



The Future is Asian **“Breaking through the Bamboo Ceiling”**

Improving the Progression of Asian Americans into Executive Ranks Proposal

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Agenda

Overview

Data Insights

Social Media Analysis

Strategic Recommendation

Questions

Overview

Current Situation

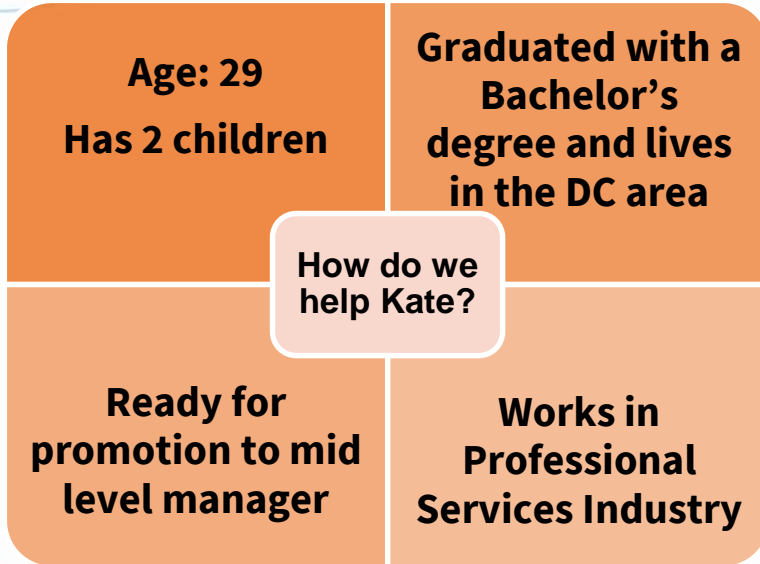
White men and women were twice as likely as Asians to become executives.

Asian Americans comprise of just 2% of executive officers and 2.6% of board members at Fortune 500 companies and only 5% nationally.

Asian American white-collar professionals are the least likely to be promoted from individual contributor roles to executives.

Data Source: Chin, Margaret M. "Asian Americans, Bamboo Ceilings, and Affirmative Action." *Contexts*, 30 July 2018, contexts.org/articles/Asian-Americans-bamboo-ceilings-and-affirmative-action/.

Hello, Meet Kate



Data Insights

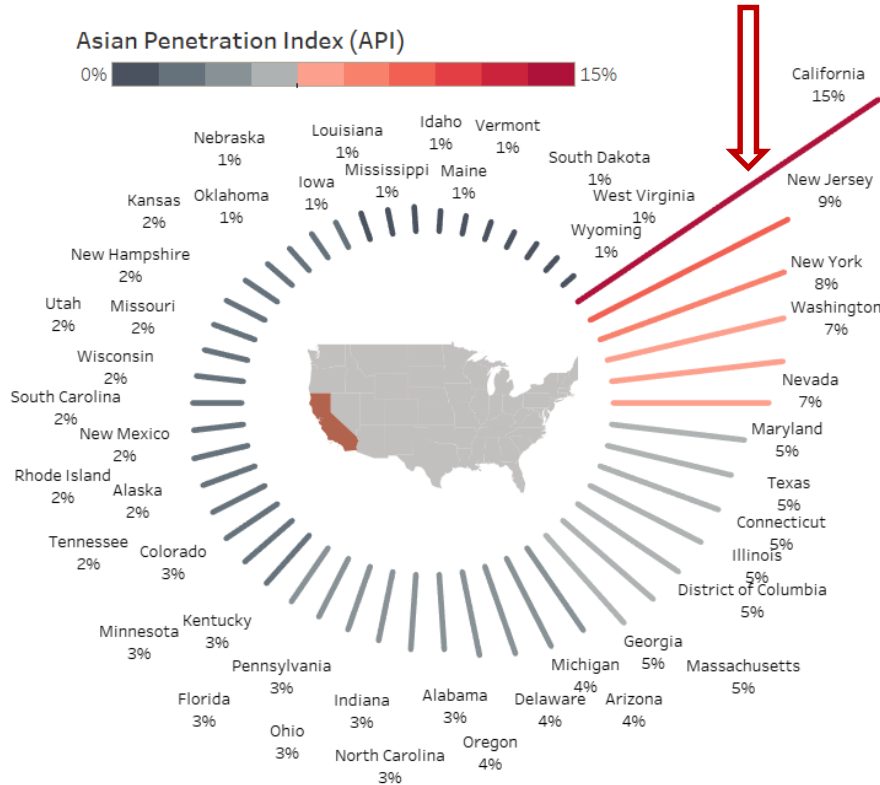
Common Misconceptions



“Asians lack social skills and therefore make them seem unfit for leadership.”

