

Western Digital®

Lives First, Livelihood Later

Unprecedented times call for innovative and creative approaches. The priority is constantly being in tune with how employees are feeling. Western Digital has spearheaded its employee wellness strategy basis of trust and empathy, driven by strong leadership communication. Find out how

RAPID ROUNDUP

- Instilled values of Think Big, Make it happen and Do it Together that resulted in innovative ways of working & collaboration.
- Communication has to be transparent, rhythmic, and cater to specific cohorts when required.

Multi-Channel Communication: The pandemic has made listening vital and crucial, else defined boundaries of personal and professional blur significantly. Critical to understand and empathize with the employees and their contexts. Channels of communication also need to be segmented. Eg. – for new hires & their on-boarding, women and their special needs, middle managers - their challenges on balancing demanding work deliverables and understanding the difficulties faced by remote teams.

Increased Use of Technology: Virtual meetings with increased frequency vis-à-vis traditional forms of face-to-face meetings. Mobile-based apps increased outreach, Webex and MS Teams, higher use of video than audio to ensure personal connect. The intranet has dedicated space & viable mediums for chat, sharing content, and helps access best practices globally.

Think Global and Act Local: Executive Leaders from headquarters and country management are role modeling and inspiring employees. Regions were empowered to act locally and with legal compliance, increasing the speed of decision making.

License to Go Personal: The India Team launched India Talkies: An Original Series, a virtual forum where leaders connect and share tips, learnings & anecdotes.

Communication Rhythm

- Mondays - Crisis Management Team and India Leadership Team meet and discuss steps for the week ahead.
- Thursdays - Communication around Covid 19 updates, Return to Site status, etc.
- Fridays - Communication around Wellness themes of Physical and Psychological Fitness, Education about

topics such as Insurance coverage.

- Monthly - Ask Me Anything sessions are held with the Country Management team and it is open to all employees and contingent teams.
- Straight Talk with Managers - Sessions with Country Head are held each month and all people managers are invited.
- Other monthly straight talks are held with new hires, new college graduates, and other groups.
- Seat at the Table - Sessions with Country Head are held each month and all Women professionals are invited to share their inputs.

Peer-to-Peer Communication: This includes Social hours, team level AMA and online events like India innovation bazaar, Patent Day Online.

Handling Difficult Conversations: Managers are sensitized to active listening and adopt a people-first approach. Ensuring personal connects without being intrusive during virtual calls. Being consciously open to re-skilling, attending online courseware, and being open and agile has kept our managers ahead and employees engaged.

