

# RSA® Conference 2019

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# BETTER.

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## The How: Recruit and Retain a Diverse Talent Pool

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#RSAC



INSIDER & OUTSIDER

#LadyCoders #BeAnAlly #RSAC

# TWO YEAR JOURNEY

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# MY FIRST STAND-UP



“When disagreement comes from a socially different person, we are prompted to work harder. Diversity jolts us into cognitive action in ways that homogeneity simply does not.”

– Scientific American Special Report,  
“How Diversity Empowers Science and Innovation”

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“The number isn’t what matters.  
It’s an indicator that something is wrong:  
And that matters.”

- Oren Teich, former COO Heroku

(In response to a question about the low ratio of women  
attending Heroku’s Waza conference.)

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Gender  
Neutral

Qualities

Prepare

Equal  
Pay

Inclusive

Being  
seen +  
heard

New  
Networks

Culture  
Add

Refine  
practices

Benefits

Safe

Signals  
Matter

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Job  
Postings

Screening  
Candidates

Interviews

Offers

Onboarding

Retention

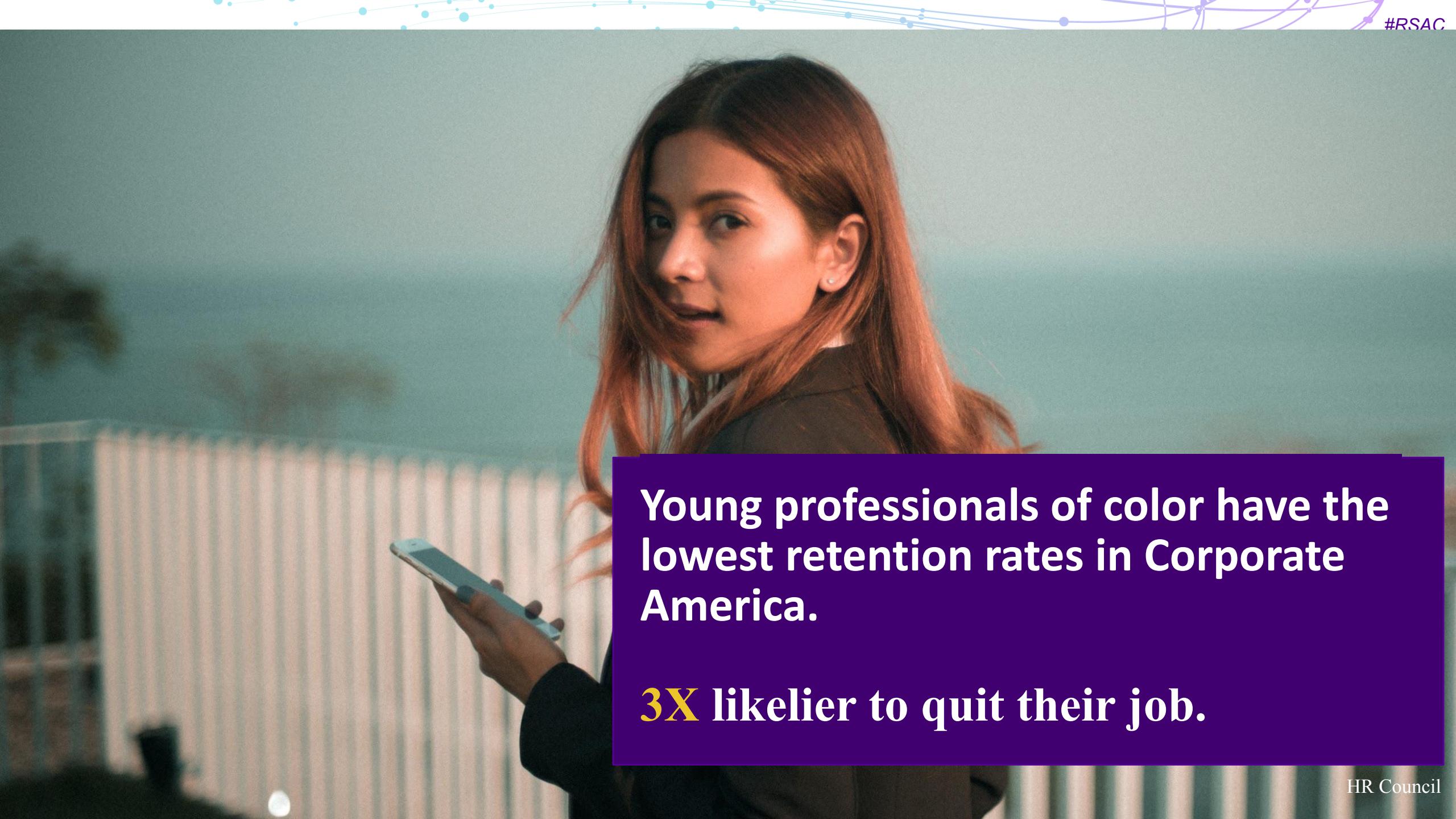
DIVERSITY & INCLUSION AT EVERY STEP

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**50% of all women leave  
tech within 12 years.  
2x the rate of men.**



