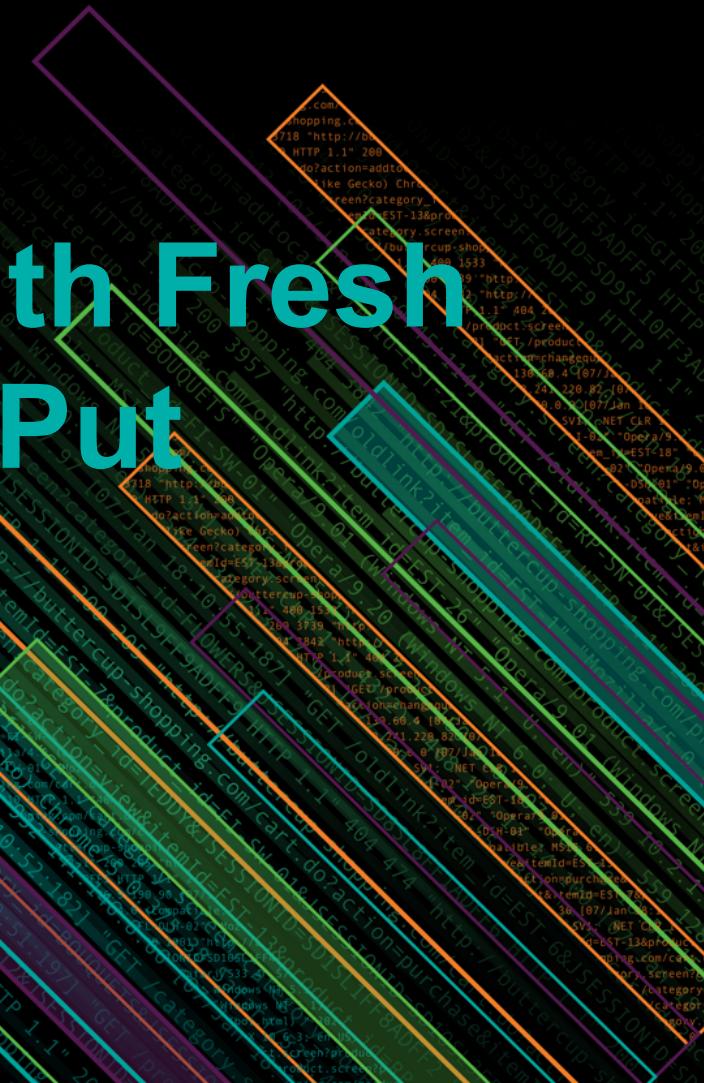




# Replace Outdated Pipelines With Fresh Routines For Greater Thought

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# Agenda

## Buckle up.

1. Why Diversity is Important
2. Framing The Problem
3. What You Can Do
4. Splunk's Diversity Initiatives
5. Q&A

# Setting the Scene

# Know before we go

- ▶ Focus of this talk is on gender diversity specifically, for the purpose of time
  - ▶ Data shown is from mainly from U.S.
  - ▶ Data sources from these resources:
  - ▶ Thoughts expressed are not those of Splunk

# Why is Diversity Important?

"McKinsey & Company has published reports that show evidence that gender diverse companies are 15% more likely to succeed financially than gender imbalanced companies, ethnically diverse companies are 35% more likely to succeed."

“The data show how important diversity is to the success of teams and decision making. All of us on the Board got involved in ABI because we see this as vitally important for innovation, for competitiveness and for business success. Advancing women isn’t a corporate social responsibility imperative, it’s a competitive imperative.” – Mark Bregman, CTO, Neustar and ABI Board Trustee



# Why is Diversity Important

# Why is Diversity Important?



## Improved Operational and Financial Performance

Women have tremendous purchasing power. Organizations who employ more women in key roles are better equipped to meet the needs of the broader market, because women know what women want.

## Increased Innovation

For many companies, innovation is a strategic imperative. Research shows that women bring valuable perspectives and approaches to the ideation process, resulting in more innovative solutions to complex problems.

