HERE TO SLAY

WORKING THROUGH A WICKED PROBLEM USING

DESIGN THINKING AND UX STRATEGIES

INTRO

STEM (Science Tech Engineering Maths) is one of the fastest growing industries with a lot of potential for growth. There are a larger amount of resources available now, opening new paths to success for folks who didn't have access before. Tech companies sell their status based on an inclusionary policy, organizations like Automattic are very transparent about their strides they are making. With all these doors opening up, there is still a serious lack of women and non-binary folks in positions of leadership. There is a serious skill set missing when these communities are excluded, especially taking into account most all leadership is white. In an industry where we are striving to think outside the box and disrupt everything, why wouldn't we invite more voices to the table?

How might we encourage women and non-binary folks to pursue leadership roles in STEM.

WHAT THE DATA IS SAYING

- the percentage of female executive directors within FTSE 250 companies (Financial Times Stock Exchange) is 6.4%.

- the number of female managers in STEM roles has declined since 2017 (following an increase in 2017 and a large increase in 2016).

- Women made up 37% of entry-level roles in tech

- 25% advanced to senior management roles

- 15% reached the C-suite (CEO, CTO, CFO etc).

- Women of color have even less C-suite representation. Despite accounting for 19% of the US population, they fill just 3% of C-suite seats

- 90% of companies reported that gender diversity is a priority, only 52% of employees agreed that the company prioritizes it

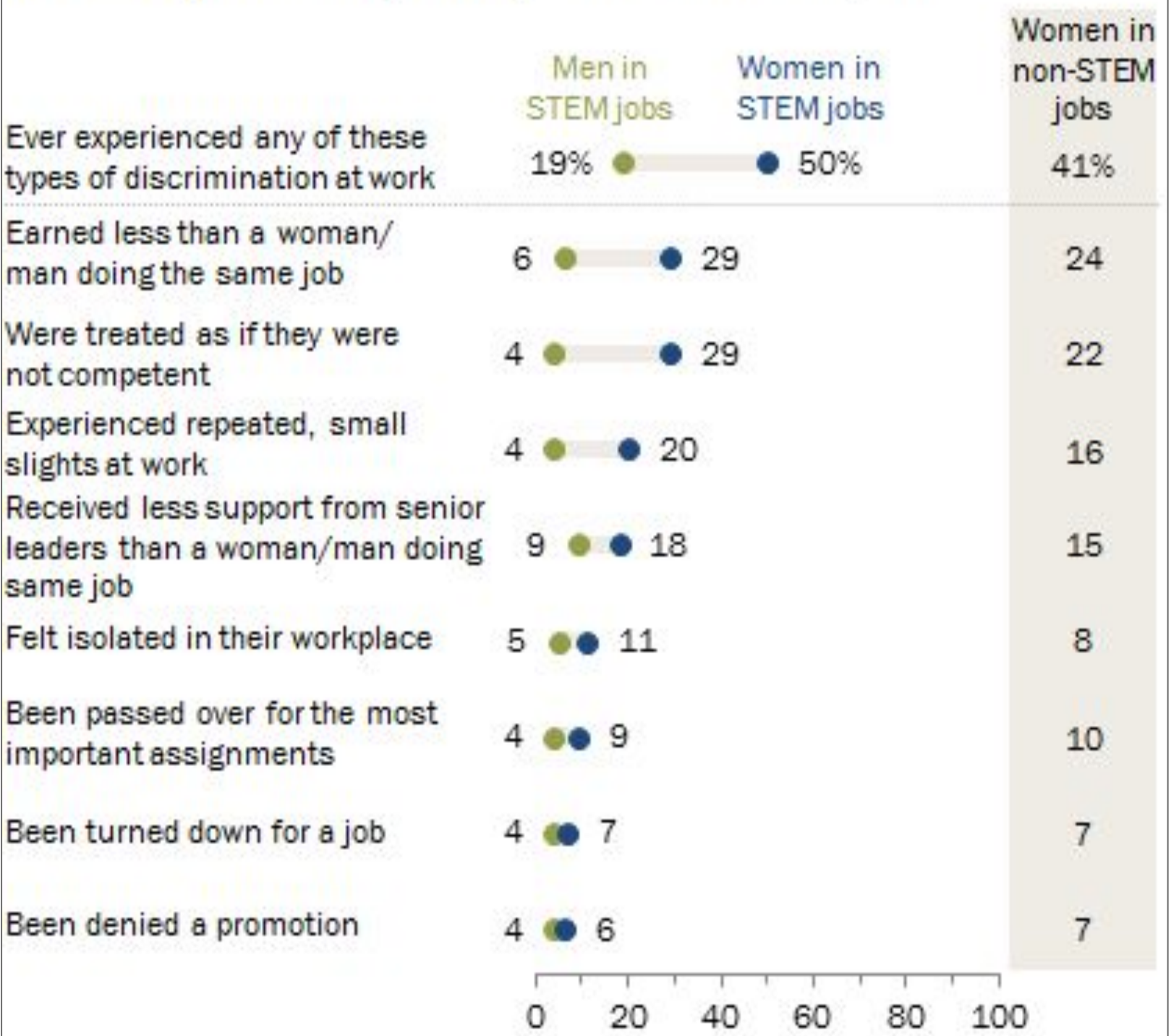sourced from Cranfield's The Female FTSE Board Report 2018

