



# Everything Is Awesome

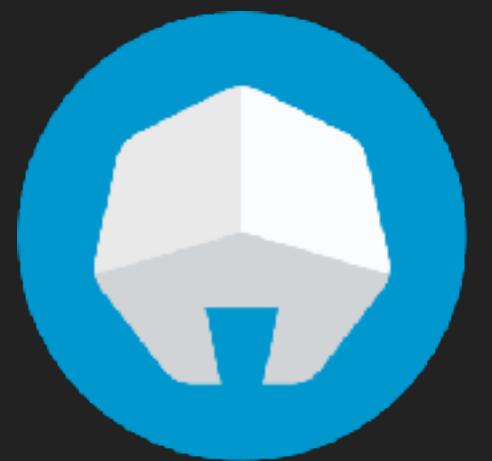
The LEGO® approach to being an awesome coworker



# Paul Verbeek-Mast

(@paul\_v\_m)

Front-end developer @



**Instapro**

*“The great enemy of communication, we find, is the illusion of it.”*

William H. Whyte

*“We have talked enough; but we have not listened.”*

**William H. Whyte**

*“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, we find, is the illusion of it.”*

Paul Verbeek-Mast

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

Photo # NH 96566-KN (Color) First Computer "Bug", 1947

92

9/9

0800 Antran started  
1000 " stopped - antran ✓  
13" uc (032) MP - MC { 1.2700 9.037 847 025  
033) PRO 2 2.130476415  
" 2.130676415

Relays 6-2 in 033 failed special sped test  
in relay " 10.00 test .