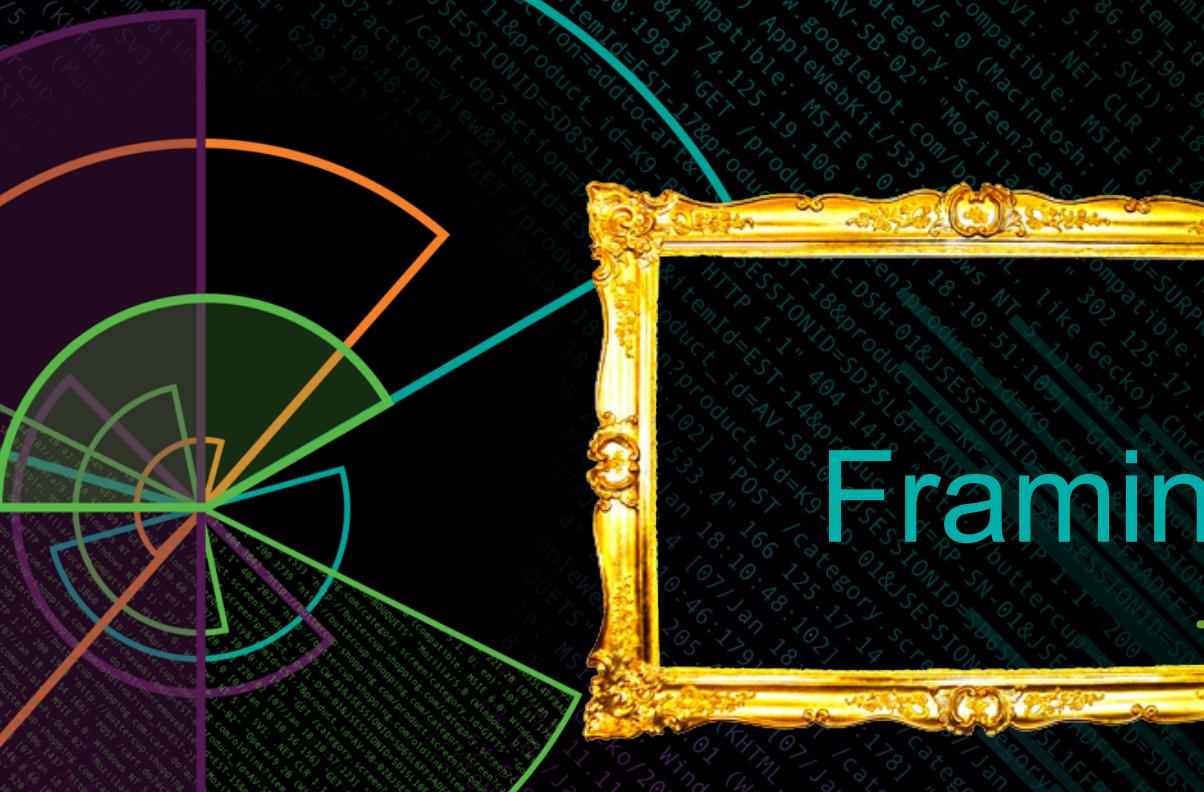
## Better Problem Solving and Group Performance

Knowledge work is performed in teams. Studies show that diverse groups solve problems more effectively than homogenous ones, raising overall performance and giving teams that include women a distinct competitive edge.