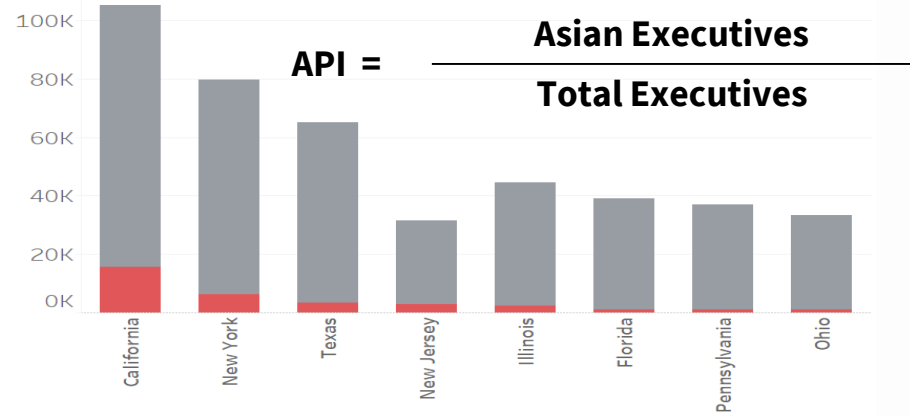
“Asian Americans are not considered an underrepresented minority.”

Insight #1- The California Illusion



California has **15,722 Asian Executives**, which is **15%** of the total number of executives in this state.

California seemingly has a large number of Asians executives, which drives up the national average. If we just look at California, the average person could think we are not under represented.



