

Everything Is Awesome

The LEGO® approach to being an awesome coworker

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Web person @



Werkspot



Instapro

“The great enemy of communication, we find, is the illusion of it.”

William H. Whyte

“We have talked enough; but we have not listened.”

William H. Whyte

“many leaders assume they are better at valuing diversity than they actually are”

Havard Business Review – Leaders Aren’t Great at Judging How Inclusive They Are
<https://hbr.org/2017/10/leaders-arent-great-at-judging-how-inclusive-they-are>

“The great enemy of inclusivity, we find, is the illusion of it.”

Paul Verbeek-Mast

It's about building a climate of trust, appreciation, and openness to differences in thoughts, styles and backgrounds



The early days
of tech

The early days of tech

Photo # NH 96566-KN (Color) First Computer "Bug", 1947

92

9/9

0800 Antan started
1000 " stopped - antan ✓

13" MC (032) MP - MC ~~1.582647000~~
2.130476415 (3) 4.615925059 (-2)

(033) PRO 2
2.130476415
2.130676415

concl

1.2700 9.037847025
9.037846795 correct

Relays 6-2 in 033 failed special speed test
in Relay " 10.000 test.

1100 Started Relays changed Cosine Tape (Sine check)
1525 Started Mult+ Adder Test.

1545

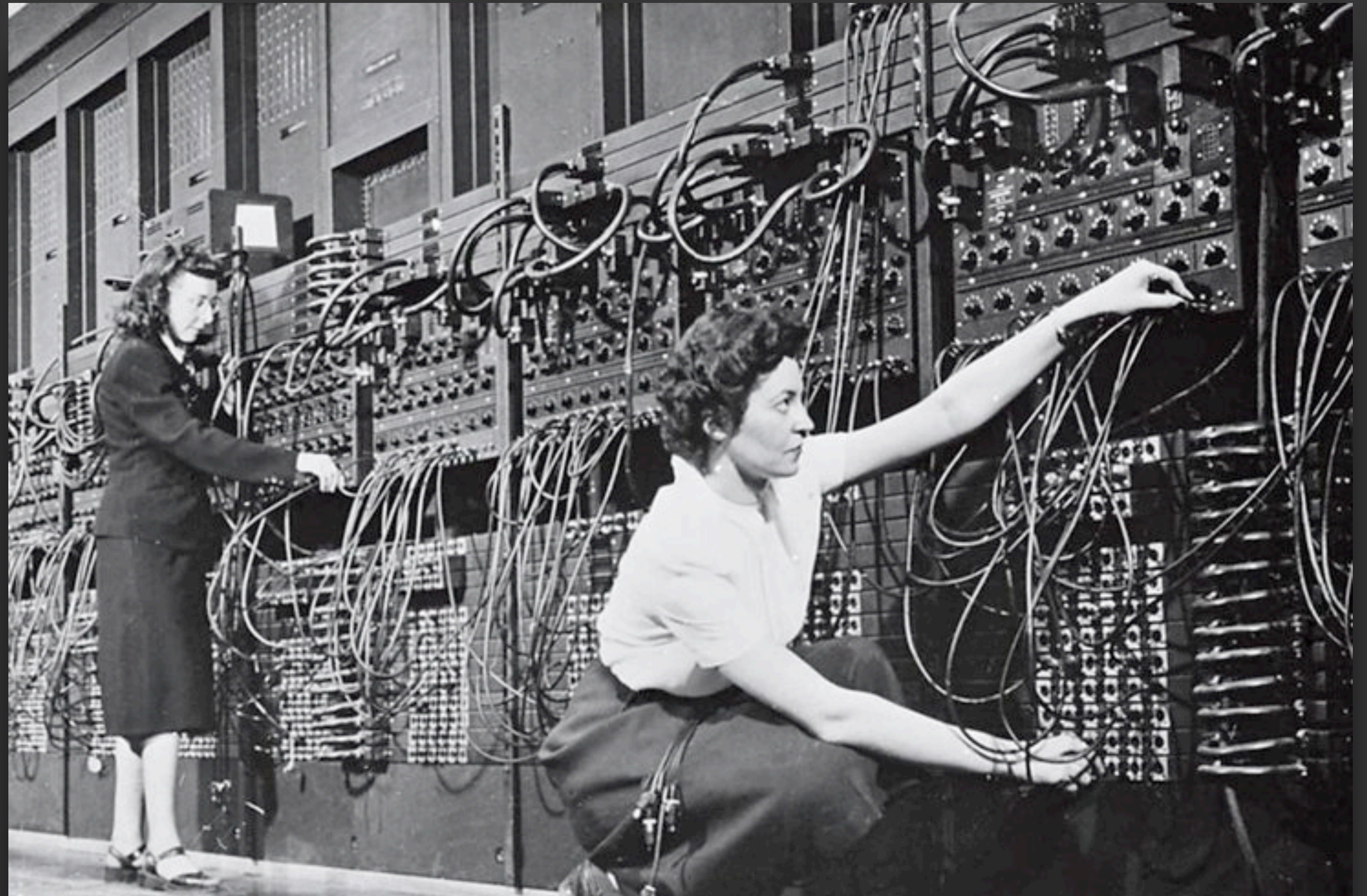
Relay #70 Panel F
(moth) in relay.