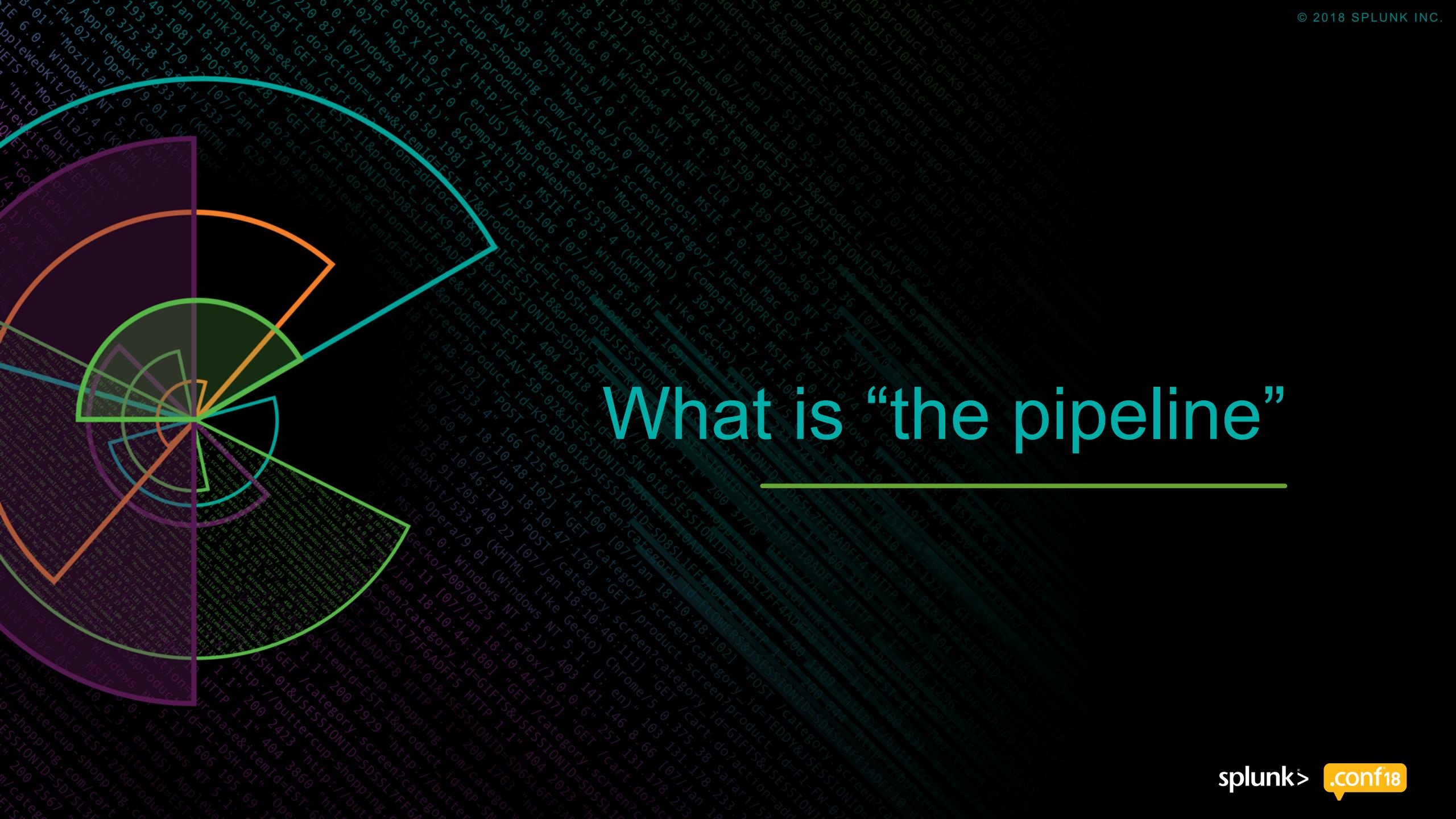
## Enhanced Company Reputation

Demand for technical talent is fierce. Companies who develop women in roles at every level are able to attract more qualified applicants, sending positive signals to the labor market and improving their reputation

http://anitab.org/wp-content/uploads/2014/03/The-Case-for-Investing-in-Women-314.pdf



# What is “the pipeline”



# K-12 and College Pipeline



# Pipeline and Industry Numbers for Women

Computer workforce and education statistics

# 26

## Percent of computing workforce who were women in 2017

# **3** Percent of computing workforce who were African-American women in 2017

## **5** Percent of computing workforce who were Asian women in 2017

# **1** Percent of computing workforce who were Hispanic women in 2017

**57** Percent of 2016 bachelor's degree recipients who were women

**19** Percent of 2016 Computer and Information Sciences bachelor's degree recipients who were women

**18** Percent of 2016 Computer Science bachelor's degree recipients at major research universities who were women

**37** Percent of 1985 Computer Science bachelor's degree recipients who were women

# Corporate Pipeline



# Where do they all go?

- ▶ Only 20% actually drop out of the workforce



[https://www.ncwit.org/sites/default/files/resources/womenintech\\_facts\\_fullreport\\_05132016.pdf](https://www.ncwit.org/sites/default/files/resources/womenintech_facts_fullreport_05132016.pdf)

# But why are they leaving?

# TOP 5 BARRIERS EXPERIENCED BY WOMEN IN TECHNOLOGY



# Advance

# Retention

56% of technical women leave at the mid-level point



74% of women in technology report “**LOVING THEIR WORK**,” yet these women are **LEAVING** their careers at a staggering rate.