Recommendation #1- Change the Narrative



Classify Asian American Executives as underrepresented

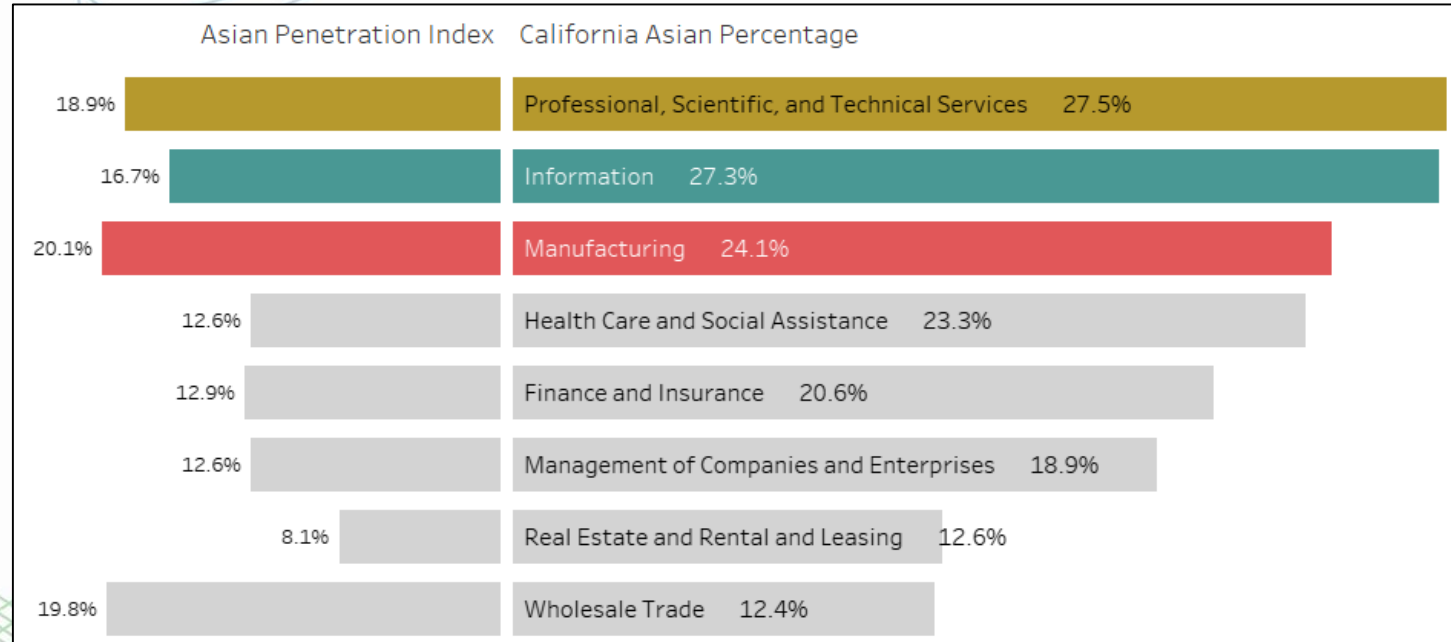


Change the priority and focus for D&I at companies



Educate others using an effective social media platform

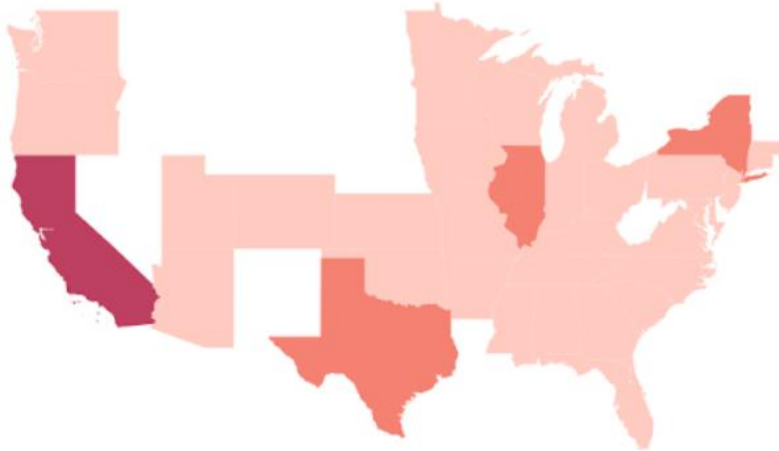
Insight #2- The Next Asian Frontier



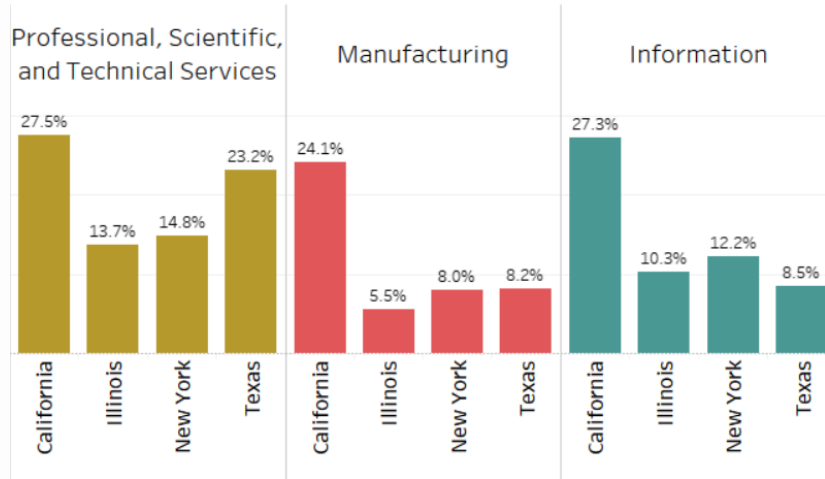
The NAICS 2017 definition is used with the newest release of the 2017 tables. For tables from 2012 through 2016, NAICS 2012 definitions were used. NAICS 2007 definitions were used for indicators and tables 2007 through 2011. More information on NAICS can be found at <https://www.census.gov/eos/www/naics/>.