WHAT THE FOLKS ARE SAYING

There was a survey conducted with women in tech, to explore where they thought the issue was stemming from. One respondent explained it this way:

"People automatically assume I am the secretary, or in a less technical role because I am female. This makes it difficult for me to build a technical network to get my work done. People will call on my male co-workers, but not call on me." – White woman, technical consultant, 36

Half of women in STEM jobs say they have been discriminated against at work

% of those in science, technology, engineering and math jobs who say they have ever experienced the following at work due to their gender

	Men in STEM jobs	Women in STEM jobs	Women in non-STEM jobs
Ever experienced any of these types of discrimination at work	19%	50%	41%
Earned less than a woman/man doing the same job	6	29	24
Were treated as if they were not competent	4	29	22
Experienced repeated, small slights at work	4	20	16
Received less support from senior leaders than a woman/man doing same job	9	18	15
Felt isolated in their workplace	5	11	8
Been passed over for the most important assignments	4	9	10
Been turned down for a job	4	7	7
Been denied a promotion	4	6	7

Note: Respondents who gave other responses or who did not give an answer are not shown.
Source: Survey of U.S. adults conducted July 11-Aug. 10, 2017.
"Women and Men in STEM Often at Odds Over Workplace Equity"

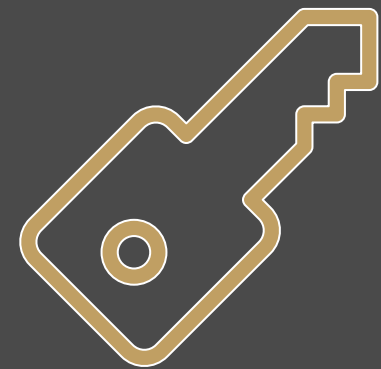**PEW RESEARCH CENTER**

GUIDING DESIGN VALUES

THESE ARE MY DESIGN VALUES THAT I WILL BE USING AS MY NORTH STAR TO GUIDE MY PROCESS.

CREATE A SENSE OF BELONGING

Always make the user to feel welcome. Allow them to immerse themselves fully, like a warm bath. Use language and references that a wide group of people will understand.

HAND OVER THE KEYS

Allow the user to be the master of their own destiny. Give them the option to make choices and back out of these choices. Allow mistakes to be undone, give them the freedom to explore.