56% of technical women leave at the "mid-level" point—**TWICE THE QUIT RATE FOR MEN**—just when the loss of these employees is most costly to companies.

Reference: NCWIT

# What can I do?

## 10 Ways to Advocate for Technical Women



# Recruit: Girls

# Recruit: Corporate Pipeline

<https://primenow.amazon.com/dp/B01N0LGUEN?qid=1536178428&m=A3B16BXEYQLEWZ&sr=1-3&ref>

# Advance

# Retain

## case study

# How Did They Do It?

By establishing unit-specific accountability through:

- Central diversity committee with company-wide oversight
  - Diversity councils from each major business unit in company
  - Executive VP on each council to assign & review council work
  - Public support from the CEO & attendance at council meetings
  - Local focus and control
  - Diversity councils evaluated each other's programs

# Splunk Diversity Initiatives

Disruptive technology, disruptive culture



# Diversity Initiatives

## What has Splunk accomplished?

- ▶ Published our [Diversity Numbers](#) publicly
- ▶ Unconscious Bias Training rolled out globally
- ▶ Job descriptions have gone through Textio (“A spell check for gender bias”)
- ▶ Intern program this Summer: Engineering = 60% female, Sales Engineering = 70%
- ▶ Diversity Council
- ▶ Diversity Sourcer & Recruiter
- ▶ Employee Resources Groups (ERG)
  - Women at Splunk / Women in Tech
  - Veterans
  - Latinx
  - BEAMS
  - Pride
  - Disability & Accessibility



# WiT Working Groups

Recruiting & Promotion	Mentoring & Sponsorship	Industry Recruiting Events	Community Events	Branding & Awareness	Remote Office Liaison
Establish hiring and promotion best practices (supported by resources and training) to increase the % of women hired and promoted at Splunk	Foster relationships to propel growth and professional development for Women in Technology	Ensure Splunk has a presence at key industry events related to Women in Technology; primarily to ensure we have the opportunity to recruit in the places where women are present	Foster a community for networking and development through regular (quarterly at minimum) internal events.	Ensure Splunk is part of the broader conversation around WiT	Communicate and promote best practices and programmatic efforts for WiT team in remote locations



# Some Accomplishments..

Work Group	Progress
Recruiting and Promotion	<ul style="list-style-type: none"> <li>Recent revamped hiring training included best practices recommended by this group</li> <li>Unconscious Bias training being rolled out across Splunk managers</li> </ul>
Development and Mentoring	<ul style="list-style-type: none"> <li>Piloted 2 mentoring programs in Products</li> <li>Kicking off new <b>mentoring pilot with Ellen.ai app</b></li> </ul>
Industry Recruiting Events	<ul style="list-style-type: none"> <li>Sponsor at <b>Grace Hopper Conference</b> (2 years in a row)</li> <li>Sponsorship and attendance of the Simmons Leadership Conference</li> <li>Attended NCWiT Summit</li> </ul>
Community Events	<ul style="list-style-type: none"> <li>Diversity in Tech track and networking event at .conf17</li> <li>Girl Geek Dinner</li> <li>NCWiT Speaker on Unconscious Bias</li> </ul>
Branding and Awareness	<ul style="list-style-type: none"> <li>Launched WiT customer interview series</li> <li>Contributed articles in Huffington Post &amp; Fast Co.</li> <li>3 sessions with Splunk leading or participating at GHC</li> </ul>
Remote Offices	<ul style="list-style-type: none"> <li>Launched Lean In Circles for Remote Women</li> </ul>