Insight #2- The Next Asian Frontier

States with the highest level of executive opportunities in these industries.



Asian Percentage by Industry by State



There are **executive opportunities left untapped** in other states that align with industries Asians find **highly desirable**.

Recommendation #2- Seek New Opportunities



**Consider opportunities
in Illinois, New York or
Texas**

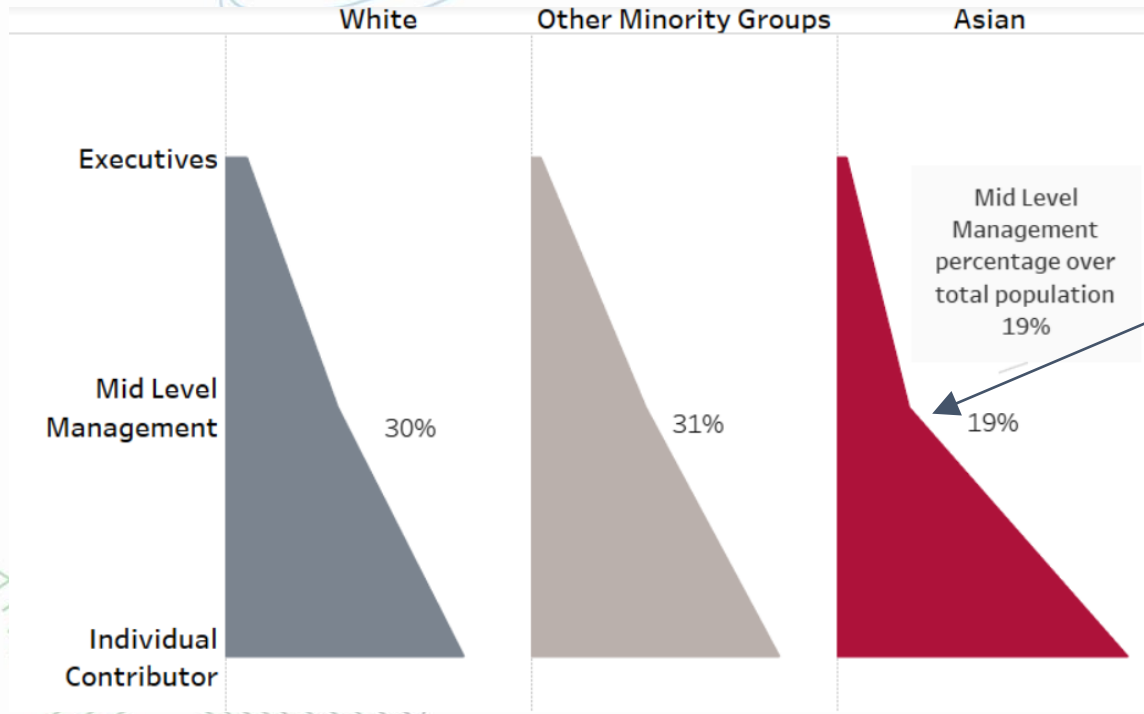


**Look into other
industries**



Personal Advocacy

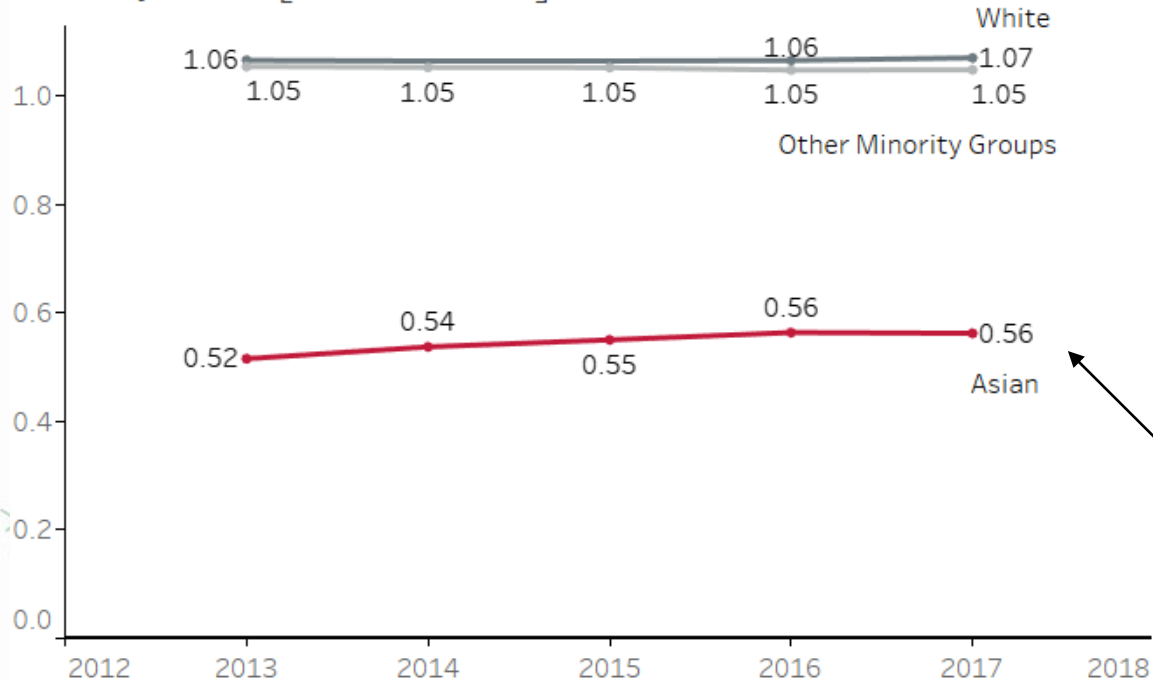
Insight #3- The Vanishing Pipeline



Compared to Whites and Other Minority groups, Asians have a **drop** at the **mid-management level**. A large percentage of Asians are staying at the individual contributor level.

Insight #3- The Vanishing Pipeline: National MPI

MPI by Race [2013 - 2017]

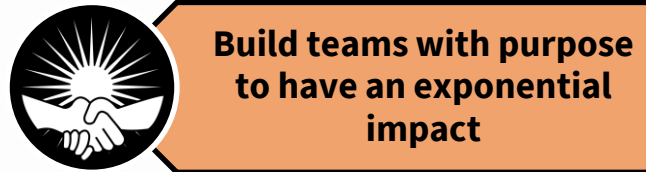


$$\text{MPI}^* = \frac{\text{Percentage of Managers}}{\text{Percentage of Individual Contributors}}$$

Comparing to other races, Asians **drop** a significant amount of the workforce moving from individual contributor to mid level management.

*MPI (the Management Parity Index): Buck Gee, Denis Peck: "the Illusion of Asian Success", pg 11

Recommendation #3- Mentorships & Training



Social Media Analysis

Influence Channels



E-mail

Usage

Promote
professional
communication