BEAUTIFUL NOT BOUGIE

Design like Kurt Vonnegut writes books; full of brilliant ideas that just about anyone can access. Create stunning work that doesn't leave people feeling like they "don't get it"
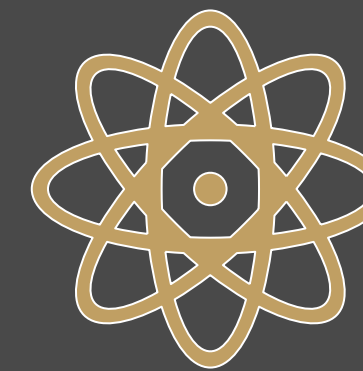
DAZZLE DON'T OVERWHELM

Create stunning work that doesn't exhaust or confuse the user with too much information or activity. Avoid cognitive overload by making options clear.
80/20 Rule
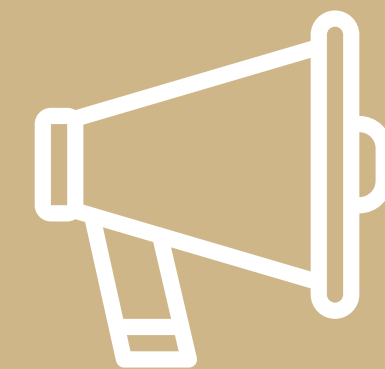
ABC: ALWAYS BE COMPLIMENTARY

Always boost the user through encouraging and helpful prompts, not relying on shaming to teach. Keep prompts kind and use helpful and engaging language to guide the user.

DIVERGENCE

LOOKING OUTWARD
TO FIND SOLUTIONS

INMATES TRAINING AT-RISK DOGS

THESE PROGRAMS HELP INMATES BECOME MORE ATTENTIVE AND RESPONSIBLE CITIZENS OF THE WORLD, MORE AWARE OF THE NEEDS OF OTHERS, AND MORE RESPONSIBLE FOR THEIR OWN BEHAVIOR.

A BETTER TOMORROW

- Partnership between the Sheriff's Office and the Peninsula Humane Society.
- Dogs with questionable adoption potential live with inmates who are responsible for their training, grooming, exercise and socialization.
- Inmates learn skills to help them succeed once they reenter society, such as strong communication, reporting, commitment, self-discipline, teamwork, leadership, and empathy.
- Research shows that 70-86% of inmates who have partnered with dog-training (or similar) organizations remain out of prison, compared to only 50% of those not involved in a dog-related program.

Building confidence and empathy through dog training

WILDERNESS THERAPY FOR AT RISK YOUTH

WILDERNESS THERAPY PROVIDES TIME FOR REFLECTION AND NATURAL CONSEQUENCES THAT ARE THE IMPETUS FOR BEHAVIORAL CHANGE. - quote

GROWING IN NATURE

- Wilderness therapy provides time for reflection and natural consequences that are the impetus for behavioral change. T program is rooted in wilderness.
- Humans crave a connection with nature, and there are numerous therapeutic and healing qualities of a natural setting which is why wilderness therapy programs are perfect setting for growth.
- "An expanding body of primarily correlative scientific evidence points in a single, common-sense direction: Getting children outside can be good for their health. And getting them outside in nature may well offer special benefits." From Richard Louv, author of "The Nature Principle: Human Restoration and the End of Nature-Deficit Disorder".

*Gaining faith in problem solving skills and building community*

TEACHING EMOTIONAL INTELLIGENCE

EMOTIONAL INTELLIGENCE TRAINING IS A SET OF PRACTICAL KNOWLEDGE AND SKILLS THAT HELP INDIVIDUALS TO BECOME FLUENT IN UNDERSTANDING THE LANGUAGE OF EMOTIONS.

LEARNING TO GROW RELATIONSHIPS

- RULER is an evidence-based approach for integrating social and emotional learning into schools, developed at the Yale Center for Emotional Intelligence.
- RULER applies "hard science" to the teaching of what have historically been called "soft skills."
- **R**ecognizing, **U**nderstanding, **L**abeling, **E**xpressing, and **R**egulating emotion.
- Decades of research show that these skills are essential to effective teaching and learning, sound decision making, physical and mental health, and success in school and beyond.
- People with high emotional intelligence are typically team players. Rather than focus on their own success, they help others to develop and shine.