# Wrap it up

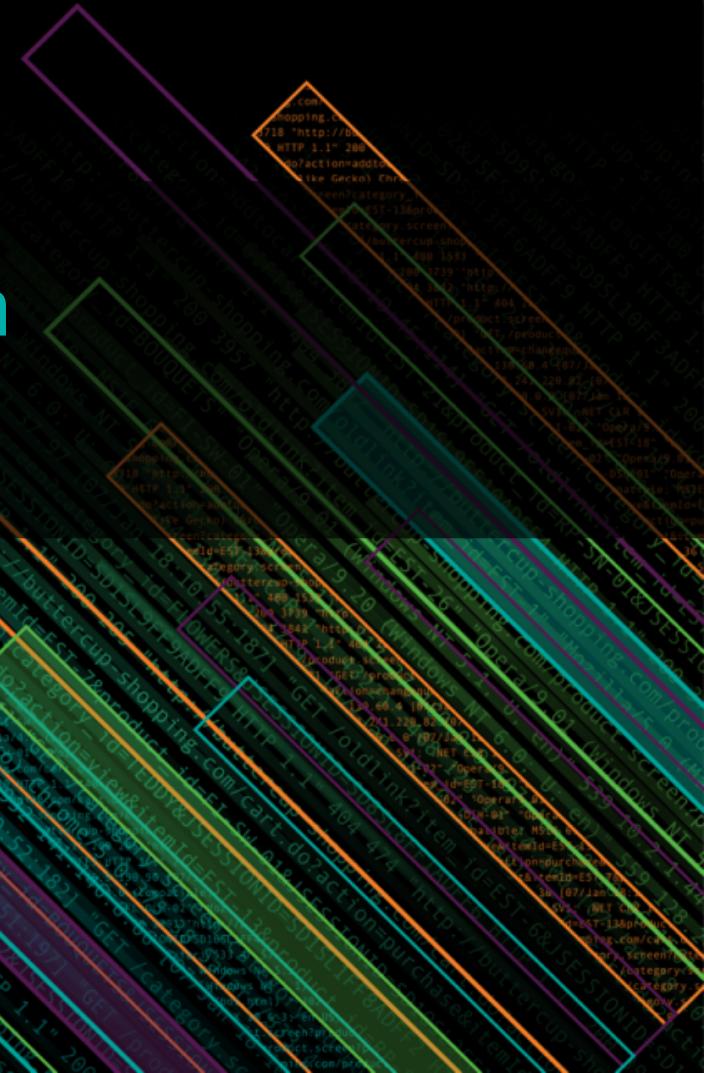


# What are you going to do to help? Have we considered Diversity & Inclusion yet?

**Open the dialogue, mentor, encourage, champion, be a voice, empower**

# Thank you

Don't forget to rate this session  
in the .conf18 mobile app



