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**STAR Awards**

2023

2023 TSIA STAR Awards  
Featured Application

## OVERVIEW:

Gigamon is deeply committed to representing and reflecting the unique experiences, perspectives and viewpoints of our employees, partners, and customers. As part of our commitment to Diversity, Equity, and Inclusion, we will **SHINE**:

**Strive** to be champions of external programs focused on DEI through our Gigamon Giving, and community programs.

**Hold** ourselves accountable when we fall short and continue to seek ways to learn and grow our understanding.

**Identify** growth opportunities grounded in Diversity Equity & Inclusion.

**Nurture** a culture of belonging through our One Gigamon belief to unleash the potential of a brilliant mix of people across the globe.

**Expand** our talent pools through focused diversity recruiting efforts to enable innovation.

**CHALLENGE:** Emerging from the aftermath of the Covid pandemic, like many tech companies, we face the task of reestablishing meaningful connections with our colleagues, partners, and customers, restoring the human touch to our day-to-day operations. Our objectives include:

- Engaging employees to make engaged customers.
- Building trust with our customer base.
- Making business human again.

To accomplish these goals, we initiated targeted DEI programs to promote a diverse, equitable, and inclusive work environment.

**DEI PROGRAMS – BACKGROUND:** Following my TSIA World Interact presentation titled "Learn to Be Inclusive When You Thought You Already Were" in Orlando 2022, I realized that this was merely the beginning of my role in the Gigamon DEI journey. Encouraged by the feedback received from my TSIA colleagues, I recognized the importance of mutual learning and support on this path. To that end, I partnered with the Gigamon Director of DEI programs and my peers and utilized a wealth of TSIA research, blogs, and conference presentations to put my passion into action. **Tip:** Be sure to watch real Gigamon employees share their experiences.

## WHAT WE DID:

### Recruitment and Hiring:

- Built career paths for early-in-career roles to principal success lead/people manager positions.
- Promoted growth tracks, including vertical, lateral, and scaffold paths, encompassing technical, sales, project management, business development, etc.
- Made a commitment to address biases and moved away from hiring requirements tied to socioeconomic status (SES), replacing "Nice-to-Haves" with Requirements in job descriptions. This approach prioritized trailblazing Customer Success recruitment and hiring, free from SES biases, and emphasized crucial customer success skills such as active listening, customer obsession, a passion for continuous learning and knowledge sharing, problem-solving abilities, and empathy. Technical skills were regarded as trainable on the job. [Hear from a Hiring Manager who participated in this Recruitment and Hiring approach.](#)



**Outcomes:** [Watch Gigamon Employees share their own career growth experiences.](#)

Leveraging the career path matrix as a foundation and providing employees with the necessary skills for career growth, within just 10 months, 50% of these Associates have advanced to become full-fledged Customer Success Managers. This progression not only demonstrates their individual development but also created vacancies for recruiting a new cohort of entry-level associates this year, further expanding our team's capabilities.

### Workplace Culture:

- Launched *Inclusive Language Initiative* with ~50 employee members.
- Created Inclusive Language guide, addressing egregious technology terms.
- Published "[How is Gigamon Contributing to Inclusive Language Standards](#)", inviting our readers to get actively involved in our pursuit of inclusive language, asking them to contact us if they encounter any non-inclusive language in our content.
- Broadcasted inaugural CultureCast Podcast, [Inclusive Language Edition](#), sparking a movement promoting awareness and importance of pronoun usage in fostering inclusivity, particularly in virtual work environments.
- Facilitated open inclusion discussions on building a sense of safety in a hybrid work environment and how adding pronouns to Zoom display names, LinkedIn profiles, and Slack profiles are a visible symbol of inclusivity.
- Gigamon Global Services pushed out an [inspiring dance video](#) during lockdown to raise morale company-wide.
- Established the *Voice of the Employee (VoE)* committee to address employee issues raised in employee engagement surveys and to ideate actions that will bring change and align with our values.