**Future
Outlook**

Long-term retention



Social Media

Increasing influence
on **cultural
awareness**

Promotes your
personal brand
quickly



**Online
Presence**

27% growth rate
projection for 2017
especially in target
markets

Become a second
educational platform



Word of Mouth

Strongest way to
**spread our
message**

Expansion of **global
presence**

Strategic Recommendation

Strategic Recommendation Recap

Change the Narrative



Mentorships & Trainings



Seek New Opportunities

Action Items

Change the Narrative

Seek New Opportunities

Mentorships & Trainings

Recommendations

- ❖ Classify Asian American executives as underrepresented
- ❖ Change the priority and focus for D&I at companies
- ❖ Effective social media platform

- ❖ Consider opportunities in Illinois, New York or Texas
- ❖ Look into other industries
- ❖ Personal Advocacy

- ❖ Strengthen leadership attributes
- ❖ Build teams with purpose to have an exponential impact
- ❖ Strengthen or develop Asian ERG's

Implementation Timeline - Kate's 2 Year Plan



Questions

Appendix

Slide Links

[Current Situation](#)

[Hello, Meet Kate](#)

[Common Misconceptions](#)

[Insight #1- The California Illusion](#)

[Recommendation #1- Change the Narrative](#)

[Insight #2- The Next Asian Frontier Bar Chart](#)

[Insight #2- The Next Asian Frontier Map](#)

