

FITC #WEBU18

Gender Diversity *in* TECHNICAL LEADERSHIP

@ANDREACROFTS

FITC #WEBU18

Gender Diversity *in* TECHNICAL LEADERSHIP

@ANDREACROFTS

FITC #WEBU18

WHO am I?

@ANDREACROFTS



Hexagon



She/Her/Hers
Woman in Leadership
Community Builder
A11y + Inclusion Advocate
Lover of #realtalk

Did You

KNOW?

60%

*In developed countries around the world, **women make up more than half the work force***

5%

*...yet **5% of the largest S&P 500 companies are led by women***

FITC #WEBU18

Did You

KNOW?

@ANDREACROFTS

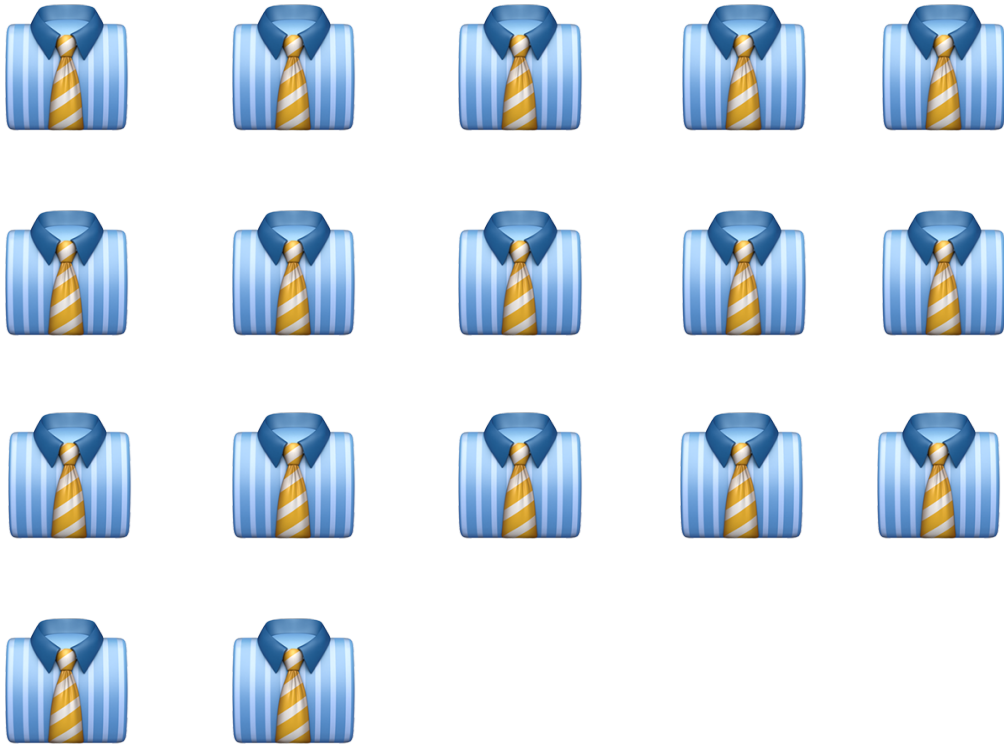
60%

Of Bachelor's Degrees
in both the US and Europe
are obtained by women

Did You
KNOW?

In the United States, there are
more men named John
leading major companies,
than women *leading*
major companies

JOHN CEO'S



WOMAN CEO'S



We have the *experience*.
We have the *education*.
Why haven't we seen this
translate into statistics?

HELLO,

TODAY'S AGENDA

01 **Part One**

A Diversity of Perspectives

02 **Part Two**

Closing the Chasm

02 **Part Three**

Re-defining the Behavioural Code

The
FORMAT

THIS IS A NEW FORMAT!



Small **Groups**



Short **Discussions**



Contribute to the **Forum**



= Crowd-Sourced **Perspectives**

FITC #WEBU18

It's been a *tough*
few weeks in the news.

@ANDREACROFTS

FITC #WEBU18

Let's channel the *strength*
of others, and be kind.

@ANDREACROFTS

CODE *of* CONDUCT

BY PARTICIPATING, YOU AGREE TO...

Be Respectful

We are dedicated to providing a safe space for everyone, regardless of gender identity and expression, sexual orientation, (dis)ability, mental illness, neurotype, physical appearance, body, age, ethnicity, nationality, language or religion.

Add, *don't* Detract

If you are not helping to create a safe space by contributing positively to today's conversation, you may be asked to leave. If you have any concerns, please direct them to the session moderator (me!).

FITC #WEBU18

TAKE
the
PLEDGE

@ANDREACROFTS

I will do my part
to create a safe
space. I will not
share others'
stories without
permission. I
will listen more
than I speak.



PART ONE



Why is it important to have a
diversity of perspectives
represented at the leadership level?

Let's *break out* into groups.



10 MINUTES

Let's talk about the

IMPACT

of diverse perspectives

@ANDREACROFTS

Emotional IQ
ROI
Representation
Buying Power
Productivity
Morale
Innovation



PART ONE



Why is it important to have a
diversity of perspectives
represented at the leadership level?

FITC #WEBU18

SHARE *the* LOVE

@ANDREACROFTS



FITC #WEBU18

PART TWO

How can we *close the chasm* between
individual contributorship and *leadership*
for *underrepresented* groups?

@ANDREACROFTS





10 MINUTES

Let's talk about the

BARRIERS

That keep women from reaching the top

@ANDREACROFTS

LACK OF...

Access
Role Models
Sponsors

FACTORS LIKE...

Gender Bias
Mindset
Office Tasks



FITC #WEBU18

PART TWO

How can we *close the chasm* between
individual contributorship and *leadership*
for *underrepresented* groups?

@ANDREACROFTS



FITC #WEBU18

SHARE *the* LOVE

@ANDREACROFTS



10 MINUTES

What are some

TACTICS

to raise voices of underrepresented groups?

@ANDREACROFTS

Shine Theory
Raising Voices
Listening
Sponsorship
Advocacy
Note-Taking

FITC #WEBU18

SHARE *the* LOVE

@ANDREACROFTS



10 MINUTES

How might we create

ACCESS

to leadership roles?

@ANDREACROFTS

Training
Role Models
Exec Sponsors
Networking
Mentorship
Opportunities



PART THREE

How can we *re-define the behavioural code* that has come to define the traditional definition of a *strong leader*?





10 MINUTES

How might we

RE-WRITE

the traditional definition of a leader?

@ANDREACROFTS

Aggressive
Passionate
Accountable
Bold
Strong
Driven

FITC #WEBU18

SHARE *the* LOVE

@ANDREACROFTS

FITC #WEBU18

THANK YOU

For your (amazing) contributions to today's conversation.

Let's keep it going. #DiversityInLeadership

@ANDREACROFTS