

Comcast Leads the Way for Workplace Equity With TONE Networks

Goal: Increase the Representation of Women to 50% at All Levels

Recognizing that diversifying their workplace alone wasn't enough, Comcast is focusing their efforts to ensure the right initiatives are in place to support and develop their employees by introducing programs that embrace an inclusive team and culture. To execute their DE&I strategy, it's leadership committed to provide ongoing coaching and mentoring resources to their women at all levels of the company.

TONE Networks is a key piece of Comcast's Diversity, Equity and Inclusion strategy. With TONE, we provide our leaders and colleagues with relevant content, resources and unique opportunities for them to connect.

Loren Hudson
Senior VP & Chief Diversity Officer
Comcast Cable



Strategy: Provide Women and Allies with Access to TONE's Continuous Mentoring and Micro-Coaching Content and Events

To engage and support their next generation of leaders, Comcast launched a partnership with TONE Networks to provide women and allies from their Women's Network ERG with personal and professional development in the form of on-demand access to bite-sized, expert-led videos and virtual, livestream coaching sessions. Live-coaching watch parties among ERG members builds community, connection and an increased sense of belonging and engagement.

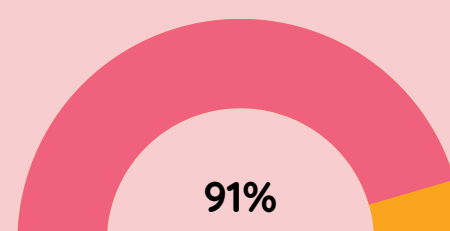
In 2023, TONE will produce three custom live coaching events for Comcast, kicking-off the year with *The Power of Feedback*.

I LOVE this tool. The brief videos help me take five minutes for myself to feel re-motivated.

Comcast Employee

Results: Increased Engagement

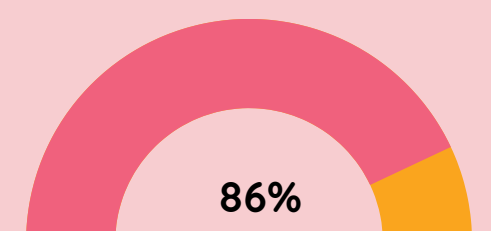
Together, we launched new engagement initiatives such as live-coaching watch parties and sending pre-event calendar invites which yielded higher attendance and a more than **13% membership growth**.



Watched over 90% of a video

Hours of livestream coaching

1,867



Videos receiving 3 or 4 star rating

Ready to make strides towards gender equity in the workplace?
Email hannah@tonenetworks.com to schedule a demo today!