

The X Factor: Making Women Visible.

Jaclyn Damiano
DevOps Enterprise Summit
October 2018



How I've formed **my** **perspective...**



ALLIANCEBERNSTEIN®



Bucknell
UNIVERSITY



verizon✓

Goldman
Sachs



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Then this happened. And
now **I feel so**
RESPONSIBLE.



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On top of things
happening at home and
work, I now feel a strong
**societal obligation to
preserve and enhance
women's rights.**

feminist

noun

noun: **feminist**; plural noun: **feminists**
a person who supports feminism

feminism

noun

the advocacy of women's rights on the basis of
the quality of the sexes



And then...

**ZERO women
volunteered to speak at
our Irving Verizon Tech
Day.**



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Diversity = Better Products

Diversity = Higher Revenue



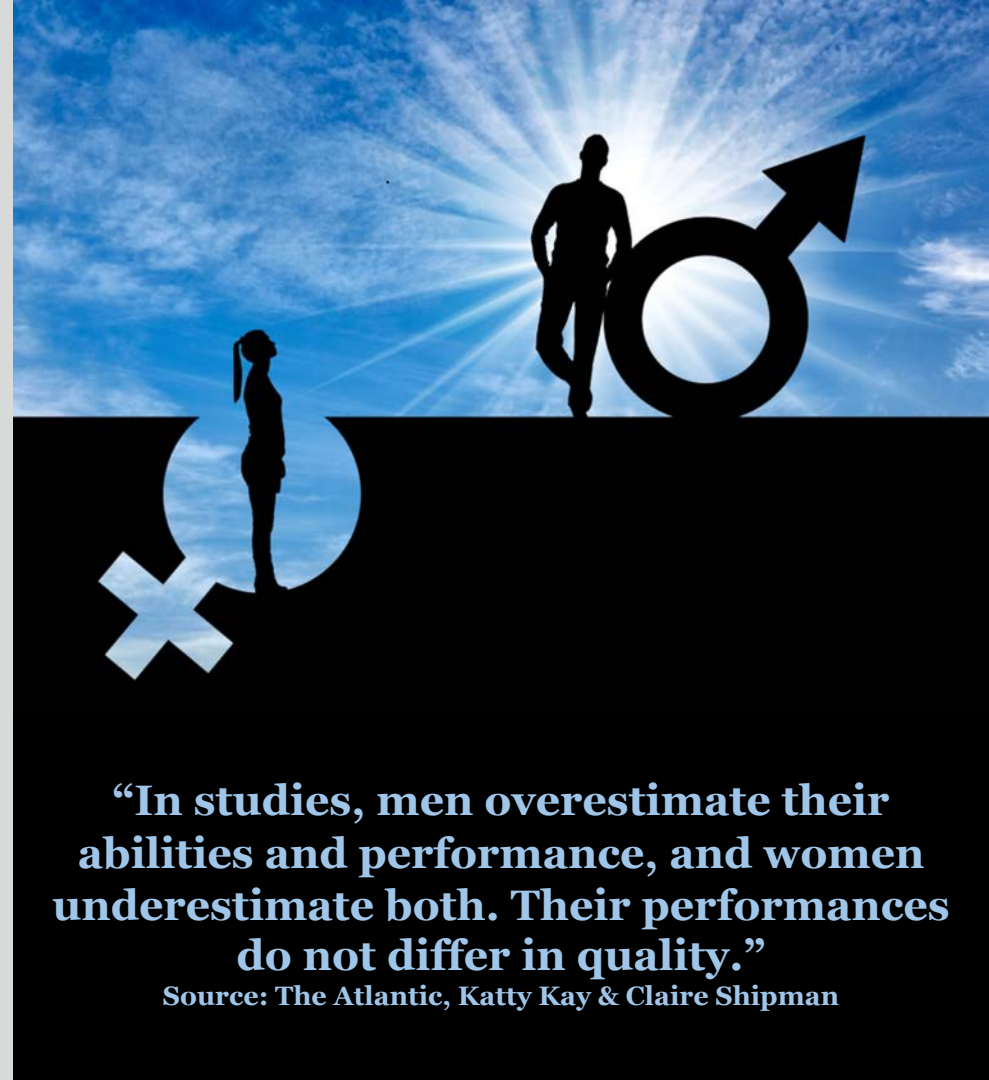
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**Where are all the IT V-
Team women, and why
aren't they answering
this call?**



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There's this thing called
"The Confidence Gap."