[Recommendation #2- Seek New Opportunities](#)

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[Implementation Timeline](#)

Appendix Links

[Insight #3- The Vanishing Pipeline: National MPI](#)

[Insight #3- The Vanishing Pipeline: National MEPI](#)

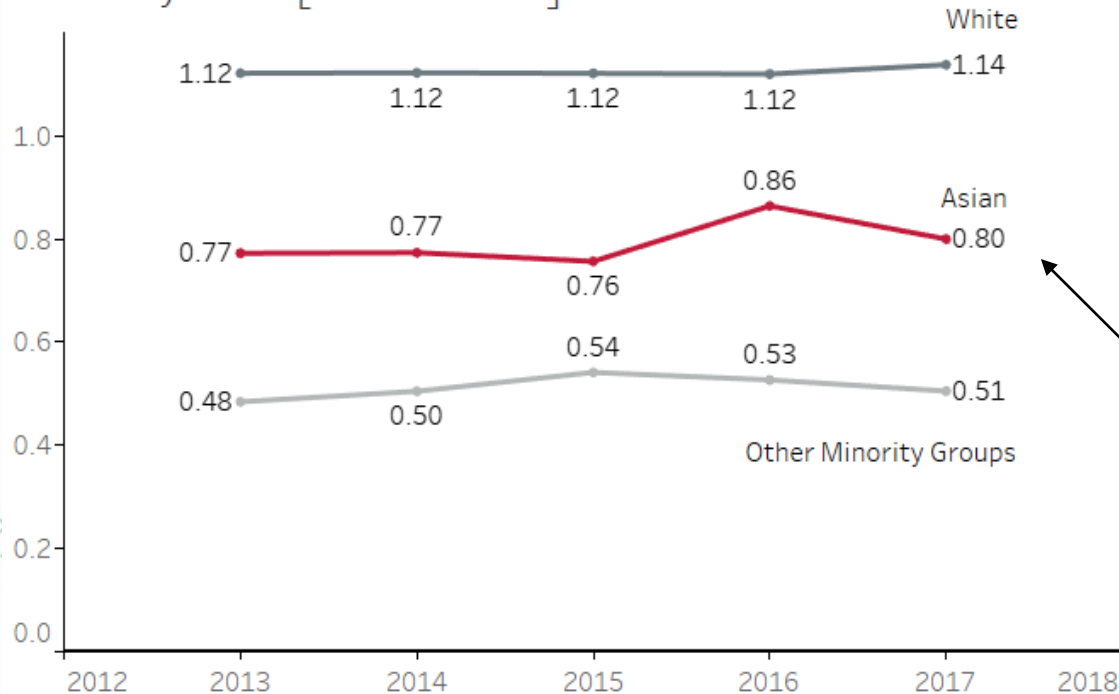
[Education Composition of the Workforce](#)

[Prototypes for Leaders](#)

[Workforce Classification](#)