**Young professionals of color have the lowest retention rates in Corporate America.**

**3X likelier to quit their job.**

I love coding. I have a masters in CS [computer science]. I worked in tech for two decades. So many women like me, so highly trained and for what? It was hard enough being the only woman on most projects. Try being the only woman over 40. Doesn't matter how good you are, or even if your colleagues respect you. Eventually you get tired of being the odd duck. I took all my experience and started my own thing where I could make the rules. I'm never going back.

“Of the 716 women surveyed, 465 are not working today. Two-hundred-fifty-one are employed in non-tech jobs, and 45 of those are running their own companies. A whopping 625 women say they have no plans to return to tech. Only 22—that’s 3%—say they would definitely like to.”

- FORTUNE, “Why Women Leave Tech,” 2014

## WOMEN + MINORITIES LEAVE

Innovation performance only increased significantly when the workforce included a nontrivial percentage of women (more than 20%) in management positions.

– Boston Consulting Group, April 2017

Inclusion

Diversity

Equity

## Top 3 Tips To Build An Inclusive Culture:

Build An “And” Culture: Signals Matter

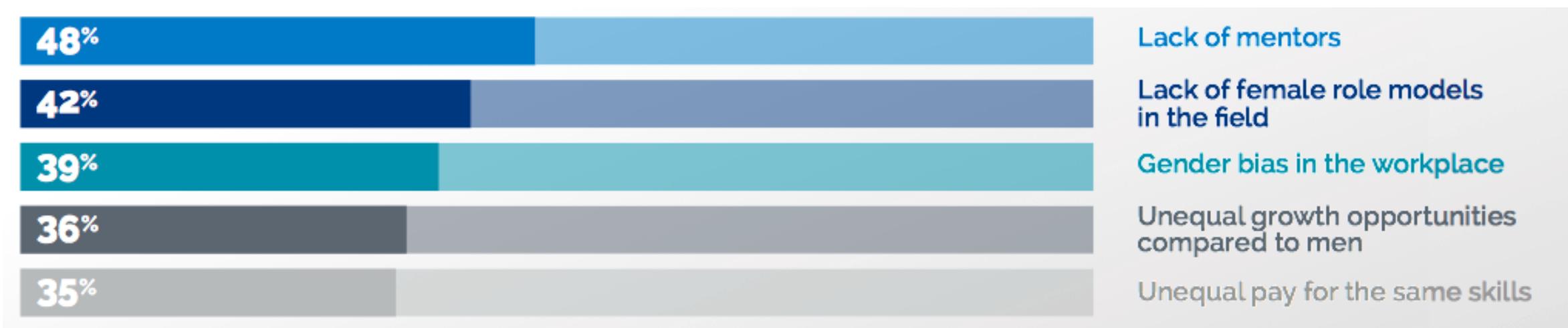
Compensation

Amplify

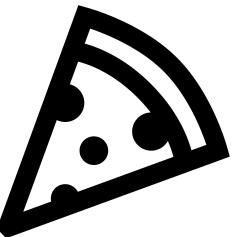


Build an  
“and” culture.

# Top 5 Barriers Experienced By Women in Technology



# Company Culture reflects its majority:





“I am a mother of two.  
I don’t care about your beer and ping pong.”