1100 Relays changed  
Started Cosine Tape (Sine check)  
1525 Started Mult + Adder Test.

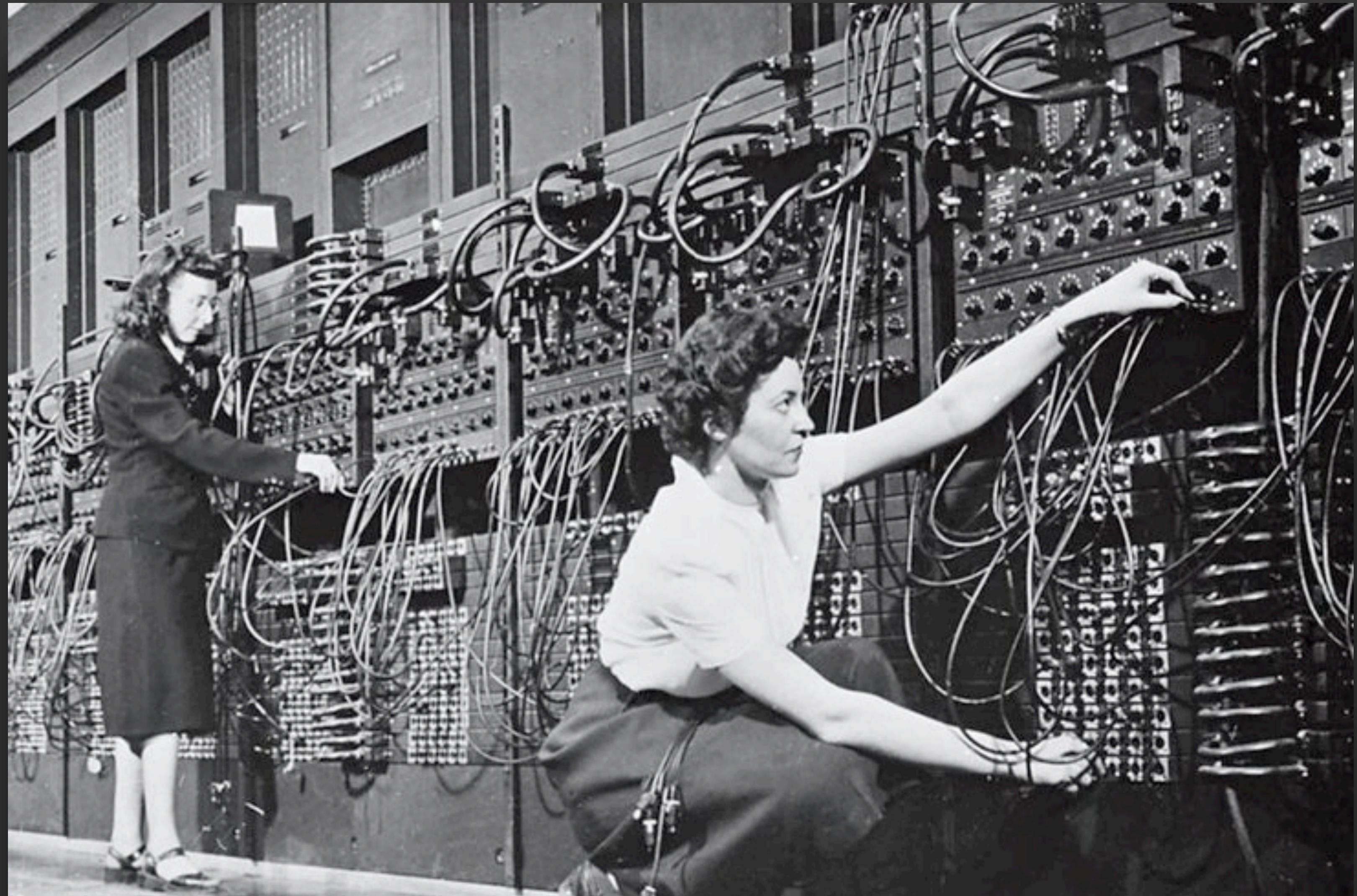
1545



Relay #70 Panel F  
(moth) in relay.

1630 Antran started.  
1700 closed down .

# The early days of tech



ENIAC (Electronic Numerical Integrator and Computer)

# 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

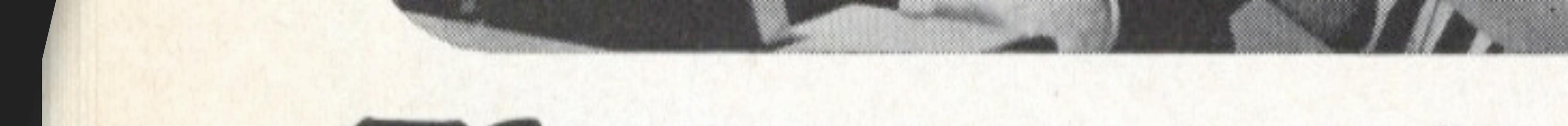
Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job.

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



The early  
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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-16.  
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  
TUAL FLOPPY DISKS, A 1500 BAUD DIGITAL CASSETTE, 84 COLOR VIDEO BOARD,