First actual case of bug being found.
incident started.

~~173~~ 1630 Antangut started.

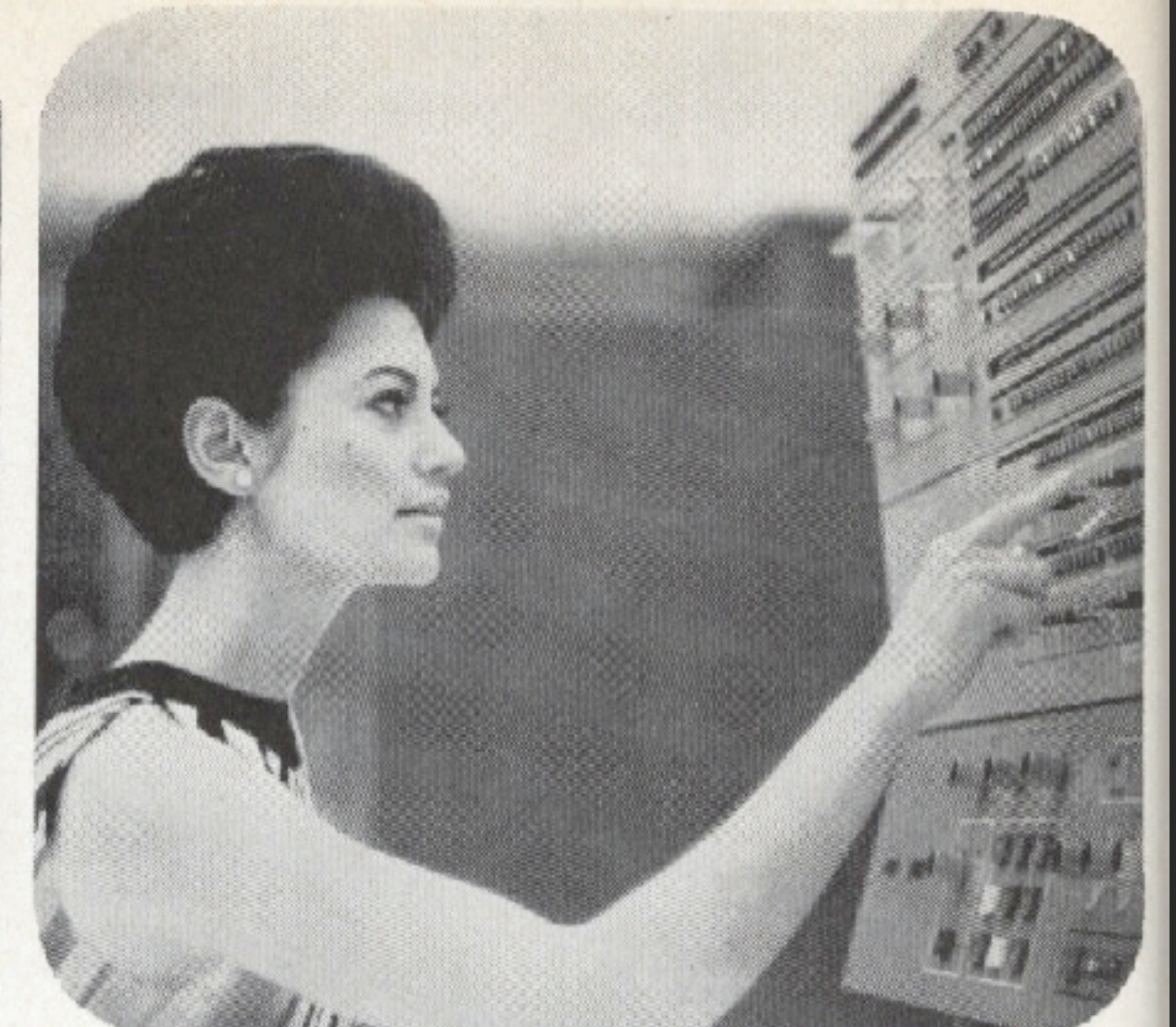
1700 closed down.

