Asian Pacific American Heritage Month

Virtual Event

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Starbucks
My I&D Journey

- Born in South Korea; adopted by American family
- Worked on Asia Pacific regional brand team
- Began master’s program in Public Affairs / Social Policy
- Joined Starbucks Inclusion & Diversity team
- Member of Asian Business Council
- First trip back to Korea since my adoption
- Joined leadership team of Pan-Asian Partner Network
Using diverse narratives and storytelling to create a more inclusive company
Storytelling traditions in Asian cultures go back thousands of years.

Korean folktales
However, Asian American & Pacific Islander stories often go **untold**; or are told **about us** rather than by **us**.
We are starting to see some progress in AAPI representation & authentic storytelling
At Starbucks, we say we are a **people company** serving coffee... and central to this is the belief that **every person has a story**

[https://stories.starbucks.com/](https://stories.starbucks.com/)
Our Mission & Values are deeply embedded in our culture

OUR MISSION

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

OUR VALUES

With our partners, our coffee and our customers at our core, we live these values:

• Creating a culture of warmth and belonging, where everyone is welcome.
• Delivering our very best in all we do, holding ourselves accountable for results.
• Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
• Being present, connecting with transparency, dignity and respect.

We are performance driven, through the lens of humanity.
How do we ensure that we live up to our Mission & Values for ALL partners - that we honor and celebrate our differences and ensure all partners can share their story?
Our Partner Networks play a key role

VISION:
All partners feel connected to something bigger, together

MISSION:
To create moments of connection that promote diversity, foster inclusion, and contribute to the success of our partners and our business

PRINCIPLES:
• Partner Networks support our commitment to Inclusion & Diversity
• All Partner Network activities are aligned with Starbucks’ Mission & Values
• All partners can participate in all networks
At Starbucks, we have 10 Partner Networks:

- **Black Partner Network**: Share the heritage of the African diaspora to develop partners, advise our business and enrich Starbucks contribution to our customers and communities.
- **PAN-ASIAN PARTNER NETWORK**: Foster meaningful connections and elevate the impact of Pan-Asian partners and allies within Starbucks and the community.
- **Disability Advocacy Network**: Foster a community of awareness, inclusion, and accessibility for partners with apparent and non-apparent disabilities.
- **PRIDE ALLIANCE**: Positioning Starbucks as the LGBTQ inclusion leader for Partners and Customers.
- **HORA DEL CAFÉ**: Celebrates the Latino culture, develops partners and positively impacts our customers and communities.
- **Welcome, engage, and empower Starbucks veteran, military spouse, and advocate partners in cultivating a strong community that embraces veterans in the workplace and enriches the Starbucks experience**.
- **ARMED FORCES NETWORK**
- **India Partner Network**: Develops a global community contributing to the growth of the India market, celebrates Indian culture and supports the growth of partners from the region.
- **Women’s Impact Network**: Ignite the power of women to make an impact through partners, allies and community.
- **To welcome, empower, and advocate for refugee partners and allies while strengthening & enriching their global Starbucks experience**.
The Pan-Asian Partner Network has created opportunities for AAPI partners to share their stories, highlighting the diversity within the AAPI community.
Subtly Asian

An internal conversation series for partners to connect & engage with intercultural Starbucks leaders in a relaxed & intimate setting. In each session, 1-2 guest speakers will join us for conversations around topics about the subtle traits that our AAPI community shares.

What does being Asian mean to you?

Tiger Mom – a Cultural Influence

So... What Are You?
Prompt: Pan-Asian Partner Network members - we want to hear from you! Throughout **Asian American & Pacific Islander Heritage Month**, we encourage to share your stories and reflections on history, traditions, culture and identity.
Asian American Pacific Islander Heritage Month on Starbucks Stories & Social Media


Instagram: @starbucks, @starbucks.stories, @starbuckspartners
Initial Results

23 partner posts
739 likes/loves

@starbucks: 48,788 likes
@starbuckspartners: 5,236 likes
@starbucks.stories: 596 likes

More important than ever to celebrate heritage
Love these stories!
I love your story, thank you for sharing!
Asian pride my brothers and sisters
YESSS REPPING ASIAN AMERICANS EVERYWHERE
I SEE YOU!
Beautifully said

Amazing stories!
So excited and proud to see your spirit celebrated!