# Resources

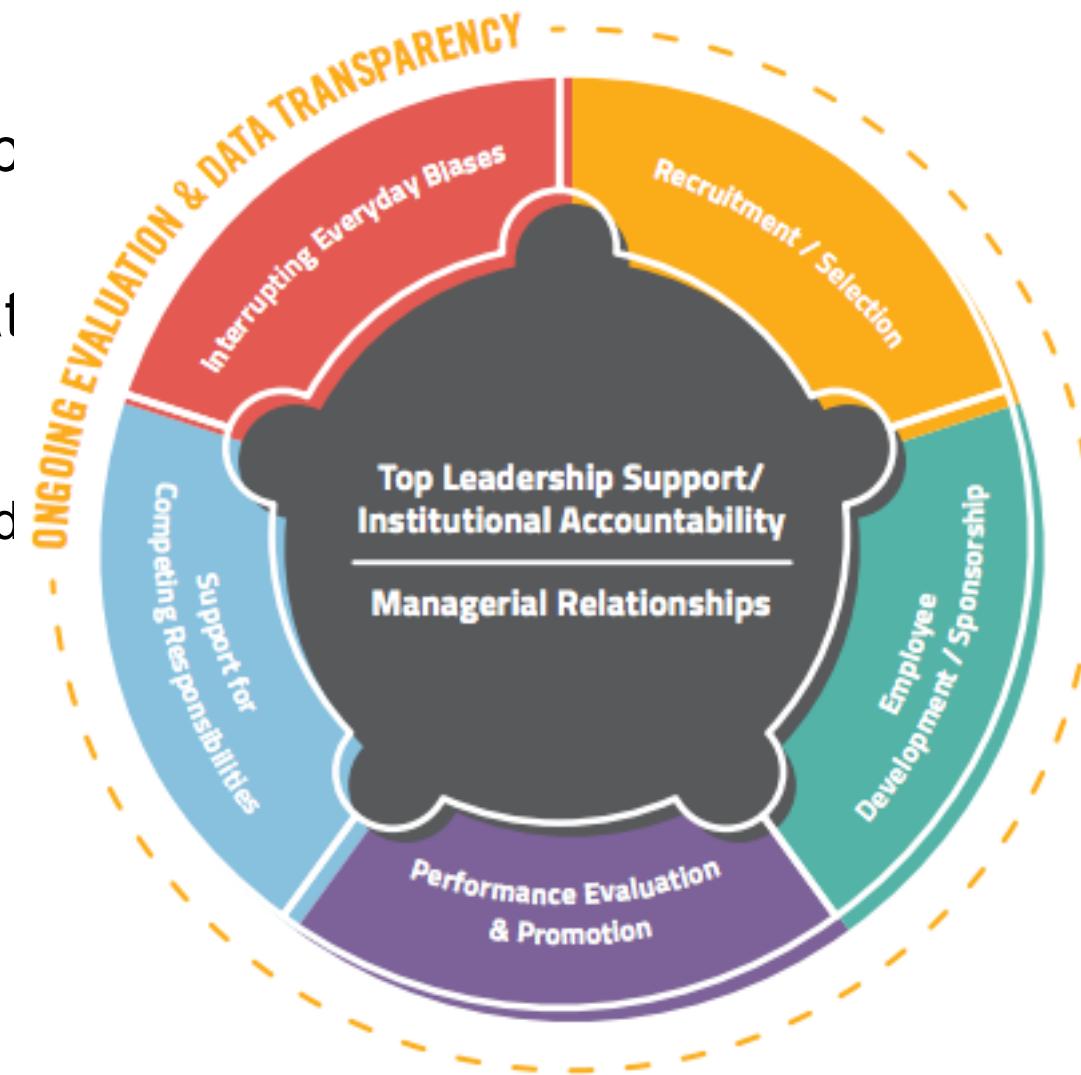
- ▶ [Top 10 Ways To Be a Male Advocate for Technical Women](#)
- ▶ [Top 10 Ways Managers Can Retain Technical Women](#)
- ▶ [Resources for Retaining and Advancing Mid-career Technical Women Guide](#)
- ▶ <http://impactfulengineer.org>
- ▶ NCWIT
- ▶ SWE
- ▶ ISACA
- ▶ Anita Borg