The early
days of tech



ENIAC (Electronic Numerical Integrator and Computer)

The early days of tech



The Computer Girls

BY LOIS MANDEL

A trainee gets \$8,000 a year
...a girl "senior systems analyst"
gets \$20,000—and up!
Maybe it's time to investigate....

Ann Richardson, IBM systems engineer

Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job.

Now have come the big, dazzling computers—and a whole new kind of work for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

computer can solve a problem, and then instruct the machine to do it."

"It's just like planning a dinner," explains Dr. Grace Hopper, now a staff scientist in systems programming for Univac. (She helped develop the first electronic digital computer, the Eniac, in 1946.) "You have to plan ahead and schedule everything so it's ready when you need it. Programming requires patience and the ability to handle detail. Women are 'naturals' at computer programming."

What she's talking about is *aptitude*—the one most important quality a girl

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The early days of tech



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Two Bytes Are Better Than One

TMS 9900
16BIT
MICROCOMPUTER
SS-16

**SUPER
STARTER**

SERIES

FLOPPY
DISK

DRIVES

THE FULL POWER OF THE 16-BIT TMS 9900 MICROPROCESSOR IS NOW AVAILABLE WITH
TION OF RELIABLE HARDWARE AND FAST, EASY TO USE SOFTWARE IN THE TECHNICO SS-1
PERFORMANCE THE TECHNICO 16-BIT MICROCOMPUTERS ARE AVAILABLE FROM THE
STARTER SYSTEM AT UNDER \$400 TO THE FULL SS-16 WITH UP TO 65K BYTES OF ME
TWO 5.25 DISKS, A 1500 BAUD DIGITAL CASSETTE, 84 COLOR VIDEO BOARD.

The rise of men

The rise of men

In 1967 alone,
700,000 people took the
IBM Aptitude test

The rise
of men

Of those 1378,
only 186 were women

The rise of men

*“[Programmers] dislike activities
involving close personal interaction.”*

A vocational interest scale for computer programmers
- William M. Cannon & Dallis K. Perry

The rise of men

- Antisocial personality disorder favours men by 3:1 ratio;
- Autism and Asperger's is seen as high as 7:1;
- Antisocial women are seen as “not liking people”, while men are seen as a “lone wolf”

The rise of men

“[The] industry selected for antisocial, mathematically inclined males, and therefore antisocial and mathematically inclined males were overrepresented in the programmer population”

The Computer Boys Take Over
- Nathan Ensmenger

The rise of men

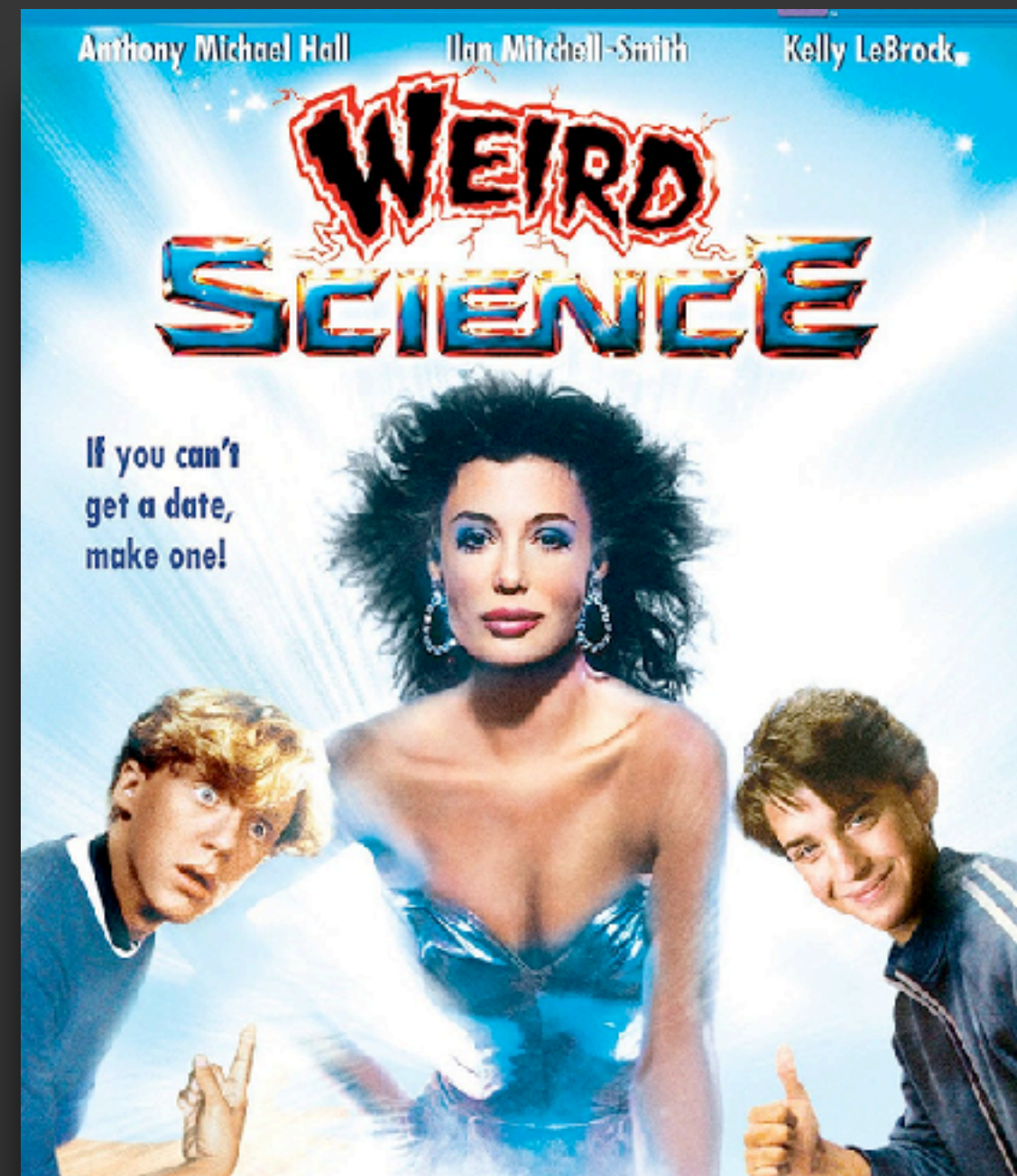
“This in turn reinforced the popular perception that programmers ought to be antisocial and mathematically inclined (and therefore male).”

