



Be yourself, change the world.

GenerationNOW ↗

This interactive document provides an overview of GenerationNOW's accomplishments for 2018 and goals for 2019+.

The document begins with a summary page that serves as a high level overview, followed by a page for each of the four focus areas:

- Culture of Inclusion
- Talent Acquisition, Onboarding & Development
- Insights/Marketplace
- Community Impact

Click on the ↗ to navigate throughout the document.

Click on the ⊕ to view information that resides outside of the document (e.g. websites, videos, etc.).

2018 Accomplishments

③ Culture of Inclusion

GenNOW, with its focus on skills development across generations to future proof Johnson & Johnson, provides a unique platform to bring inclusion to life. In 2018, we brought together various locations via monthly US lead calls, with the goal of coming together to share best practices, gain/give advice, and share events with each other in order to create a foundational community of global GenNOW collaborators.

③ Insights/Marketplace

GenNOW's composition provides a diverse point of view and ready database of rich insights; cutting across age-based, gender, or ethnic differences. In 2018, GenNOW focused on bringing this innovative thinking to areas such as the Johnson's Baby™ relaunch, where we provided the perspective of millennial moms to the proposed marketing campaign.

③ Talent Acquisition, Onboarding & Development

Based on 2016 enterprise survey results that showed talent as top of mind for young professionals, learning new skills as primary motivator, and career advancement as #1 factor for staying, GenerationNOW (GenNOW) refocused on topics such as personal brand and career navigation and experimented with new talent formats and collaborations.

③ Community Impact

Social impact continues to be a top motivator for young professionals and a focus for GenNOW. We hosted events that connected our young professionals to each other and the communities we serve, including back pack drives, holiday food drives, and a patient experience, "Dining in the Dark" which raised funds and awareness of the visually impaired.

Mission

We exist to provide members with the inspiration and skills to build their future at J&J.

This dynamic community allows us to not only bring Our Credo to life, but grow the next generation of Johnson & Johnson leaders as they chart their career trajectory.

2019+ Goals

- Creating and recruiting a global steering committee to ensure global connectivity
- Continue globalizing the ERG to the regions, supporting these new chapters and ensuring succession planning for established sites
- Support current GenNOW leadership through best practice sharing and regular connections

Culture of Inclusion

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From “millennials” to GenerationNOW

Removed the association with one specific generation broadened the appeal to anyone interested in helping the “current” generation succeed at J&J, whether they are millennials or Gen Z. This automatically includes additional segments to ensure we model the D&I “You Belong” strategy.



Rebranding kick-off event

4,000 employees participated in the event



“It is critical to include these regional perspectives to meet the needs of the GenNOW employees and multi-generational teams at Johnson & Johnson.”

“Humans of Skillman” Yammer page



#HumansofSkillman movement is similar to Humans of New York, with a goal to promote a place for the #HumansOfJNJ to be authentic, be their true selves, and share their stories. This movement gives us all the opportunity to connect with people on a deeper level and find those who may have similar stories or perspectives to our own.



“It was a walk of inspiration to embrace every unique, very personal, human story shared - leaving me humbled to be around such courageous, authentic, powerhouse #humansofskillman”.

[Click here to visit the Humans of New York Website](#) ⊕

Globalized in 2018

GenNOW presence in APAC




Talent Acquisition, Onboarding & Development

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Reverse mentoring from Janssen

Janssen created a reverse mentoring program that paired young in career associates with mid-to-senior employees. From a pilot of 20 pairs, the program now has 40 pairs of mentors and mentees. In addition to allowing generations to learn from one another, this program has also facilitated cross-functional moves.

 **80 people**
40 pairs of mentors and mentees

“One of the biggest misconceptions is that millennials are all about technology, but we have much more to bring to the table...”

Understanding the millennial mindset

In partnership with HR, Ethicon’s GenNOW team designed a development cohort, connecting high potential Ethicon talent with the Ethicon Leadership Team over lunch.

- ① GenNOW steering committee members interviewed senior leaders to share value and pitch ideas
- ② Each high-potential was nominated by a Leadership Team member
- ③ 25-30 high potentials met with Leadership Team
- ④ Delivered 3 TEDx style talks
- ⑤ Created talent profile and goal book to help familiarize Leadership Team with the high-potentials
- ⑥ GenNOW partnered with the Learning & Development team to provide a roadmap of resources

We asked, we listened, we reacted:

 **Enterprise survey with 13,000 global respondents**

Why I choose to stay at J&J:

#1 Career advancement 

My most memorable experience in the past year:

#2 Exposure to senior leadership 

InnovateNOW

Recognizing the need to create cross-sector connections, and to allow employees to see the latest technologies and unmet patient needs, Somerville GenNOW partnered with Somerville Ethicon Product Management to create the InnovateNOW half-day technology showcase.

Inspired by the Consumer Electronics Show, InnovateNOW leveraged videos, posters, and prototypes to inspire associates to be more collaborative and innovative, and drive cross-pollination.

It concluded with a cross-sector panel that spoke to the J&J Purpose: *We blend, Heart, Science and Ingenuity to profoundly change the trajectory of health for humanity*, while highlighting patient-centric insights.

[Click here to check out the digital playbook on STREAM](#) ⊕

Q:

How can someone who isn't involved in the technical R&D world gain more knowledge or learn more about what is currently going on?

A:

We need to start engaging with each other differently, we need to break down those silos and stop putting barriers up.

“I felt inspired and energized by this event.”

“I learned about initiatives I never knew existed: JLABS, CSATS.”



Drawing insights from our internal employee base

Moms from Johnson & Johnson acted as a focus group for Johnson's Baby™ prior to their brand relaunch. Each mom shared her reaction to the relaunch, including various aspects of the campaign such as the commercial storyboards and copy.

“I felt I could share my concerns with the brand firsthand and educate myself on the changes the brand had made.”

“For the first time, the brand was asking internal moms what they thought. Consumers want to be heard. J&J Baby allowed us moms to voice our thoughts.”

30

millennial moms

Representation on the Cross ERG Diversity in Clinical Trial Think Tank (CEDTT) Team

Horsham & Titusville are actively involved in ensuring their clinical trial sites represent diverse populations.

Participation in the pilot consists of 6 ERGs including AALC, AMENA, ASIA, HOLA, and SAPNA with two members per/ERG.

Community Impact

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Vision Care's Dining in the Dark

Jacksonville and Santa Ana hosted “Dining in the Dark” dinners, which challenge guests to navigate a meal without sight by having them wear light-blocking masks to simulate blindness.

This allows guests to experience firsthand the challenges that the blind and visually impaired community are faced with.

100+
attendees

“Great experience. Super important for us to understand how low vision people experience the world.”

\$9,000
raised

“The event was very focused on the purpose, and every aspect of the evening truly centered around blindness. I loved that it was never an afterthought.”



Community outreach

GenNOW US teams coordinated to host a variety of community events in October:

- Collection drives
- Operation Smile
- Habitat for Humanity Projects
- Dress for Success clothing drive (in partnership with SAPNA, WLI, and O&O)

We asked, we listened, we reacted:



**Enterprise survey with
13,000 global respondents**

Why I choose to stay at J&J:

**#2 Meaningful
work**



**#5 Workplace
culture and values**

