

Jayne Mast, she/her  
*@jayne\_mast*

Senior software engineer @

**Confrere.**

[noti.st/jayne](https://noti.st/jayne)

Un-bro your culture

[noti.st/jayne](https://noti.st/jayne)

*“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>

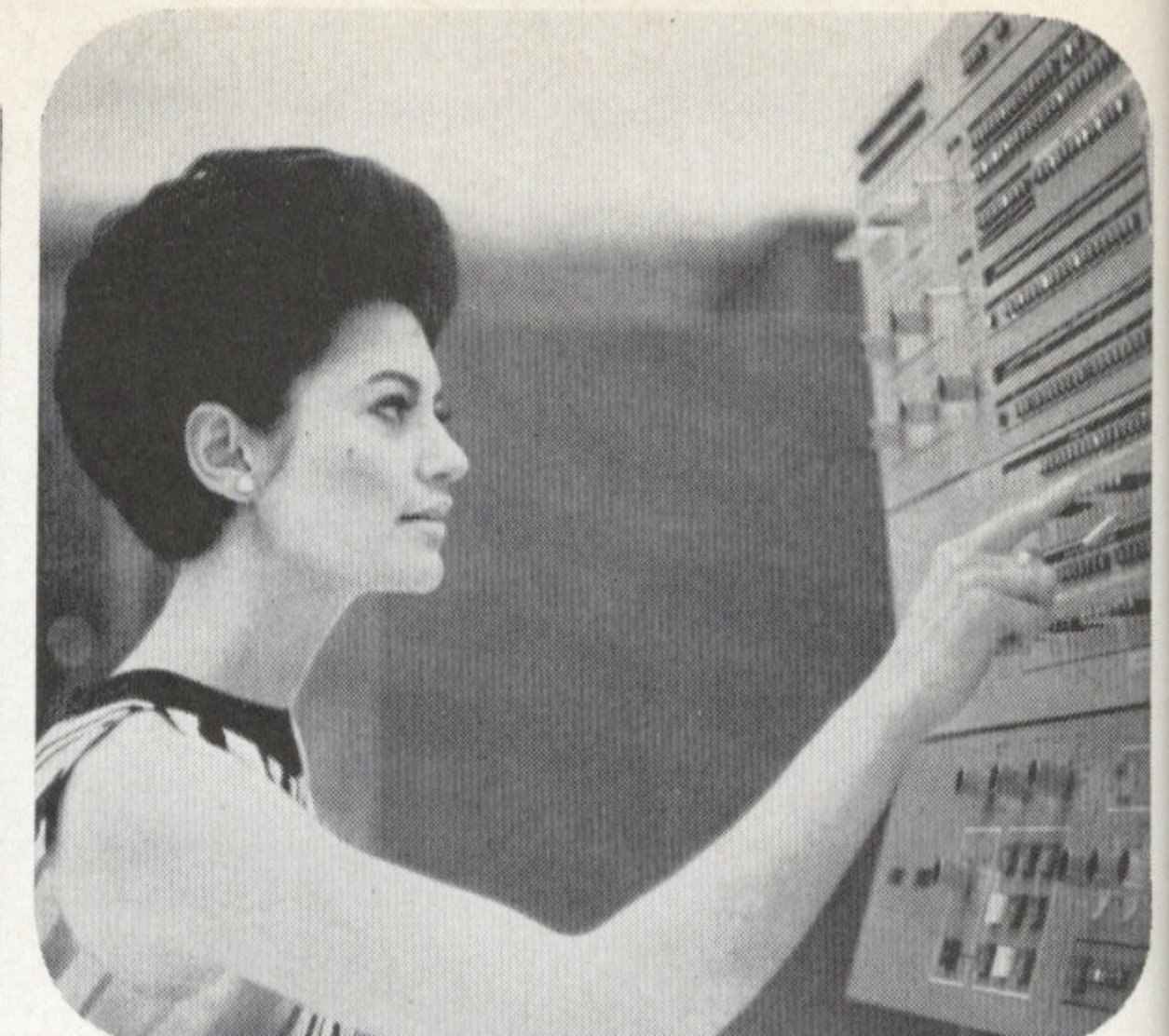
The great enemy of inclusivity, is the  
illusion of it

**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



## 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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# Two Bytes Are Better Than One



The rise of men

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  
FULL 5.25" DISKS, A 1500 BAUD DIGITAL CASSETTE, 64 COLOR VIDEO BOARD,