The Computer Boys Take Over
- Nathan Ensmenger

The rise of men



The rise of men





The bro culture

The bro culture



Joe Liemandt — Founder of Trilogy Software

The bro culture

“We’re elite talent; and it’s potential and talent, not experience, that has merit.”

“only the best”

The bro culture

- How many piano tuners are there in the world?;
- How many golf balls fit in standard double decker bus?;
- How much would you charge to wash all the windows in San Francisco?

The bro culture

Holidays were called competitive
advantage days, because no one
else was working.

The bro culture

Insane work hours, drinking, gambling and Vegas. Plus valuing potential over experience, made the culture male dominated.

The bro
culture

UBER

The bro culture

- Susan Fowler;
- Niniane Wang;
- Susan Ho;
- Leiti Hsu;
- Sarah Kunst;
- Cheryl Yeoh.

The bro culture

- Women;
- People of colour;
- LGBTQIA+;
- People with a disability;
- People in economic or social hardships.



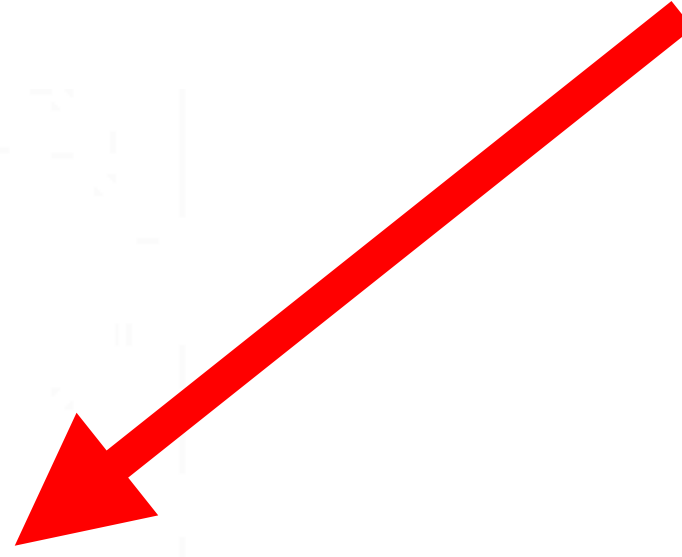
A vibrant LEGO Movie 2 background featuring a city street scene with a large explosion in the background. In the foreground, several LEGO characters are visible: Emmet (a yellow minifigure with a surprised expression) in the center, Batman (a black minifigure with a bat symbol) to his left, and a female character with long black hair and a pink headband to his right. Other characters include a green minifigure with a green mask, a red and white minifigure, a blue minifigure with a blue helmet, and a small pink cat-like character. The scene is set on a cobblestone street with tall buildings in the background.

SPOILER ALERT



TIME SKIP!