Becoming a better leader through higher emotional intelligence
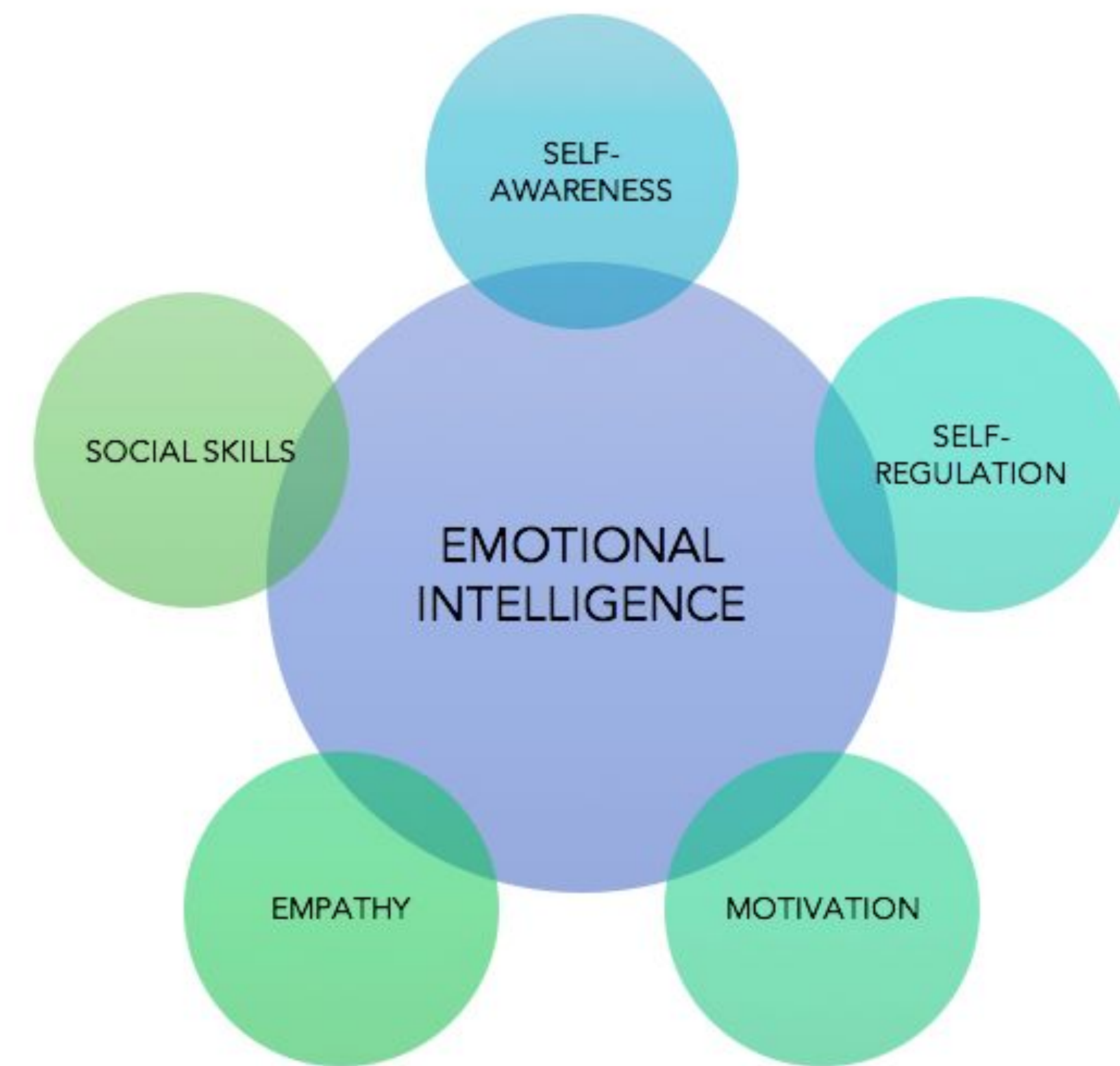
ORPHANED ELEPHANT REHAB SANCTUARY

RESCUE AND REHABILITATION OF MILK DEPENDENT ORPHANED BABY ELEPHANTS AND RHINOS THROUGH TO THEIR ULTIMATE REINTEGRATION BACK INTO THE WILD.