**"In studies, men overestimate their
abilities and performance, and women
underestimate both. Their performances
do not differ in quality."**

Source: The Atlantic, Katty Kay & Claire Shipman



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**We're raising our girls to
be perfect and we're
raising our boys to be
brave.**

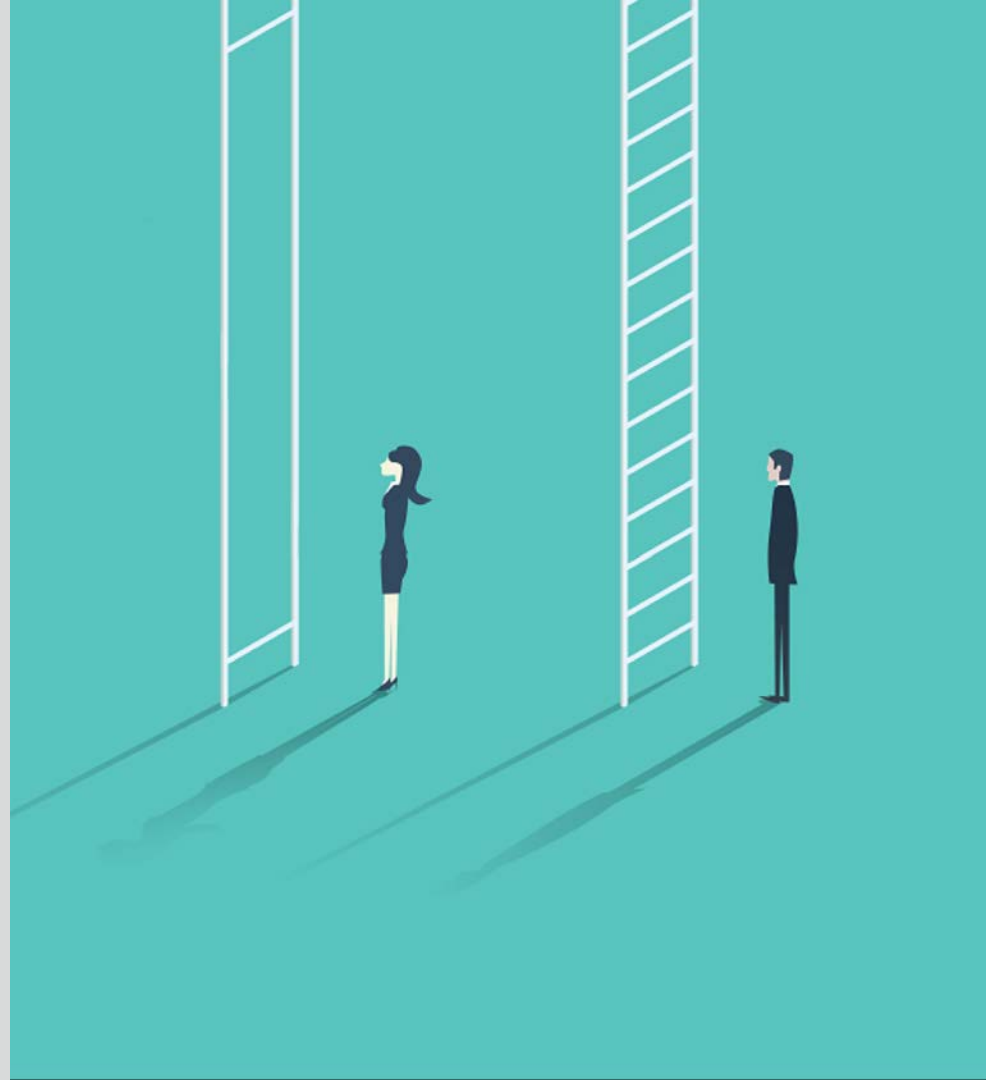
- Reshma Saujani, Founder & CEO, Girls Who Code



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Men apply to jobs if they meet **60% of the qualifications. Women apply to jobs only if they meet **100%** of the qualifications.**

-Harvard Business Review



Women stay out of the spotlight for three main reasons:

- Avoiding backlash in the workplace
- Finding professional authenticity
- Parenthood pressures

-Harvard Business Review



What are we going to do
with all this data?

We have to **step up.**



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And now my asks...

Ladies, I need you to be visible. **Our daughters need to see leaders that look like them. And our sons need to see leaders that look like us.**



**Ladies, I need you to sit
at the table.**



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**Ladies, I need you to
think twice before
volunteering for
“unpromotable tasks.”**



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**Ladies, I need you to
reach out beyond
yourself and support
other women.**



And finally, Ladies, I need you to tell your stories. I need you to tell them to a lot of people at once.

I need you to publicly speak to build *your* brand -- to build *our* brand.



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Men, so many of you are
feminists. **I need you to
start nudging your
colleagues to share their
stories.**



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**People leaders, you're
not off the hook yet.**
I need your help, too.



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**At Verizon, I have an
audacious goal for our
next Verizon Tech Day.**



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**I want 100% of our
speakers at our next
Verizon Tech Day to be
women.**

**(I also need some
awesome external
women speakers too.)**



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**“When I’m sometimes asked when will there be enough
[women on the Supreme Court]? and I say ‘When there
are nine.’ People are shocked. But there’d been nine men,
and nobody’s ever raised a question about that.”**

Justice Ruth Bader Ginsburg

That's all folks.



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