Piece of Resistance







A rant about "Inclusivity
and the LEGO Movie"



</rant>



If you let everyone be their unique selves, and value each other,
you can achieve great things



Equality =
uniformity

Equality =
uniformity



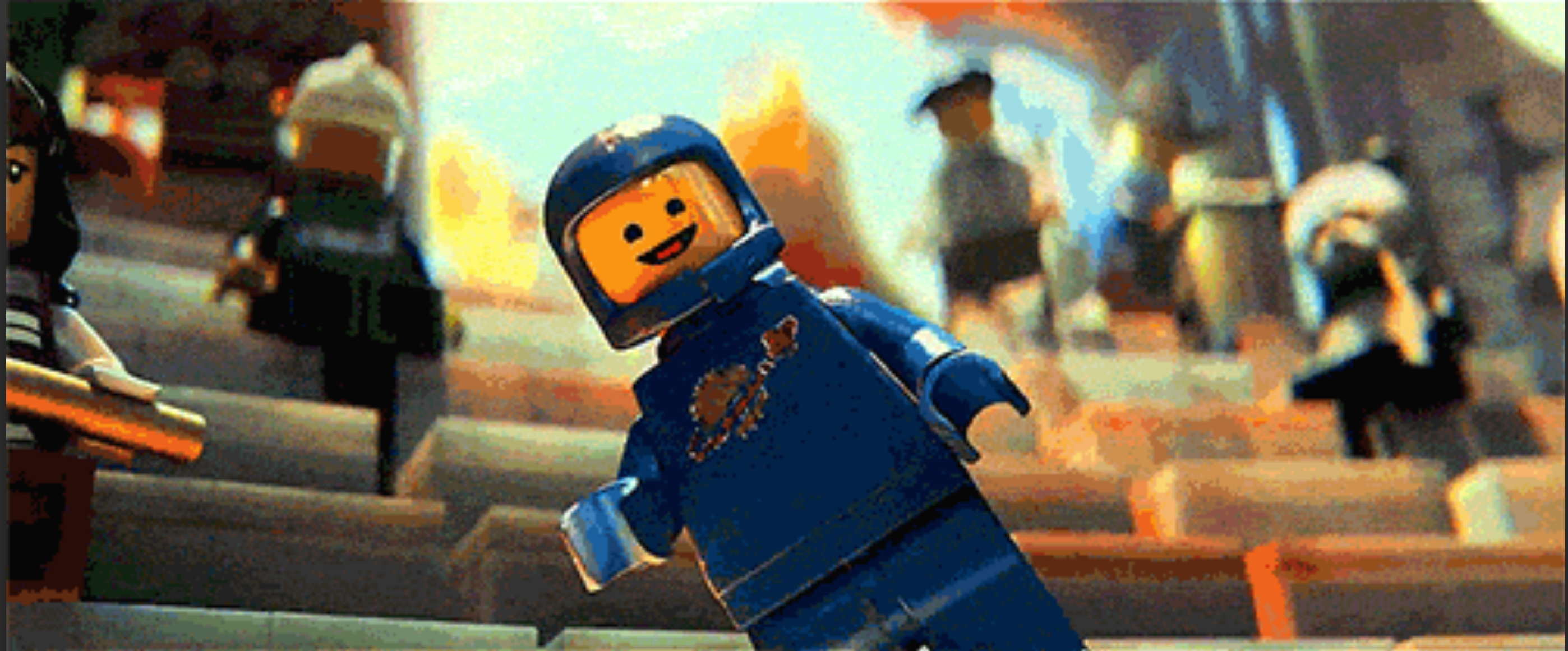
Equality =
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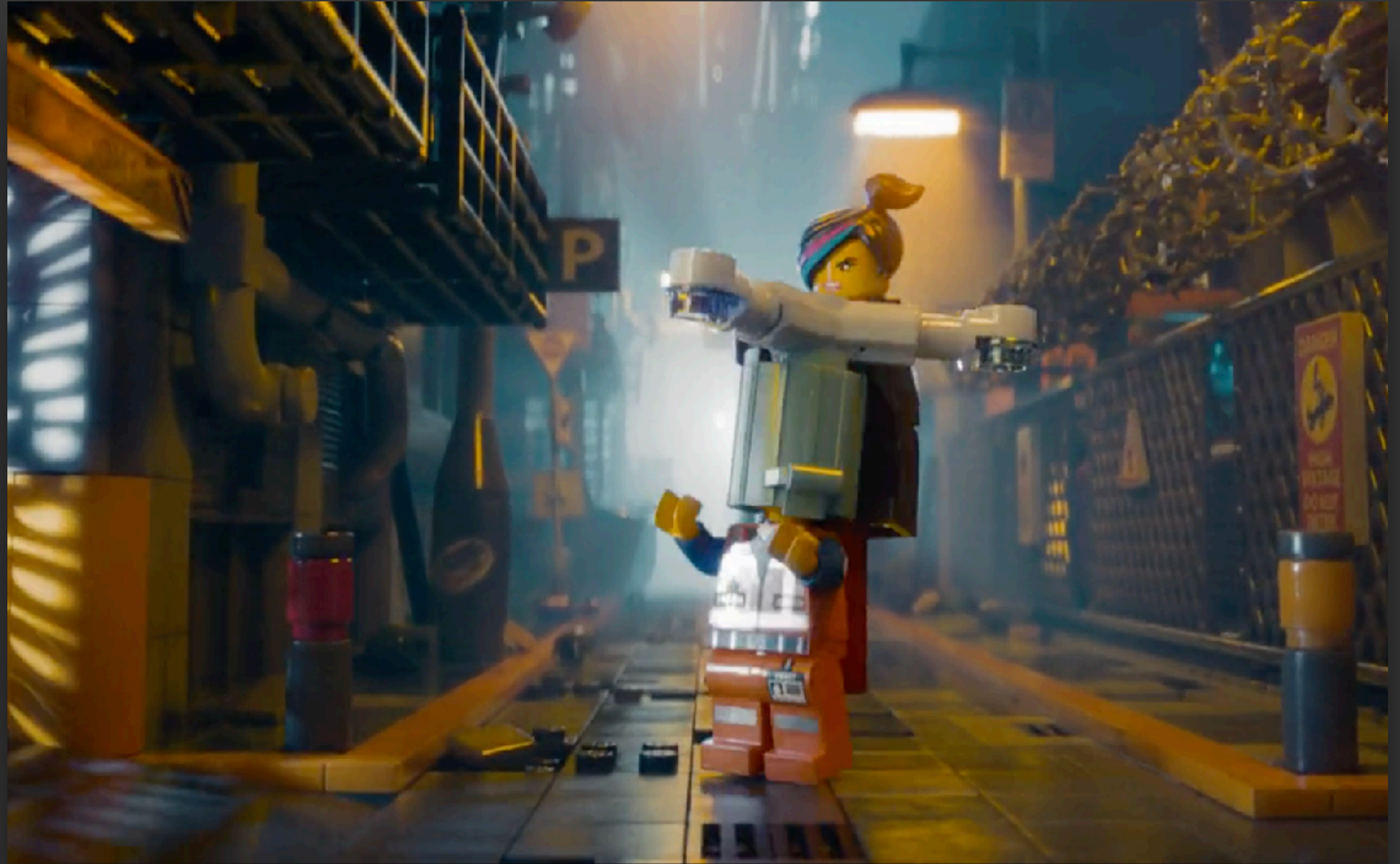
Make everyone
feel welcome
and included

