues are more likely to take [positive actions](#) that benefit their businesses and organizations. Companies where everyone feels connected, valued, and welcomed attract an emerging [workforce](#) - and a growing [consumer base](#) - that value purpose over profit. And these companies are better able to build a [diverse workforce](#) that consistently demonstrates **creativity, innovation, and problem-solving skills.**

We know that **#TeamWorks**. And while company leaders and managers play an important role in creating an inclusive workplace, [what matters most is how colleagues interact with each other](#). **Impactful welcoming, kindness, and inclusion can be practiced in small, everyday actions.**

How can you make **#TeamWorks** at your company? **Upwardly Global, Welcoming America,** and the **Kindness Factory** asked people in their networks to reflect on what made them feel connected with peers at work. Our guide provides inspiration and tips for individual employees and organizational leadership to build inclusive, welcoming workforces, offering concrete examples of how **#TeamWorks** at companies across the country.

HOW #TEAMWORKS - BY THE NUMBERS

- Inclusive companies are **6x** more likely to be innovative.
- Inclusive companies enjoy **2.3x** higher cash flow per employee over a 3 year period.
- Employees who feel included are **43%** more committed to their organizations.
- Employees who feel included are **51%** more likely to recommend their workplace as a great place to work.
- More than **70%** of Millennials want the people they work with to function as a second family.

#TEAMWORKS TIPS FOR EMPLOYEES

Employees who make personal connections at work remain loyal to their team and, as a result, stay longer with their companies. Small acts of welcoming, kindness, and inclusion build strong connections at work:

- **Recognize and acknowledge** your colleagues' unique strengths.
- **Find opportunities** to recognize and celebrate your colleagues' life events as well as their contributions to your team.
- **Bridge disagreements** by respectfully sharing your own story or perspective rather than invalidating the opinion of another.
- **Have intentional conversations** - or lunch - with somebody outside of your social circle.
- **Seek to understand and respect** - but not necessarily to agree on - social and cultural differences.
- **Be a present, active listener in conversations** - remember that body language is **55%** of communication and the tone of your voice is **38%**.
- **Share your successes** - and your struggles.
- **Consider** how you can make acts of welcoming, kindness, and inclusion a more formal part of your organization's culture. Share your ideas with managers and HR staff.

HOW #TEAMWORKS FOR EMPLOYEES

- **Bernelly G.** | Account Executive: "On my first day, I had flowers and a sign on my desk welcoming me to the company."
- **Ricardo P.** | Engineering Designer: "My colleagues always chat with me about the differences between our cultures, creating opportunities to understand [each other]."
- **Adriana J.** | Attorney: "90% of employees at my work location are from another country. So many different cultures and customs are represented but everyone is interested in learning more and understanding the differences. We hold regular potlucks and share traditional food from many regions of the world bringing us all together."
- **Anne B.** | Project Manager: "Without me asking, my colleagues pay attention to explain the context whenever they refer to something that is deeply from the local culture here in the U.S. which I may not be familiar with."

- **Natasha S.** | Special Assistant to the CEO: “Sometimes we have lunches for those interested in learning other languages such as Spanish, French, Russian. I was participating with a group to speak and understand Russian and Russia.”
- **Courtney:** “I created a simple game of ‘jar of goodness’ by bringing in jars from home to put on people's desk at work. You take a small piece of paper and write a compliment or a thank you note and pop it in the jar for that person to read and keep. It’s caught on as others have now asked for a jar, spreading the kindness further!”
- **Sarah:** “I bought 5 people coffee at work today. I love this and live by it, share the love always.”

#TEAMWORKS TIPS FOR MANAGERS

Diversity drives results. Build systems and practices that ensure equity and respect for diverse voices. Inclusive conversations happen one small act at a time:

- **Identify and recognize** a range of holidays, birthdays and other significant dates in team calendars and newsletters.
- **Celebrate** your team's cultural diversity with potlucks and meals.
- **Pause and reflect** on who is engaged during your meetings; intentionally include all voices at the table.
- **Develop ambassador programs** for new staff in your workplace; create cross-departmental mentoring opportunities for current staff.
- **Create and empower** workplace affinity groups, networks of colleagues connected by shared interests.
- **Be vocal and public about your commitment** to creating a welcoming workforce and including diverse staff - in recruitment materials, on your website, and in company literature.
- **Prioritize inclusion** in your hiring processes, from the candidate pool, to the hiring committee, to the final choice.
- **Consider** how you can bring the commitment of your workplace to the wider community. Engage local organizations or your local government on what welcoming, kindness, and inclusion could look like in your community and what role your company could play.

HOW #TEAMWORKS FOR MANAGERS

- **Mark M.** | Program Finance Manager: “We have open discussions with senior management and supervisors. I am invited to lunch and they show interest in my personal life.”
- **Anastasiya M.** | Analyst: “On my first day at work, I was matched with a peer partner to help me adjust faster and smoother into daily operations.”
- **Anton K.** | Language Access Coordinator: “We have resource groups such as Latino, LGBTQI, AAPI, that can influence the work the agency does. We have events to celebrate diversity and a particular culture each month. We also have a Health Equity division.”
- **Esteban D.** | Research Analyst: “We do not have assigned seats but [are] encouraged to sit next to different people every day and get to know someone new regardless of their team.”

SOCIAL MEDIA TOOLKIT

Social media serves as a creative outlet that fosters community and connection. **#TeamWorks** is an opportunity for your brand and employees to participate in a real-time digital movement centered on finding common ground.

From inviting your employees to share their experiences of inclusion on their personal social accounts to showcasing stories on your company's handles/internal communications, finding unique ways to celebrate moments of cross-collaboration and teamwork is at the core of the campaign.