# The rise of men

In 1967 alone,  
700,000 people took the  
IBM Aptitude test

# 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).”*

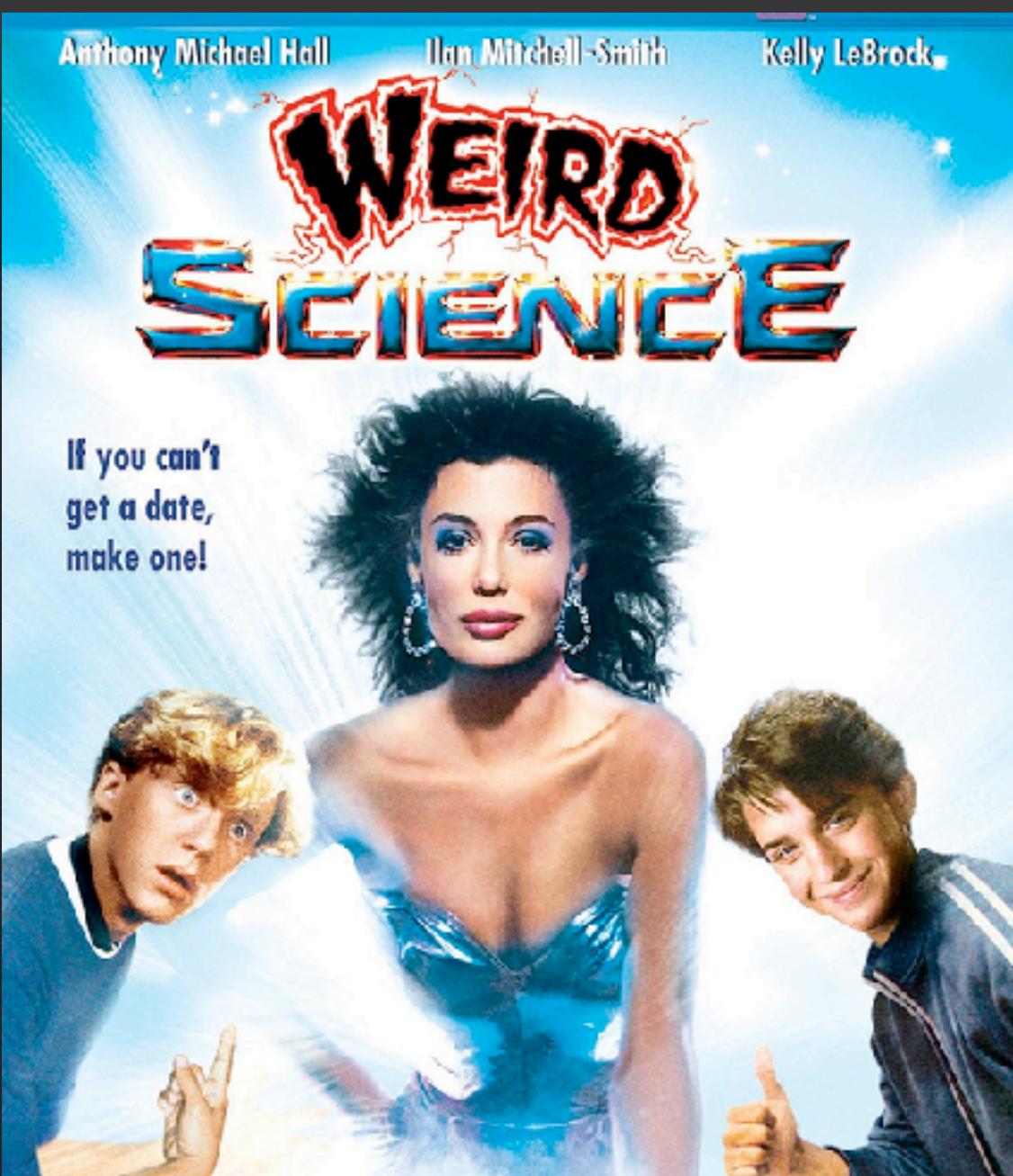
*The Computer Boys Take Over*

- Nathan Ensmenger

# The rise of men



# The rise of men





# The bro culture

# The bro culture



Joe Liemandt — Founder of Trilogy Software

# 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

Holidays were called competitive advantage days, because no one else was working.

# The bro culture

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

The bro  
culture

U B E R

# The bro culture

- Susan Fowler;
- Niniane Wang;
- Susan Ho;
- Leiti Hsu;
- Sarah Kunst;
- Cheryl Yeoh.

# The bro culture

- Women;
- People of colour;
- LGBTQIA+;
- People with a disability;
- People in economic or social hardships.



3000 30 01307





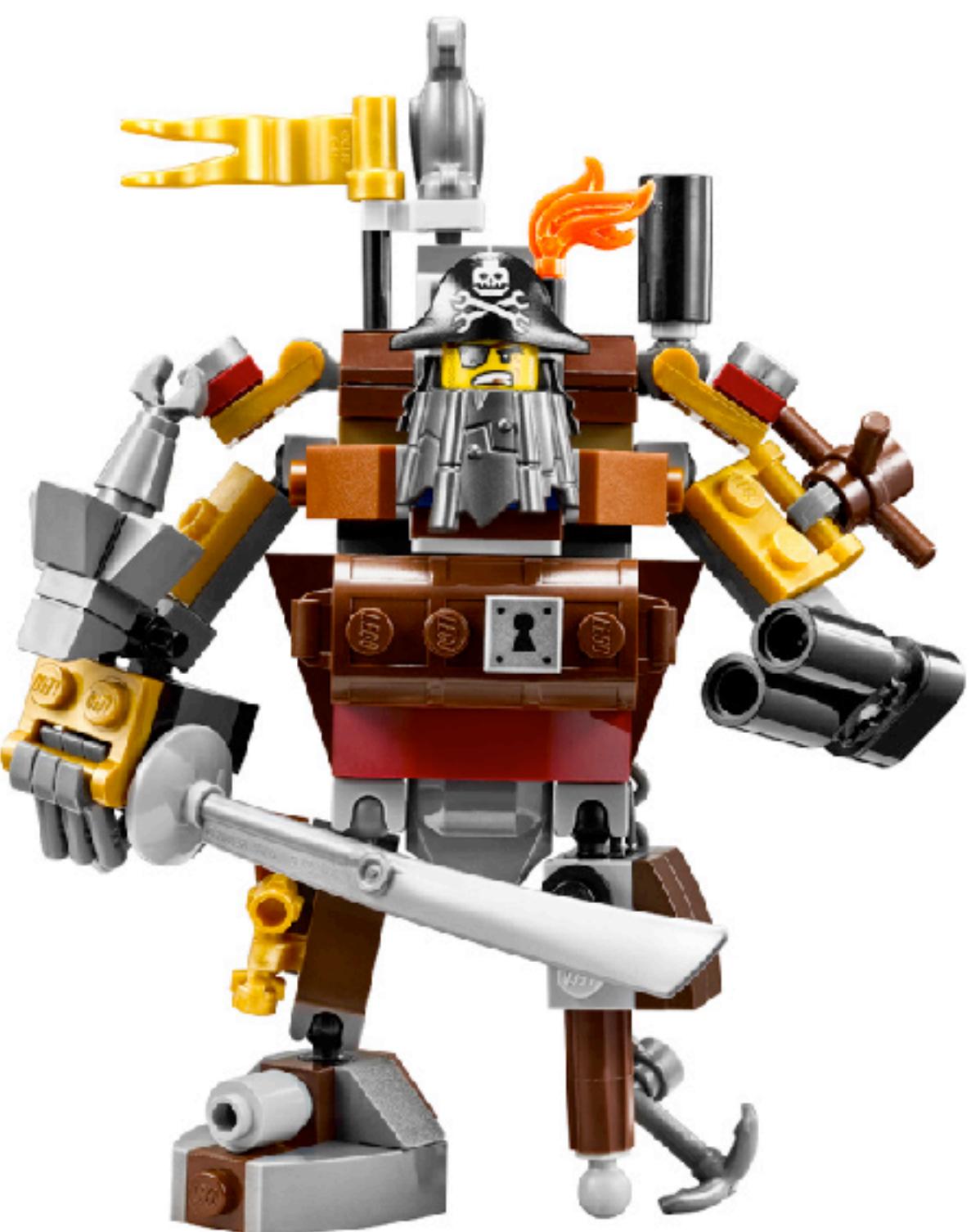
All of this is true... because it rhymes.