Make everyone
feel welcome
and included



Reach out to new colleagues

Make everyone
feel welcome
and included



On-boarding buddy

Make everyone
feel welcome
and included

Your whole team changes

Make everyone
feel welcome
and included

Don't assume that they will
eventually learn

Make everyone
feel welcome
and included



Use inclusive language

Make everyone
feel welcome
and included

Use inclusive language

- Put people first;

Blind man vs. A man who is blind

Make everyone
feel welcome
and included

Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;

“The key test for an acronym is to ask whether it helps or hurts communication. An acronym that most engineers outside of SpaceX already know, such as GUI, is fine to use. It is also ok to make up a few acronyms/contractions every now and again, [...] but those need to be kept to a minimum.”

Make everyone
feel welcome
and included

Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;
- “Guys” is not gender neutral;

Instead of “guys”, use “people”,
“folk”, “everyone” or “y’all”.

Instead of “he” or “she”, use “they”.

Make everyone
feel welcome
and included

Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;
- “Guys” is not gender neutral;
- Don’t underplay the impact of mental disabilities;

Make everyone
feel welcome
and included

Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;
- “Guys” is not gender neutral;
- Don’t underplay the impact of mental disabilities;
- Coding is also communication;

Be humble



Be humble

Accept your limitations

Be humble

Listen

Be humble

How many times do you
bring your phone or laptop
to a meeting?

Be humble

Talk less, listen more

Be humble

If someone needs to
vent, lend them an ear

Be humble

Let people be heard

Be humble

Let people be heard

“When you have a contribution to make in a meeting, how often are you able to do so?”