REPAY IN KIND

- Sanctuaries in Kenya offer a secure base and a loving environment to nurture orphaned elephants in their time of greatest need
- Keepers play a crucial role in helping the new arrivals through this difficult period by supporting and nurturing the orphans as their lost mothers' would have done
- Offer them unconditional love, emotional support and the learning experiences that each young elephant needs to grow
- Keepers care for the orphans 24 hours a day and this includes sleeping with the orphans during the night in their individuals stockades on a rotational basis so they do not feel alone
- Once the elephants "graduate" to the next sanctuary, they are mentored by older orphaned elephants that graduated before them

Creating a nurturing mentorship to build a sense of family and pride

KEY
TAKEAWAYS

DIVERGENCE INSIGHTS

LEADERSHIP TRAINING

Dog training to build confidence and give a sense of responsibility for others. Training dogs needs confidence and calmness, both excellent leadership skills.

NURTURING MENTORSHIP

Creating a nurturing mentorship model to build a sense of community and growth, and create a model of receiving and giving encouragement to other slayers.

CONFIDENCE IN PROBLEM SOLVING SKILLS

Wilderness Therapy to help build confidence and companionship with other women and non-binary folks. Building a higher level of comradery, community and friendship. This will build confidence and help buoy up everyone in the program.

LEARNING EMOTIONAL INTELLIGENCE

Teach and encourage the growth of emotional intelligence. People with high EI understand their emotions and they don't let their feelings rule them. They know their strengths and weaknesses, and they work on these areas so they can perform better.

CONVERGENCE

BRINGING IT ALL TOGETHER

PROPOSAL OVERVIEW

THE PROGRAM

Here To Slay is a leadership integration program that places candidates, aka Slayers, into leadership roles at participating STEM organizations. Slayers get leadership training, mentoring and on the job learning for a full year, at which time they become mentors.

The participating companies assist their current leadership team grow by providing a 4 day Emotional Intelligence.

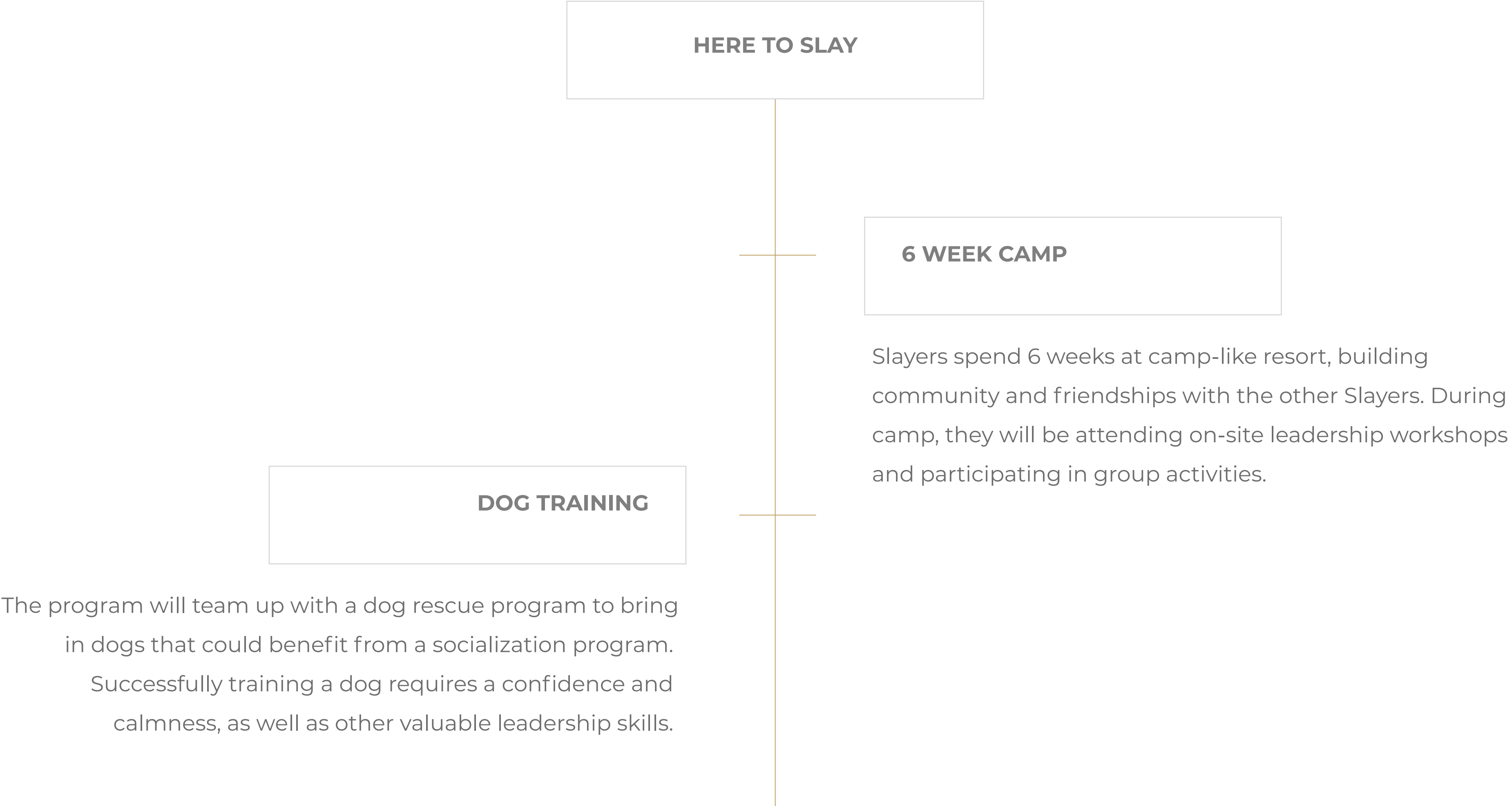The Slayers will have access to a support Slack channel, as well as monthly Brunch & Learn weekend courses.