*TIME* *skip!*

## Piece of Resistance







A rant about "Inclusivity  
and the LEGO Movie"



</rant>



If you let everyone be their unique selves, and value each other,  
you can achieve great things



Equality =  
uniformity

Equality =  
uniformity



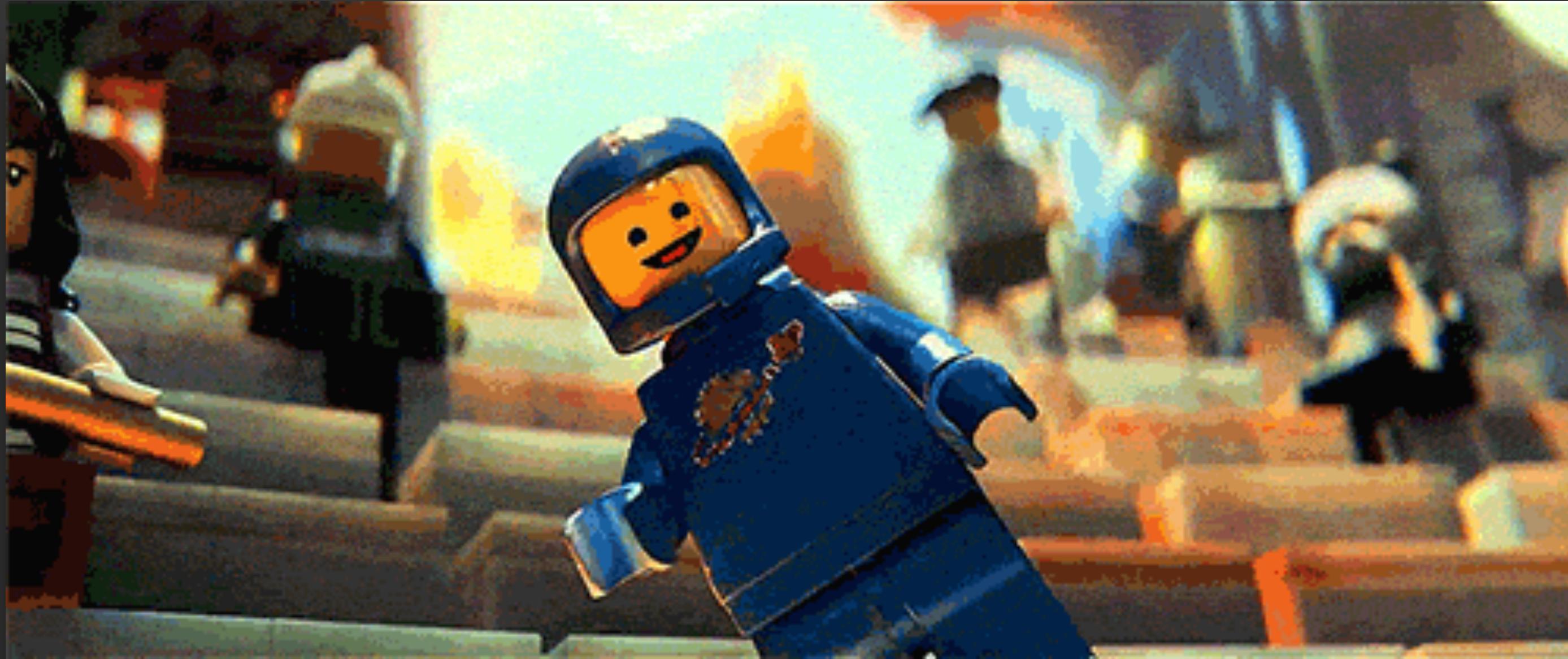
Equality =  
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Equality !=  
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A collage of various LEGO characters from the movie 'The LEGO Movie'. It includes a large pink catbus with a smiling face, a blue space suit character, a gold robot, a white robot with a bow tie, and several smaller characters like a man in a suit and a woman with a crown. The background is dark.

