

AA Insider

Your Guide to American Airlines

American Focuses on Diversity

At American Airlines, diversity isn't just the latest corporate program. Nor is it a new concept. American has embraced diversity and inclusion for decades, and the company has received numerous awards over the years for its holistic approach, which connects employees, customers, suppliers, and communities.

As a global-service business focused on providing the best travel experience for customers from all over the world, respecting every person is an enduring part of the company's culture. As part of American's efforts to highlight Black History Month, *AA Insider* recently visited with Denise Lynn (right), American's vice president of Diversity and Leadership Strategies.



What distinguishes AA's approach to diversity?

Our greatest strength is the rich diversity of our people and the energy and passion they have [for] these efforts. Our board and CEO are committed and have maintained a steadfast focus on the importance of diversity and inclusion through good times and bad because it's critical to our business and because it's the right thing to do. We

have a sound strategy focused on connecting all of our relationships — with employees, customers, suppliers, and communities — to strengthen American's reputation as the airline of choice.

How is AA celebrating Black History Month?

Employees participate in many events, but our long-standing affiliation with the NAACP, the UNCF, the National Urban League, and many other African-American organizations does not end when February is over. Our African-American customers are important to us, and we are committed to promoting inclusiveness at all customer touch points — in reservations, at the airports, aboard our aircraft — as well as in the communities where we live, work, and play.

See www.aa.com/diversity for more information.

Why is diversity important to American Airlines?

Because American serves about a quarter of a million different people from all over the world every day. It's our business to bring people together, and we won't be successful in that endeavor without a fundamental appreciation for the individual. It's essential that we create an environment and an experience that is safe, welcoming, and respectful for employees and customers from all cultures and backgrounds.

How does American become aware of diverse customer needs?

We are blessed with a diverse team at American, and we have a long history of engaging the ideas and perspectives of employees — through our Employee Resource Groups — to improve our services, products, and marketing to diverse customer segments. More recently, we created external customer advisory councils, focused specifically on key segments, which have given us invaluable insight into what we can do (and, frankly, stop doing) to build customer loyalty. This feedback has driven enhanced customer-service training, specialized content on AA.com/women and AA.com/rainbow, and product enhancements, many of which benefit all customers.

MAAny Initiatives

For 15 years now, AMR's employees have had the opportunity to join company-sponsored Employee Resource Groups (ERGs), which are formed by employees to highlight identity and advocacy and to provide opportunities for professional development, community involvement, and business contribution. Among them are the Indian, Asian/Pacific Islander, and Muslim ERGs, whose members provided insight on everything from customer service to menu selections when American began service to India and China.

The Diversity Advisory Council, made up of representatives from each of the ERGs, meets monthly to provide cross-cultural insight on employee and customer policies, communications, and initiatives. Diversity and inclusion are promoted, and strategic guidance is given from the Board of Directors, the Office of Diversity Strategies, and executive- and management-level sponsors.

Diversity is important at American and isn't just a goal; it's the way we do business. AMR has 16 active ERGs that represent a variety of affinities, including:

- 40+ (Generational)
- African-American
- Asian/Pacific Islander
- Caribbean
- Christian
- Employees with disAAbilities
- Gay, Lesbian, Bisexual, Transgender
- Generation NOW
- Hispanic/Latin
- Indian
- Jewish
- Muslim
- Native-American
- Parents AAT Work
- Veteran Military
- Women in AAviation