Only 35% felt they were always able to make a contribution, when they had something to add

Be humble

Let people be heard

- Introverts;
- Remote workers;
- Women;
- People of colour;

Be humble

Let people be heard

- Share the purpose of the meeting;
- Include remote workers;
- No talking over each other;
- Keep it central;
- Email a summary;

Be humble

Let people be heard

- Interrupt long discussions;
- Ask for opinions;
- Give credit where it is due;
- Feedback round;

Be humble

Be an ally

Someone who supports equal rights
for others, and acts when people
face exclusion and discrimination

Be humble

Be an ally

- Speak their name when they aren't around;
- Share their career goals with influencers;
- Invite them to high-profile meetings;
- Endorse them publicly;

**56% of leaders don't value ideas they don't
personally see a need for**

Be humble

Be an ally

- Speak their name when they aren't around;
- Share their career goals with influencers;
- Invite them to high-profile meetings;
- Endorse them publicly;
- Stop with *mansplaining* and *maninterrupting*.

Be humble



Mansplaining – the act of explaining something in a condescending and overconfident way;

Maninterrupting – when a man unnecessary interrupts a women.

Be humble

@betterallies



Encourage
creativity

Encourage
creativity



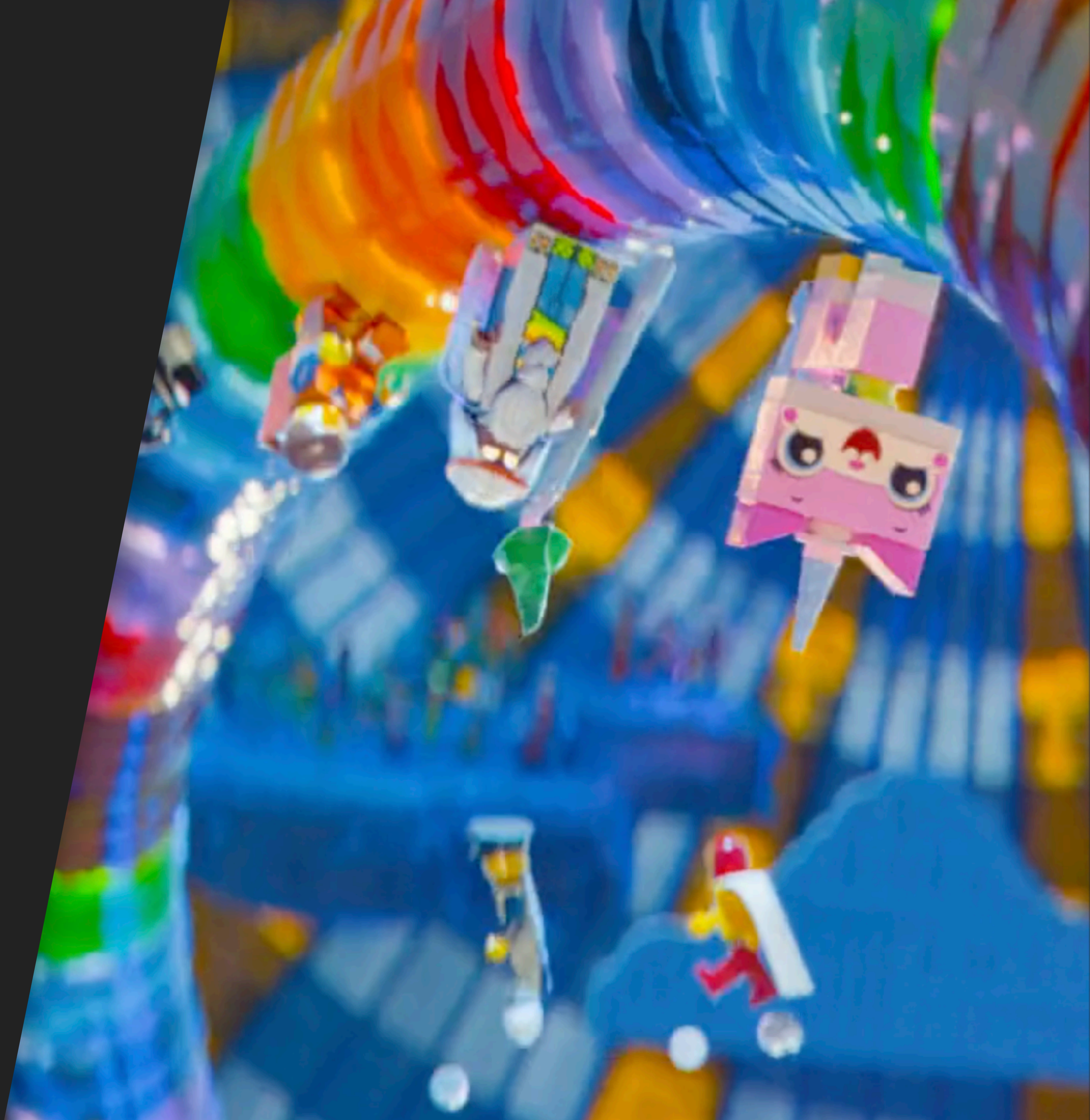
Get everyone's input

Encourage
creativity



Create a safe
environment

Utilise diversity



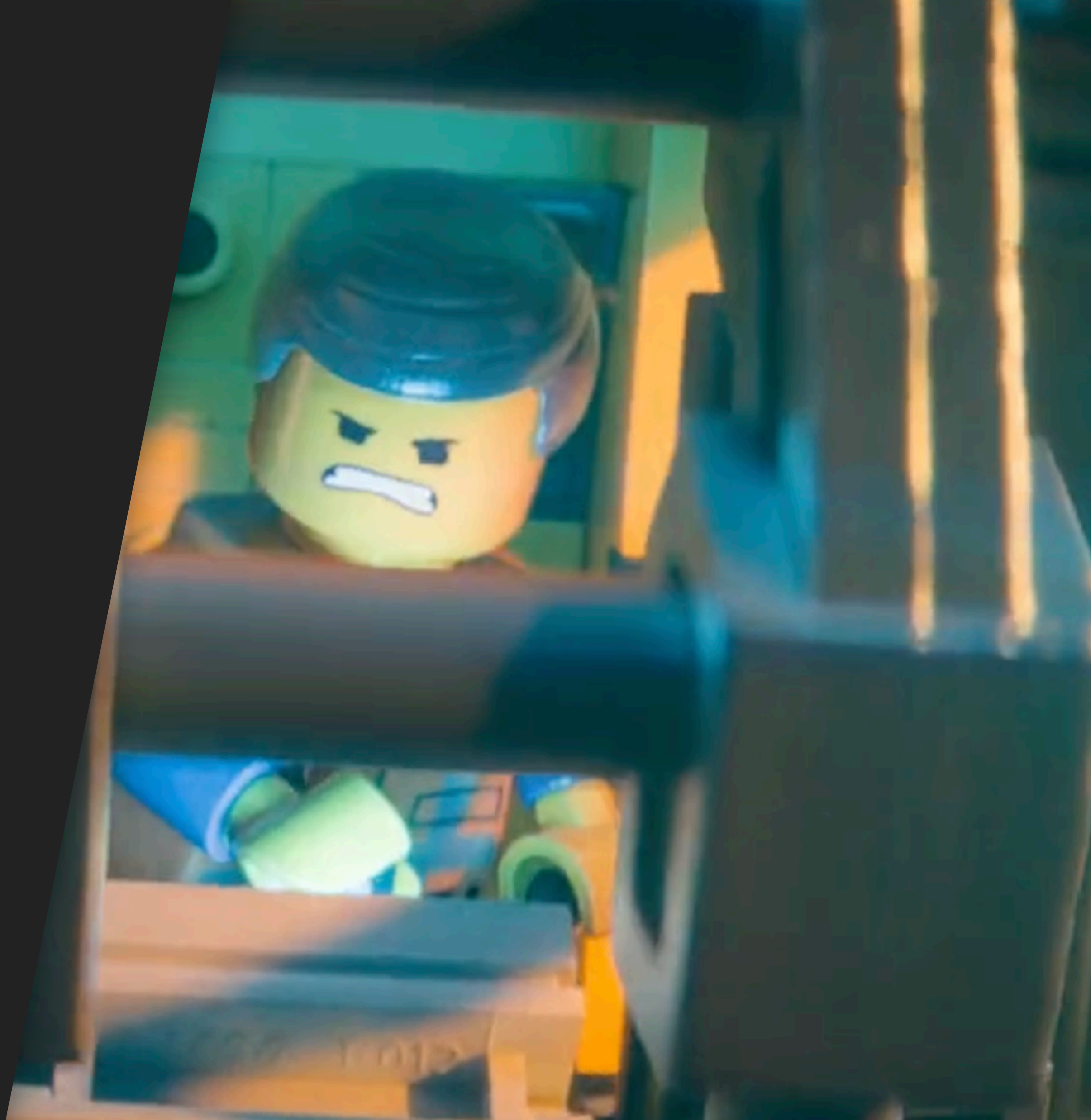
Utilise
diversity

Know your colleagues

Utilise
diversity

Learn from each other

You are
awesome too!



You are
awesome too!

Find people who
believe in you

You are
awesome too!

Stand up for what you
believe in

You are
awesome too!

Be yourself

You are
awesome too!

A little bit of kindness
goes a long way

THANK YOU!

Paul Verbeek-Mast
(@paul_v_m)

Read this book!

Web person @

 **Werkspot**

 **Instapro**