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

- Put people first;

Blind man vs. A man who is blind

# Make everyone feel welcome and included

## Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;

*“The key test for an acronym is to ask whether it helps or hurts communication. An acronym that most engineers outside of SpaceX already know, such as GUI, is fine to use. It is also ok to make up a few acronyms/contractions every now and again, [...] but those need to be kept to a minimum.”*

Make everyone  
feel welcome  
and included

## Use inclusive language

- Put people first;
- 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  
feel welcome  
and included

## Use inclusive language

- Put people first;
- Avoid jargons and abbreviations;
- “Guys” is not gender neutral;
- Don’t underplay the impact of mental disabilities;

Make everyone  
feel welcome  
and included

## Use inclusive language

- Put people first;
- 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

How many times do you  
bring your phone or laptop  
to a meeting?

Be humble

Talk less, listen more

Be humble

If someone needs to  
vent, lend them an ear

Be humble

Let people be heard

Be humble

Let people be heard

*“When you have a contribution to make in a meeting, how often are you able to do so?”*

**Only 35% felt they were always able to make a contribution, when they had something to add**

Be humble

Let people be heard

- Introverts;
- Remote workers;
- Women;
- People of colour;

Be humble

Let people be heard

- Share the purpose of the meeting;
- Include remote workers;
- No talking over each other;
- Keep it central;
- Email a summary;

Be humble

Let people be heard

- Interrupt long discussions;
- Ask for opinions;
- Give credit where it is due;
- Feedback round;

Be humble

Be an ally

Someone who supports equal rights  
for others, and acts when people  
face exclusion and discrimination

## Be humble

## Be an ally

- Speak their name when they aren't around;
- Share their career goals with influencers;
- Invite them to high-profile meetings;
- Endorse them publicly;

**56% of leaders don't value ideas they don't personally see a need for**

## Be humble

## Be an ally

- Speak their name when they aren't around;
- Share their career goals with influencers;
- Invite them to high-profile meetings;
- Endorse them publicly;
- Stop with *mansplaining* and *manterrupting*.