**Outcomes:** [Hear from VoE committee members about their role in driving changes in employee engagement.](#)



## Community Outreach:

- Launched Gigamon's #CultureClub slack channel for sharing, discussing, and celebrating global holidays, events, and traditions.
- Reignited the Network Resource Group (NRG), GigaWomen.
- Employee posted Neurodivergence on #CultureClub slack and CultureCast Podcast "[You're Not Broken, You're Just Beautifully Different...Don't Let Undiagnosed Neurodivergence Ruin Your Life.](#)"
- Blossomed into invitations for that employee to present at multiple InfoSec and Cyber Security conferences across the US, enabling him and his Gigamon story to make a broader impact in the fields of Cyber Security and Diversity. (Mental Health Hackers, BSidesNoVA, Texas Cyber Summit and Wild West Hackin' Fest, BSidesKC, Inc.)



- The **Chennai GigaWomen** partnered with NGO "**OneStepTrust**", collected food items, provisions, clothes, stationaries, and toiletries in a total of 9 carton boxes, and distributed to 57 needy families in remote villages in celebration of the harvest festival Pongal in India, January 2023.
- In May 2023, the **Santa Clara, CA GigaWomen & CultureClub** jointly ran a Dress for Success women's clothing drive for the San Jose chapter.

**Outcomes:**  [Watch #CultureClub ambassador, Brittney, talk about getting involved at Gigamon.](#)

The #Culture-club and #GigaWomen slack channels have successfully grown a combined membership of over 650 employees. These channels shed light on important DEI-

related issues that may often go unnoticed but are prevalent in our surroundings. Topics such as Neurodiversity, IDD Awareness, Pride Month, International Women's Day, Mental Health Awareness, Autism Acceptance, and Women's History Month, among others, foster engaging discussions and encourage employees from around the world to share their stories and photos.



Each topic generates a groundswell of support, motivating employees to contribute to charities supported by the program through both monetary donations and volunteer hours. Our global presence enables us to actively engage with local organizations in our respective communities, donating our time and making a difference. Through the Gigamon Giving program, recorded volunteer hours translate into donation dollars from Gigamon.

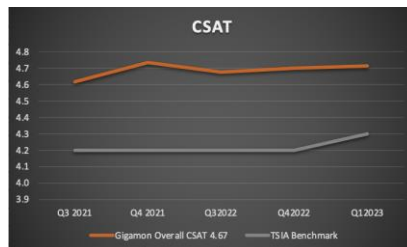


## Impact:

Gigamon earned Great Place to Work Certifications across the globe.

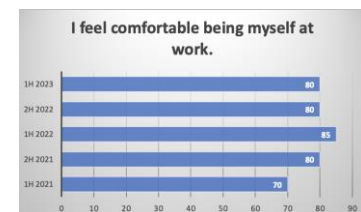
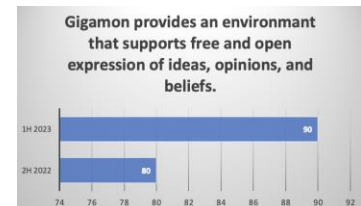


Our Engaged Employees are making Engaged Customers.



Gigamon CSAT scores remain higher than industry standards.

Employee Pulse surveys have shown that our employees feel supported, included, and comfortable being themselves.



## NEXT STEPS:

*If DEI programs continue to be defunded, how do we continue to build an inclusive, diverse community of employees and leaders that are innovative, empathetic, and human?*

- Clarify what's important, don't just share outrage.
- Demonstrate behaviors, don't rely on communications.
- Commit as a TSIA community member to participate in the DEI TSIA Exchange.
- Recruit DEI Ambassadors - TSIA Exchange Champions.
- Share our experiences, lessons learned, challenges faced, and realizations gained.
- Keep making progress on the initiatives started and embrace the innovators who join in.

We greatly benefit from the knowledge and experiences shared within our TSIA community of peers.

Large-scale transformation happens through small-scale successes. Our collective success relies on each other's contributions.

Let us personify diversity rather than merely advocate for it. We are in a state of change and diversion away from DEI programming and yet, we have so much more to do. So... let's make the business of technology services human again.



For more information, visit the  
*TSIA STAR Awards Winners Page*