– Female Sr. Software Engineer,  
struggling to find the right cultural fit and job



SIGNALS MATTER

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# PROMOTE ALL BENEFITS

- The usual suspects: Health Care, Retirement plans, PTO
- Often overlooked:
  - Eye care
  - Holistic health services: Acupuncture, massage, sports medicine
  - Working from home
  - Sick children policy
  - Elderly parents policy
  - Floating religious holidays
  - Mothers room
  - Paid Maternity + Paternity leave
  - Onsite childcare



EQUAL PAY

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# RECAP: Top 3 Tips To Build An Inclusive Culture

Build An “And” Culture: Signals Matter

Compensation

Amplify

## Top 3 Tips For Increasing Diversity:

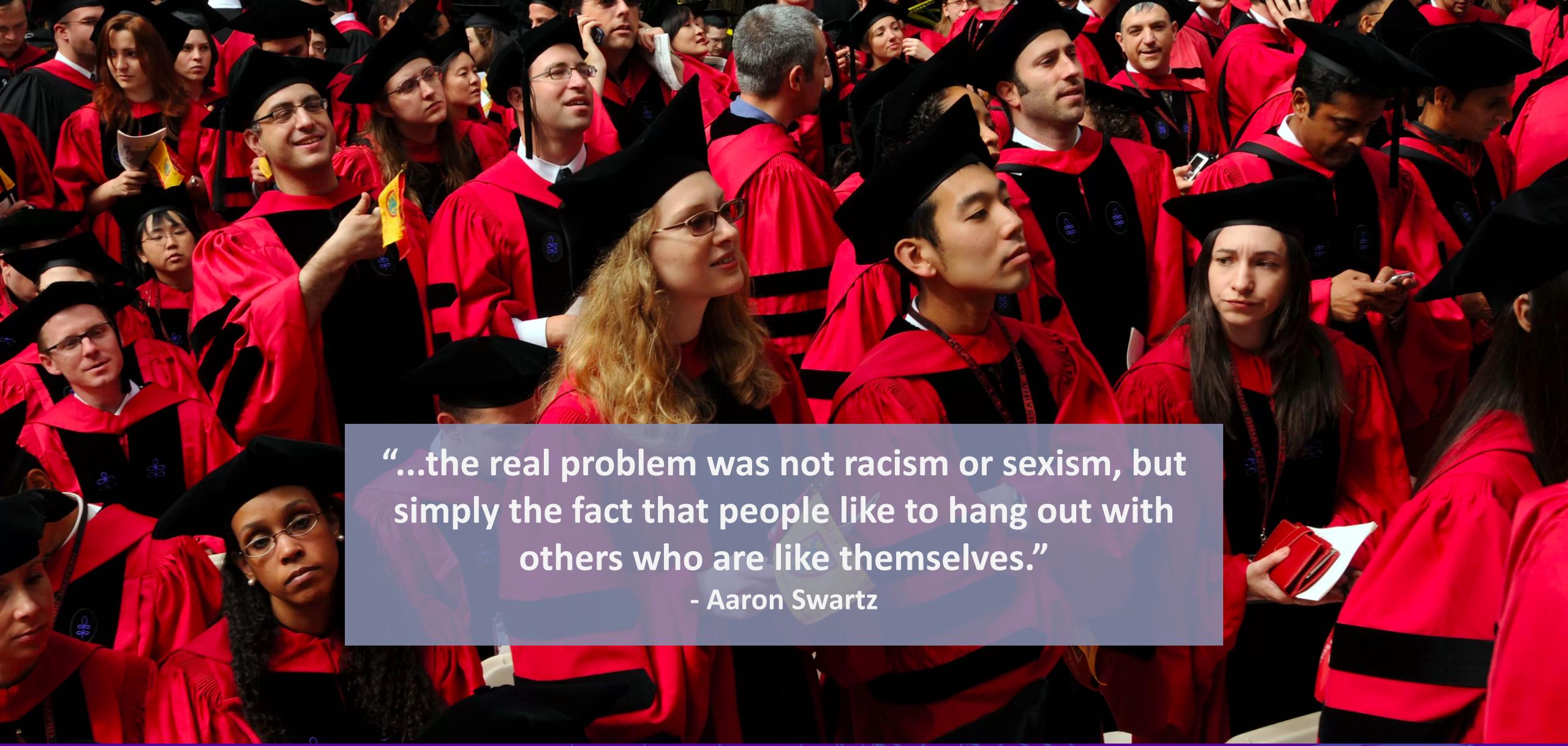
Expand your network