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**

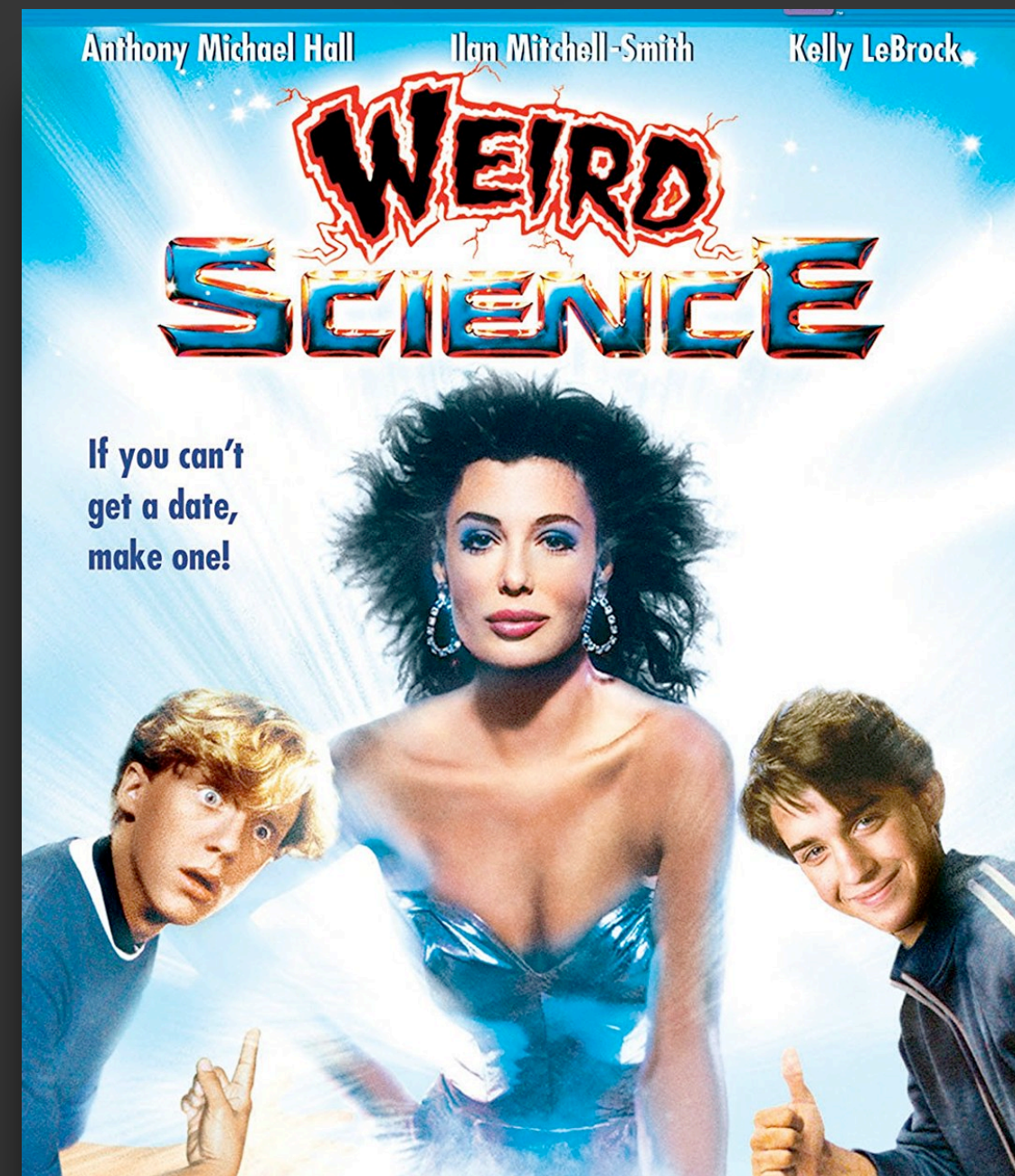
**- Nathan Ensmenger**

# 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 bro culture

# 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

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

The bro  
culture

Uber

ACTIVISION  
BLIZZARD

# The bro culture

- Women;
- People of colour;
- Gender, sexual, and romantic minorities;
- People with a disability;
- People in economic or social hardships.



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

- Avoid jargons and abbreviations;

Make everyone  
feel welcome  
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## Use inclusive language

- 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  
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## Use inclusive language

- Avoid jargons and abbreviations;
- "Guys" is not gender neutral;
- Don't underplay the impact of mental disabilities;

Make everyone  
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## Use inclusive language

- 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

Let people be heard

I think you're  
amazing!

*A little bit of kindness  
goes a long way*

Jayne Mast  
(@jayne\_mast)

Read this book!

Software engineer @  
Confreere.

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