Insight #3- The Vanishing Pipeline: National MEPI

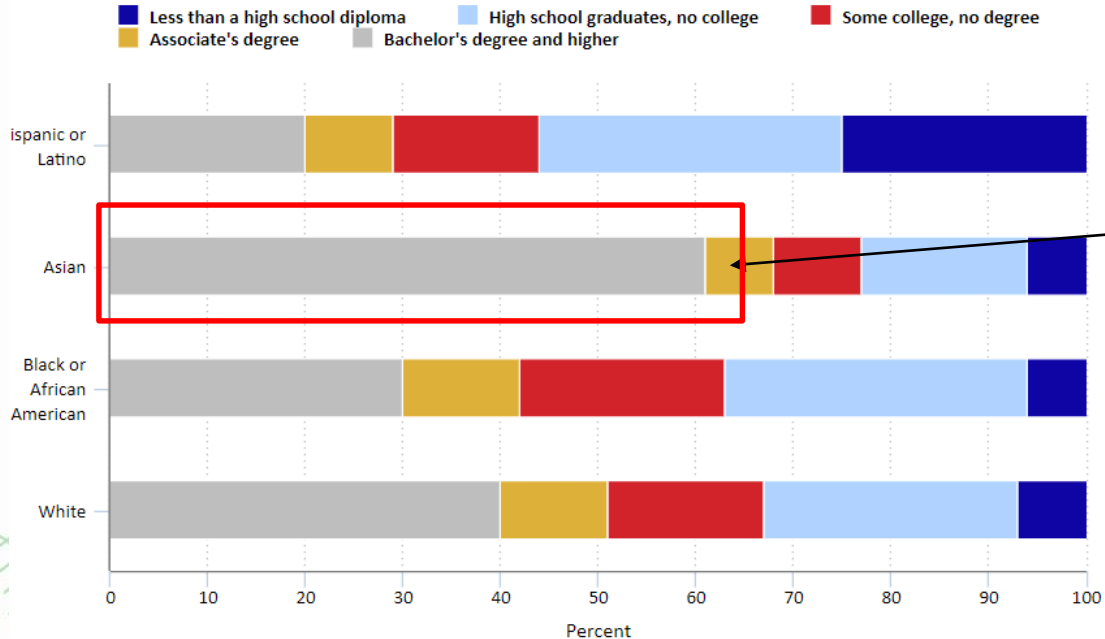
MEPI by Race [2013 - 2017]



$$\text{MEPI} = \frac{\text{Percentage of Executives}}{\text{Percentage of Managers}}$$

Asians continue to lose workforce moving from mid level management to executive level. However, comparing to other minority groups and the previous slide, the significant **drop in Asian mid level management** raises a larger concern.

Education Composition of the Workforce

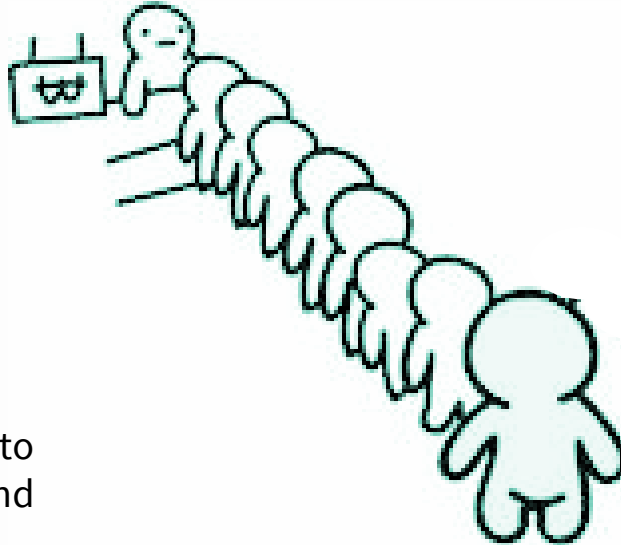


In 2017, Asians had more people in the workforce with a bachelor's degree or higher than any other race.

Prototypes for Leaders

EASTERN CULTURAL NORMS

- Encourage humility and deference to authority
- Eastern education is all about hard work and struggle
- Students are the beneficiaries. They submit to the authority of teachers and the method itself is far less interactive.



WESTERN CULTURAL NORMS

- Required to command authority and to promote themselves and their ideas
- Educational systems focus on the ideas of creativity
- Urged to think critically, to make inquiries and engage in fruitful debates with their instructors

Workforce Classification

Individual Contributors are defined as non-management jobs requiring “... bachelor and graduate degrees, and/or professional certification.”

We use the terms “Executives”, “Mid-Level Managers”, and “Individual Contributors” to refer to the three highest EEO-1 job categories.

Mid Level managers are generally defined as “Individuals who serve as managers, other than those who serve as Executive/Senior Level Officials and Managers”; this category is commonly referred to as middle management.

Executives are generally defined by the EEOC as “...those individuals within two reporting levels of the CEO, whose responsibilities require frequent interaction with the CEO”.

We have aligned these definitions to the paper “The Illusion of Asian Success.”

Data Sources

Equal Opportunity Employment Commission Data

[Employed Workers and Characteristics \(By State\)](#)

BLS

[Employed Workers \(By Age, Gender and Ethnicity\)](#)

[Employed Workers \(By Occupation, Gender, and Ethnicity\)](#)