# Be humble

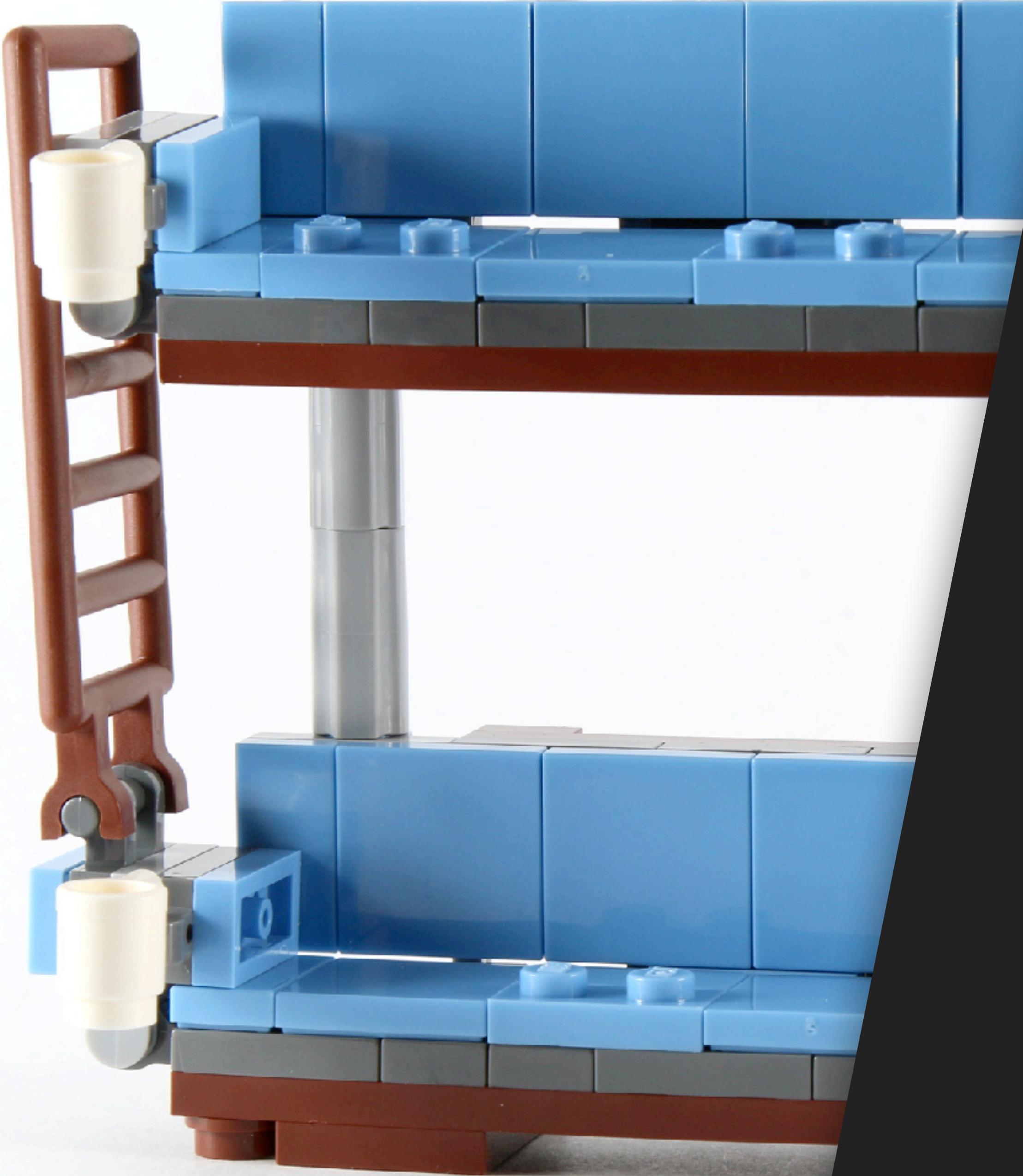


**Mansplaining** - the act of explaining something in a condescending and overconfident way;

**Maninterrupting** - when a man unnecessary interrupts a women.

Be humble

@betterallies



Encourage  
creativity

Encourage  
creativity



Get everyone's input

Encourage  
creativity



Create a safe  
environment

# Utilise diversity



Utilise  
diversity

Know your colleagues

Utilise  
diversity

Learn from each other

You are  
awesome too!



You are  
awesome too!

Find people who  
believe in you

You are  
awesome too!

Stand up for what you  
believe in

You are  
awesome too!

Be yourself

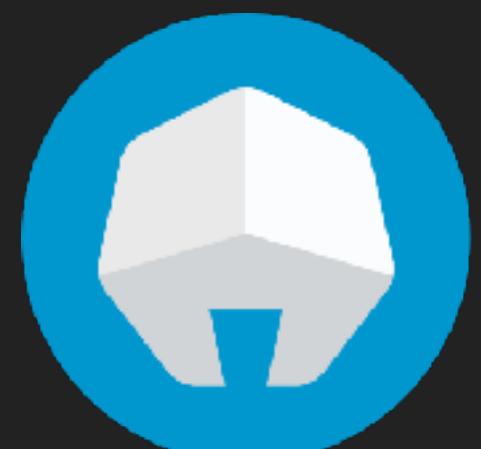
You are  
awesome too!

A little bit of kindness  
goes a long way

*THANK you!*

Paul Verbeek-Mast  
(@paul\_v\_m)

Front-end developer @



**Instapro**

Read this book!

