



GE APPLIANCES
a Haier company

GE APPLIANCES

How to Advocate for What You Need

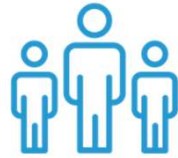
Moms in MFG

Alison Seward
Executive Director Manufacturing Quality
GE Appliances, a Haier Company





GE APPLIANCES
a Haier company



16,000
employees across
the globe



Contributing to
local economies in
46 states



Our appliances
are in **half of**
all U.S. homes

Haier
Smart Home



\$35 Billion
in revenue



104,000
employees



160 countries
and regions

Our 2021 Awards & Recognitions

2021 Great Place to Work Certification™



Achievers' 2021
50 Most Engaged
Workplaces



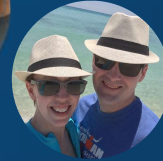
Best Places to Work
by Corporate
Equality Index 2021



Seramount's 2021 Best
Companies for
Multicultural Women



My history of advocacy



2022

2001



Noun
/'advəkət/

**A person who
upholds or
defends a
cause**



ad·vo·cate

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Verb
/'advə,kāt/

**To support or
argue for**



Advocacy Matters



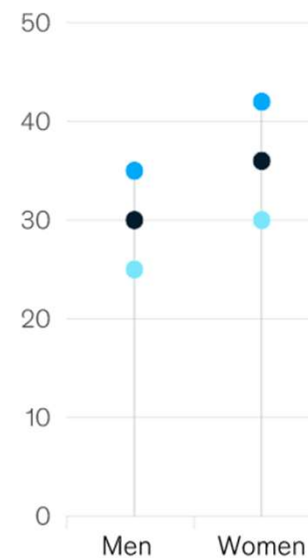
Burnout is on the rise

Women are even more burned out now than they were a year ago, and the gap in burnout between women and men has almost doubled.

In the past year, one in three women has considered leaving the workforce or downshifting their career.

Respondents experiencing burnout or exhaustion, by gender,¹ %

● Burned out ● Chronically stressed ● Exhausted



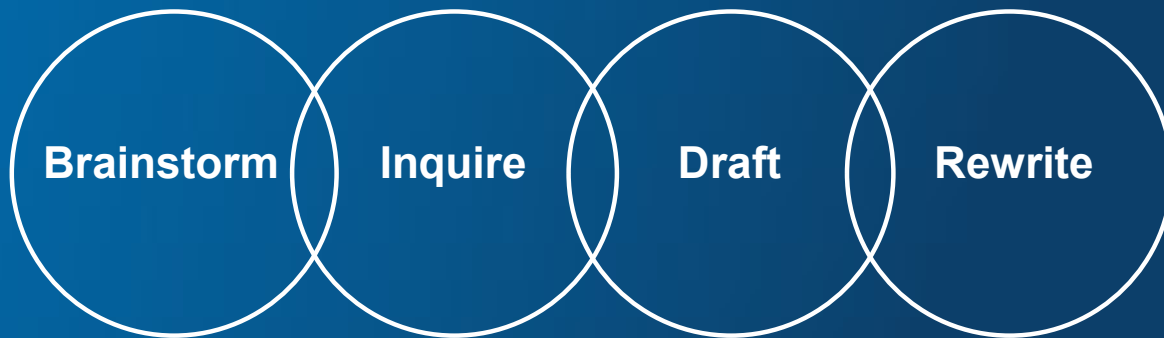
¹Question: In the last few months, which of the following have you felt consistently at work?
Source: *Women in the Workplace 2021*, LeanIn.Org and McKinsey, 2021

Advocacy real talk.



Create Your Personal Purpose Statement

- Defines who you are and reflects your values
- Provides guidance and clarity on decisions and life direction
- Should be 1-2 sentences and in 'your language'
- Use present tense



Assess alignment of reality to your purpose. How does it measure up?

- Be honest in assessing all areas of your life including: Home, Community, Work
- Check for alignment to your purpose, be specific and cite examples
- Collect your thoughts in 2 columns (aligned vs. not aligned)



Reflect on your conditions



Aligned

- Celebrate alignment!
- Interrogate each area on 'why' you've been able to achieve alignment
 - Is it me?
 - Is it us?
 - Is it them?
- Use these learnings as you look at the next column



Not Aligned

- Don't 'judge' it, resist placing blame
- Interrogate each area on 'how' you can move towards alignment
 - Is it me?
 - Is it us?
 - Is it them?

Me – Us – Them



Reflect...is it me?

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Can you make a different choice with your time?

- Look for the waste in your schedule

Have you overextended yourself?

- 'No' is a complete sentence

Are your standards too high?

- Letting go can be powerful for your mindset

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Reflect...Is it us?

- Identify the people that are in your corner at home, in your community and at work
- Leverage them for support, trade-offs and encouragement
- Don't be afraid to ask for help!



Reflect...Is it Them?

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Look at the policies and benefits that exist

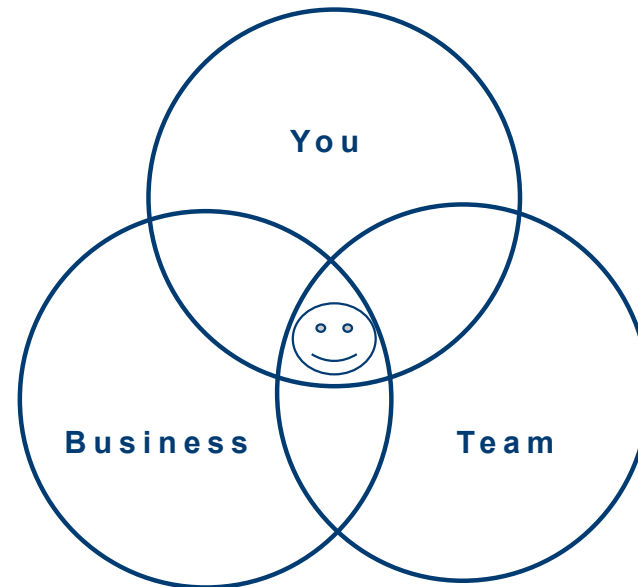
- Are you utilizing them?

Identify who is needed for a candid conversation

- Involve an 'us' if appropriate

Be fair and realistic in your assessment

- Letting go can be powerful for your mindset



Now it's time to Experiment.

Be prepared for bullseyes and complete misses.

Tips to increase success:

- Document the experiment
- Be specific
- Make it measurable, what does success look like
- Time established for reassessment
- Candid conversation, open for adjustment



Advocate for What You Need

**Create your
personal
purpose
statement**

**Assess
alignment of
reality to
your purpose**

**Reflect on
your
conditions to
understand
'how'**

**Experiment
with ways to
improve
alignment**

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Questions?

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My challenge for you...

- Create your personal purpose statement and share it with someone
- Work through alignment, reflection and identify at least 1 experiment to run
- Let me know how it goes!