PHASES OF THE PROGRAM

1) Six week camping adventure with a dog rescue companion integrating Wilderness Therapy

2) Placement in a Leadership Role for 9 months with a mentor

3) Continue in role while attending classes on Mentorship for 3 months

4) Become a mentor for another Slayer

COMPONENTS OF HERE TO SLAY

A BREAKDOWN OF THE TIMELINE AND COMPONENTS INVOLVED IN THE INTEGRATION PROGRAM

HERE TO SLAY

6 WEEK CAMP

Slayers spend 6 weeks at camp-like resort, building community and friendships with the other Slayers. During camp, they will be attending on-site leadership workshops and participating in group activities.

DOG TRAINING

The program will team up with a dog rescue program to bring in dogs that could benefit from a socialization program. Successfully training a dog requires a confidence and calmness, as well as other valuable leadership skills.

WILDERNESS THERAPY

Utilizing aspect of Wilderness Therapy to help create a strong sense of comradery, community and friendship.

THE WILDERNESS IS RAD AF

Being in the wilderness is calming, giving the participants more emotional space and capacity to brush up on skill sets. People learn and grow best when they are relaxed.

LEARNING EMOTIONAL INTELLIGENCE

Slayers will have ongoing classes and workshops on Emotional Intelligence. All participating companies and organizations will have their leadership go through workshops over the course of a couple of weekends at a retreat.

MEET N GREET

Participating companies will attend a full day of networking and interviewing with the Slayers at the completion of camp. Slayers will have the opportunity to interview with any of the companies they are interested in. There will enough roles for everyone.

PLACEMENT

Placement in a Leadership Role for 9 months with companies in the industry. Putting the participants in a mentored leadership role gives them the chance to learn and excel in a real world setting.

MENTORSHIP

To ensure success, Slayers work closely w their mentor for the initial four months, then taper off but still have access for the full year.

SUPPORT SYSTEMS

There will be emphasis placed on continuing to build community, to talk about emotional health, to check in with other Slayers and ask for advice. The intention of this is to build a deep sense of belonging and create a supportive network.

CONTINUED GROWTH

Slayers will participate in regular classes and workshops to continue growing leadership skills. They will also have mentorship training near the end of the program.

TURN IT AROUND

BRIGHT EYES

At the end of their initial year, Slayers will have the opportunity to give back to the community and become mentors themselves. They will continue to meet with their original cohort to help each other be the best mentors they can be.

THANKS

SUMMER ELLIOTT