

Reads CGweb main feed & Publisher articles

**Alex
Brown**

**Gary
Clemens**

Culturally engaged
(feels connected to the
community within Capital)

Culturally disengaged
(does not feel connected to the
community within Capital)

**Diane
Baker**

**Brenda
Smith**

Does not read CGweb main
and Publisher articles

Alex Brown - Culturally engaged
and reads CGweb:

Alex Brown works in a department
involved in the creation of CGweb
articles, and is therefore invested in
the content

Gary Clemens - Culturally disengaged
and reads CGweb:

Gary is not invested in
Capital's culture, but finds downtime
in his work and reads articles for
entertainment, he especially likes
seeing the associates he works with
mentioned in the articles occasionally.

Diane Baker - Culturally engaged
and does not read CGweb:

Diane is engaged in Capital's culture
through Capital Communities, and
giving Kudos to other associates, but
she has a very busy and demanding
job, and is unable to consistently keep
up with the daily articles.

Brenda Smith - Culturally disengaged
and does not read CGweb:

Brenda feels like she spends enough
time at work, and does not want to
invest time engaging in the culture at
Capital, which to her includes staying
up to date on CGweb articles. She
loves her job, but doesn't care about
the extras.



Diane Baker - Culturally engaged and does not read CGweb

Diane Baker has been with Capital Group for the last 15 years, she recently got promoted to a management position and is very excited for this new chapter.

She has seen the culture change for the better at Capital Group, with Capital Communities being introduced within the last 6 years. She considers herself a human rights activist and jumped on the chance to join several communities, including CG Pride as an ally, and Capital Associates of African Descent (CAAD).

While she enjoys the inclusive culture at Capital Group via Communities, her work keeps her too busy to really get to experience the full scope of Pride and CAAD's offerings. She rarely has time to do things like attend events and go to Community meetups, however, she would love to be more involved.

She feels that she should be able to take time to attend events, especially now that she is a role model for others due to her recent promotion. Perhaps it can be a teambuilding exercise.

Occasionally, she is able to do a quick view of the Publisher, because unlike the CGweb main feed, these are "quick hits". The content is concise and really only meant to inform associates.

She wishes there were a way to be more involved with human rights activism through initiatives at work, and that she had time to find and attend events related to this.

She not only wants to do this for herself, but she wants to help associates around her to pursue their desire to help others and be more inclusive.

Brenda is a driven, hard working associate who is interested in career advancement and helping others by being a role model and by being actively involved in the Capital's culture.



Brenda Smith - Culturally disengaged and does not read CGweb

Brenda Smith has been working for Capital Group 20 years, she switched positions about 15 years ago, and has been working with the same team ever since. She has a lot of interests outside of work. For instance, she loves pets and animals, and she loves creating art. She is an avid photographer and painter.

Brenda loves her job and her team, she tries to do her best work everyday, but she doesn't really have any desire to engage with Capital's culture outside of doing her daily tasks. She feels doing anything extra like joining a Community or getting involved in other events would take away from her time painting, doing photography, and other interests that make her happy outside of work. Her time outside of work is very important to her.

She would potentially join a community or attend events, but only if it were during work at a time where she was not busy. She would be interested in joining CG Arts or CG Pets, to see events, but not really to take an active role in the Community.

Occasionally she scans the Publisher section of CGweb to see if there are any news updates about her particular office, such as street closures, etc, and she might also look at Community events if a headline catches her eye. Being an artistic, visual person, it's hard for her to gauge which headlines are worth reading, because there are no pictures.

Overall, Brenda is a motivated, passionate person, but her passions lie outside of work, she is not really looking for career advancement, or to engage more strongly with Capital's culture, she values her work/life balance and would like to keep it that way.