To participate in the **#TeamWorks** movement, encourage employees to take photos or videos during an act of **kindness**, **welcoming**, or **inclusion**, and share on social media using **#TeamWorks**. Challenge your employees to tag five colleagues and inspire them to join the movement. Repost **#TeamWorks** stories to bolster participation across departments, companies, and borders.

SAMPLE SOCIAL COPY

PRE-LAUNCH | Aug. 30 - Sept. 12 - Drive buzz and awareness

- We're joining @Upwardly_Global, @KindnessFactory, and @WelcomingUSA from Sept 13 - 22 to show how diversity on our #TeamWorks! Tag your team! [\(Link to campaign\)](#)
- We > Me. Let's show the world how our #TeamWorks Sept 13 - 22! [\(Link to campaign\)](#)
- Smells like team spirit! Join us and @Upwardly_Global, @KindnessFactory, and @WelcomingUSA in celebrating #TeamWorks Sept 13 - 22. Tag your team and co-workers! [\(Link to campaign\)](#)
- Diversity is the backbone of our org! That's why we're joining @Upwardly_Global, @KindnessFactory, and @WelcomingUSA from Sept 13 - 22 #TeamWorks [\(Link to campaign\)](#)
- We're joining @Upwardly_Global, @KindnessFactory, and @WelcomingUSA in challenging you to celebrate #TeamWorks Sept 13 - 22. [\(Link to campaign\)](#)

LAUNCH DAY | Sept. 13 - Let's do this! In each post, link to campaign (or use this copy with a reposted employee post).

- Everyone has a story. Find out how our #TeamWorks better when there's trust involved. Show us what you got. Let's show everyone that diversity = #TeamWorks. Tag your team - the more, the merrier!
- How will you celebrate #TeamWorks? Join the movement and find an event near you: [\(Insert link to events - if applicable\)](#)
- It's time to show the world how our #TeamWorks!
- Three is a crowd, but more is a party! What does your team stand for? [#TeamWorks](#)

THROUGHOUT CAMPAIGN | Sept. 12 - 22 and beyond - Keep the (team) spirit alive! In each post, link to campaign (or use this copy with a reposted employee post).

- #TeamWorks is about diversity and celebrating our differences. Introduce yourself to new co-workers today and hear their stories 🍷
- Our community is stronger together. Join the inclusion movement and show the world how our #TeamWorks! 💪👏
- If you got it, flaunt it—and we've got it! Our #TeamWorks because inclusivity is a priority. 🍷
- How can you prove that your #TeamWorks? Tag your team to share their stories.
- Food's better together. Eat lunch with someone new today. [#TeamWorks](#)

FOR YOUR EMPLOYEES:

- Came together with my **#workfam** to celebrate inclusion and show everyone how our **#TeamWorks** at **@Companyname**
 - Proud to be a part of a company that celebrates diversity and brings people together **#TeamWorks** Love working with (Tag coworkers)
 - **#TeamWorks** makes the dream work 😊
 - Took some time to give back to the community today with my dream team 🥰**#TeamWorks** Shoutout to (Tag coworkers)
 - Proud of this crew! Our **#TeamWorks** because we make inclusivity a priority 🍷
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EVENTS INSPIRATION

SHOW HOW YOUR #TEAMWORKS DURING WELCOMING WEEK!

Welcoming Week takes place **September 13-22, 2019**.

Welcoming Week is part of **Welcoming America's** efforts to build communities where both newcomers and long-time residents come together to build strong connections. In 2018, there were over 2,000 Welcoming Week events in 400 communities, with more than 80,000 people participating.

Celebrate Welcoming Week at work by launching a **#TeamWorks** campaign. Here are some tips to get you started - both on social media and in real life:

- **Send out an internal email** explaining **#TeamWorks** and get employees to start thinking about how they want to participate.
- **Make an announcement** on your social media channels to let your followers know that your company is participating in this **#TeamWorks** campaign.

- **Host an all-staff meeting** or team meal where you reaffirm your commitment to diversity, equity, connections and inclusion.
- **Model the way** by encouraging company leadership to engage small acts of welcoming, kindness, and inclusion detailed in this guide.
- **Invite employees** to take over your company's social handle for the day to tell their own stories of inclusion, and encourage others to do the same.
- **Plan a potluck** in your office and encourage your employees to bring dishes that represent their heritage, and share photos/videos and recipes on your social handles.
- **Coordinate a volunteer project** or sport event with colleagues that will allow people from diverse backgrounds to meet and interact.
- **Create a friendly contest** among your organization's affinity groups, ERG (Employee Resource Groups) or teams to log the most examples of kindness, welcoming and inclusion during Welcoming Week.
- **Host a Facebook Live** or an "In Real Life" Q&A with an engaging leader from your company and encourage employees to participate - seeing leadership being vulnerable makes others feel more comfortable to do the same.



Upwardly Global advances a vision of a nation where everyone - including immigrants, refugees, and asylees--can fully contribute their skills and ambitions to their workplaces and communities. To date, the organization has supported more than 6,000 newcomers in rebuilding lives and careers in the United States, and coached nearly 200 employer partners in building an inclusive, equitable workplaces that welcome all Americans.



Kindness Factory is on a mission to make the world a kinder place. The organization focuses on community, schools, and corporations. It also funds valuable research and insights into kindness and collaborates with like minded people and organisations who share our passion for kindness. To date, people globally have logged over 300,000 acts of kindness. Kindness Factory has been internationally recognised for its life changing initiative.



Welcoming America leads a growing international movement of people and institutions driving change in communities large and small, rural and urban, and across the political spectrum to support more inclusive, vibrant, and prosperous communities. In the U.S., nearly 200 members work in roughly 500 communities from Anchorage to Atlanta, from Dayton to Denver, and beyond. One in eight Americans lives in a community that is part of Welcoming America.