Patience

Gender Neutral job description

Where you post your jobs matter

Interview tactics

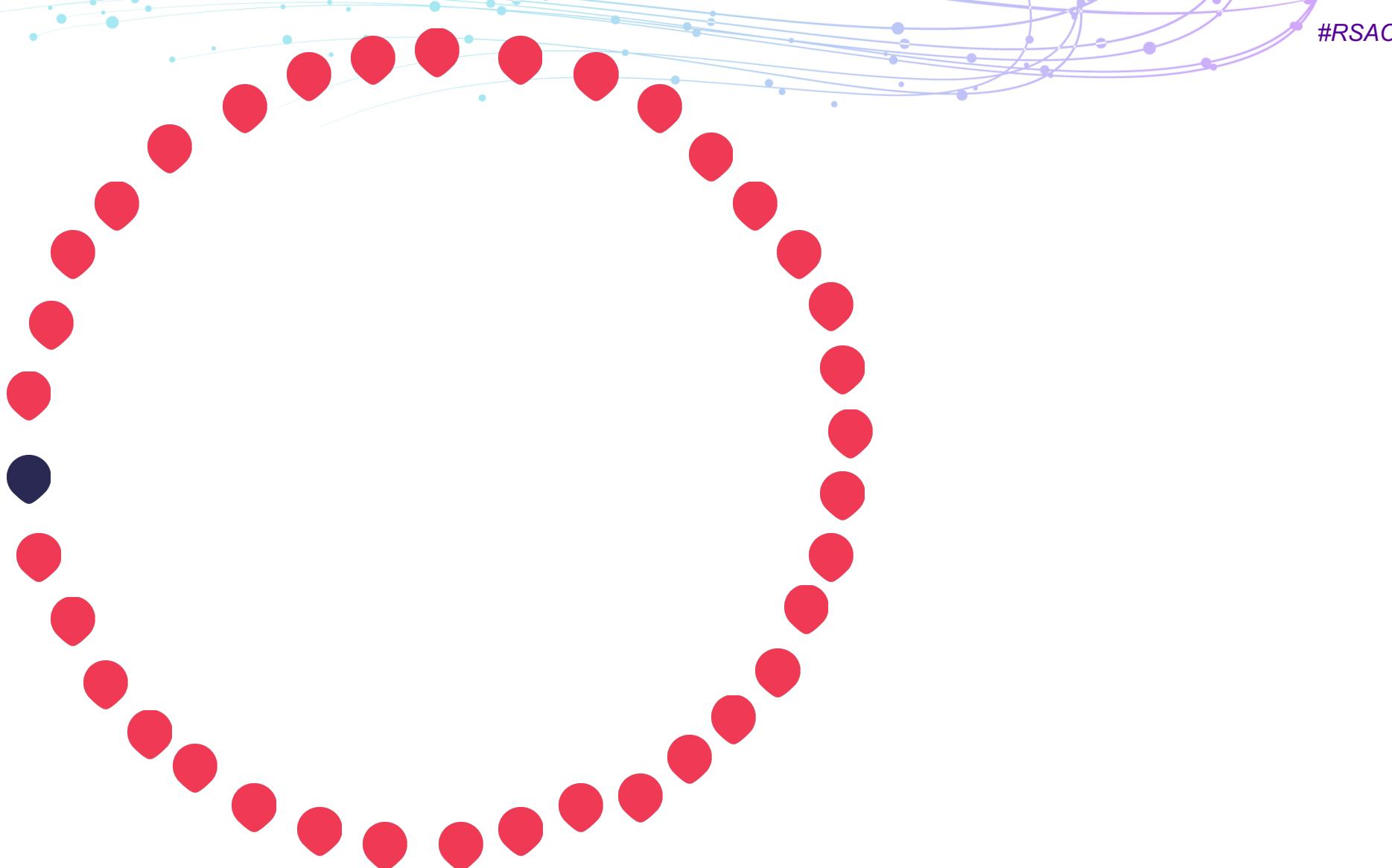


**“...the real problem was not racism or sexism, but simply the fact that people like to hang out with others who are like themselves.”**

- Aaron Swartz

**DIVERSITY MEANS THEY ARE NOT YOU**

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ALLYSHIP: MAKE YOURSELF THE ONLY AND LONELY



DO NOT DO VIDEO CALLS

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STOP THE INTERROGATION TACTICS

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# Final Thought

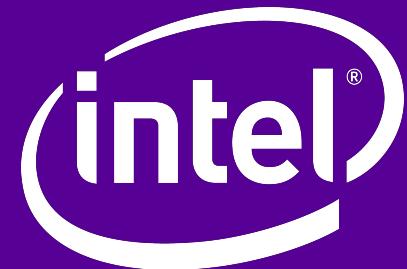
Lean Into Your Bias

Homework:

Harvard Implicit Bias Test

Verna Meyers Tedx Talk

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