# Appendix



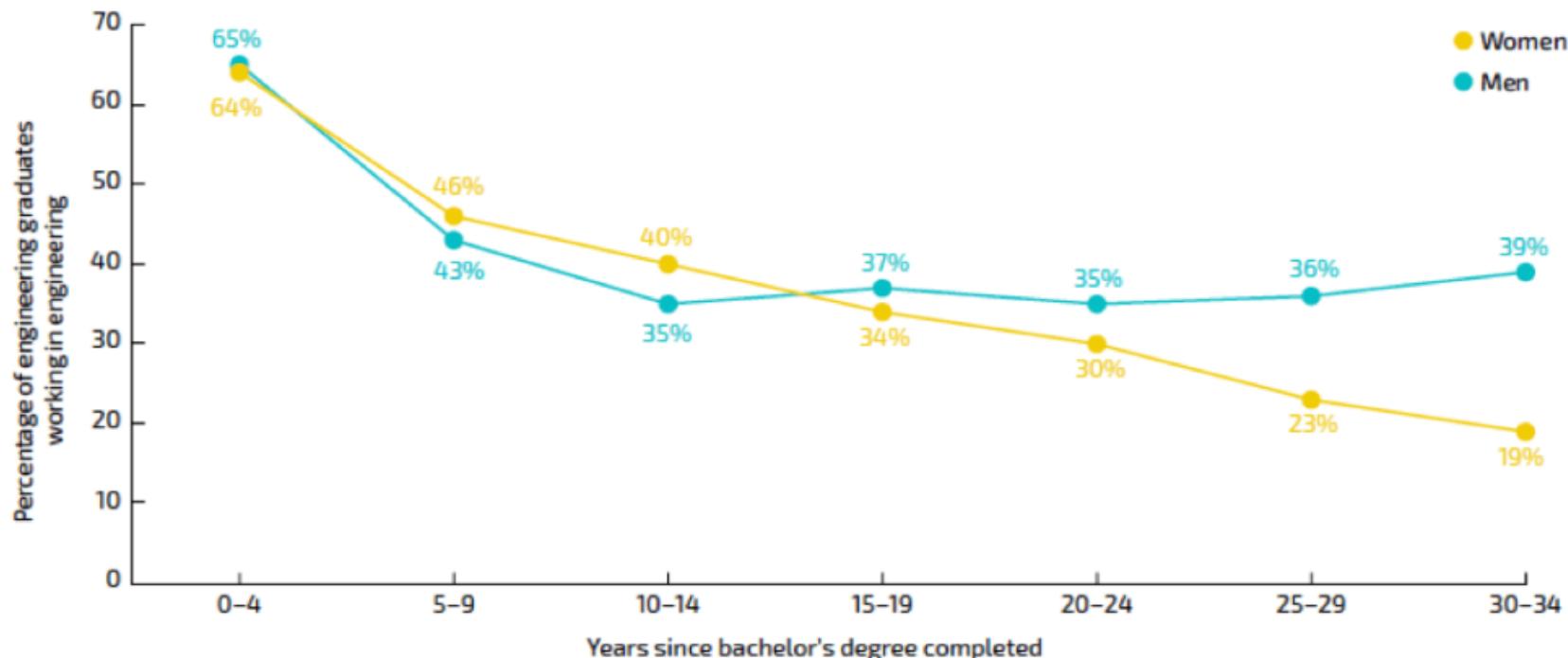
# NCWiT Industry Change Model

- ▶ Addressing the barriers to diverse participation requires a multi-pronged approach to change
- ▶ Getting started involves three key foundations
  - Enlisting top leadership support
  - Educating managers
  - Collecting appropriate data to lay the ground



# Retention

**FIGURE 11. RETENTION IN ENGINEERING, BY GENDER, 2010**



*Notes:* Includes only individuals who reported a bachelor's degree in engineering and no additional educational credential as of 2010. Includes women and men who reported earning a bachelor's degree in engineering as well as working in an engineering occupation in either the National Survey of College Graduates or the National Survey of Recent College Graduates administered in October 2010.

*Source:* L. M. Frehill analysis of National Science Foundation, National Center for Science and Engineering Statistics (2010a, 2010b).

# Top 10 Ways to Be a Male Advocate for Technical Women

01

Listen to women's stories

- Male advocates in technical workplaces identify listening to their female colleagues' and bosses' stories about their experiences at work as one of the key drivers for their advocacy efforts. The women's stories alerted them to pressures and circumstances they might never have noticed. Let women know that you are interested in hearing their perspective if they are willing to share.

02

Talk to other men

- Male supporters say talking to other men is critical. They raise awareness about why gender diversity is important, share what they have learned from women's stories, and intervene privately to correct discriminatory treatment, as needed. They suggest practicing what you might say in difficult conversations.

03

Intentionally seek out ways to recruit Women

- Because men outnumber women in tech, women must be actively recruited. Inviting female students to apply for internships, requiring hiring committees to interview a certain number of candidates from under-represented groups, and providing promising minority employees with development experiences are just some of the ways men suggest shifting the status quo.

04

Increase the number AND visibility of female leaders

- Male advocates recognize that having role models for a diverse range of employees is important for recruitment, retention, employee satisfaction, and productivity. Raise the visibility of female employees and consciously develop more female leaders who can model a range of leadership styles. Provide technical and managerial opportunities, training, and promotions as part of this development.

05

Mentor and Sponsor Women

- While female role models are important, women actually benefit greatly from powerful male mentors. These mentoring relationships should be tailored to the individual's needs, but two common suggestions are helping women navigate "hidden rules" in the organization and making technical women's accomplishments more visible in the organization.

# Top 10 Ways to Be a Male Advocate for Technical Women

Ways men can support diversity	
06	Notice and correct micro-inequities or instances of unconscious bias
07	Establish Accountability Metrics
08	Model alternatives work/life strategies
09	Make discussions of gender less “risky”
10	Reach out to formal and informal women’s groups

<https://www.ncwit.org/resources/read-online-maleadvocate>