

# The Science of an Inclusive Workplace



Pre-Seed Pitch Deck  
Joshua McKenty  
[joshua@eqlabs.io](mailto:joshua@eqlabs.io)

EQ Labs:  
Hack manager  
behaviours and fix  
workplace discrimination.





## Joshua McKenty

Global Field CTO, Pivotal (2018 IPO)

Founding CEO, Piston (Acq: Cisco)

NASA Chief Cloud Architect & OpenStack Founder

SF 40-under-40 winner

Headquartered: Victoria, BC, Canada

Started: November 1, 2019

Phase: *Pre-product*

<https://www.eqlabs.io>

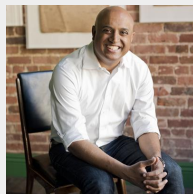


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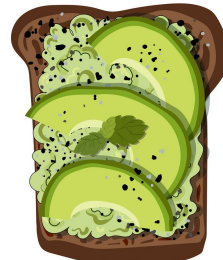
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# *Workplace Inclusion isn't a fad, it's a MOVEMENT*

"A 2019 survey of 234 companies in the S&P 500 found that **63% of the diversity professionals had been appointed or promoted to their roles during the past three years.**"

Diversity: \$8B / yr



Despite spending \$8B a year, Diversity & Inclusion efforts are making **almost no progress.**

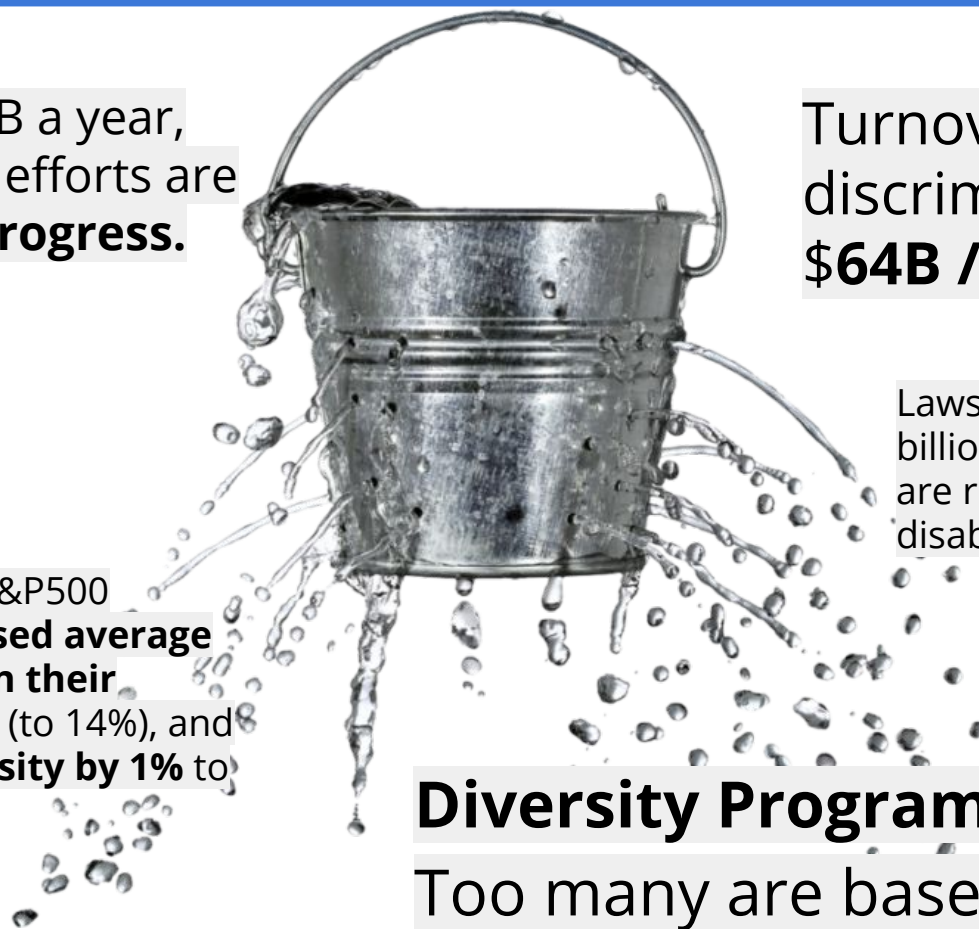
Turnover related to discrimination is **\$64B / year.**

Lawsuits and settlements are billions more. Most charges are related to gender, disability or race.

Between 2015 and 2018, S&P500 companies "...have **increased average gender representation on their executive teams only 2%** (to 14%), and **ethnic and cultural diversity by 1%** to (13%)."

**Diversity Programs are Broken.**

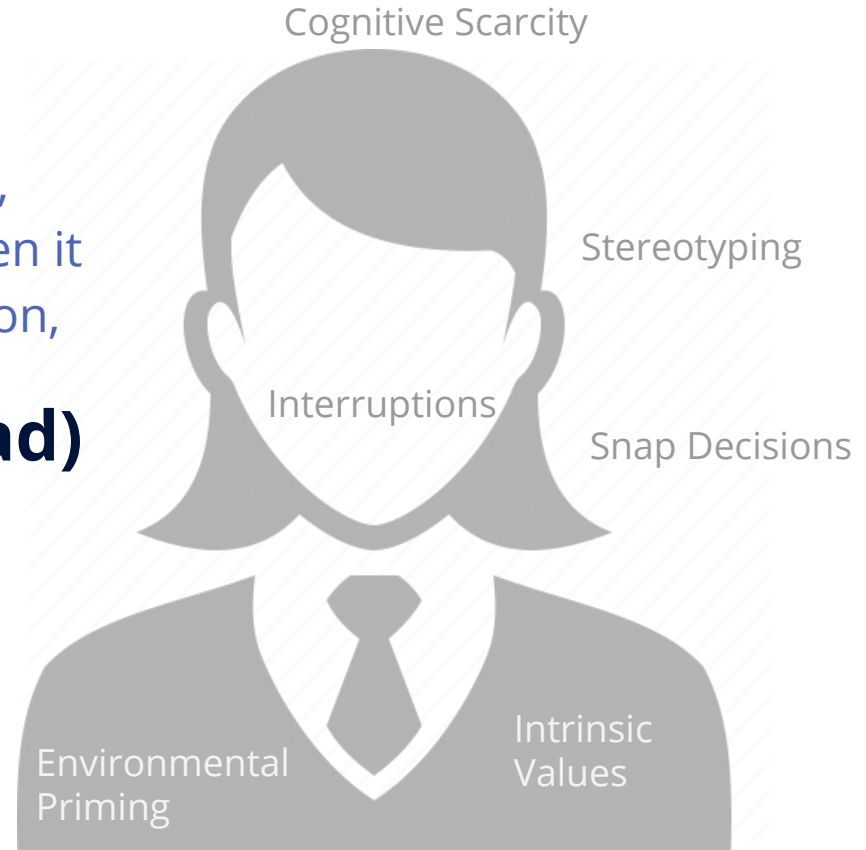
Too many are based on wishful thinking, not science.



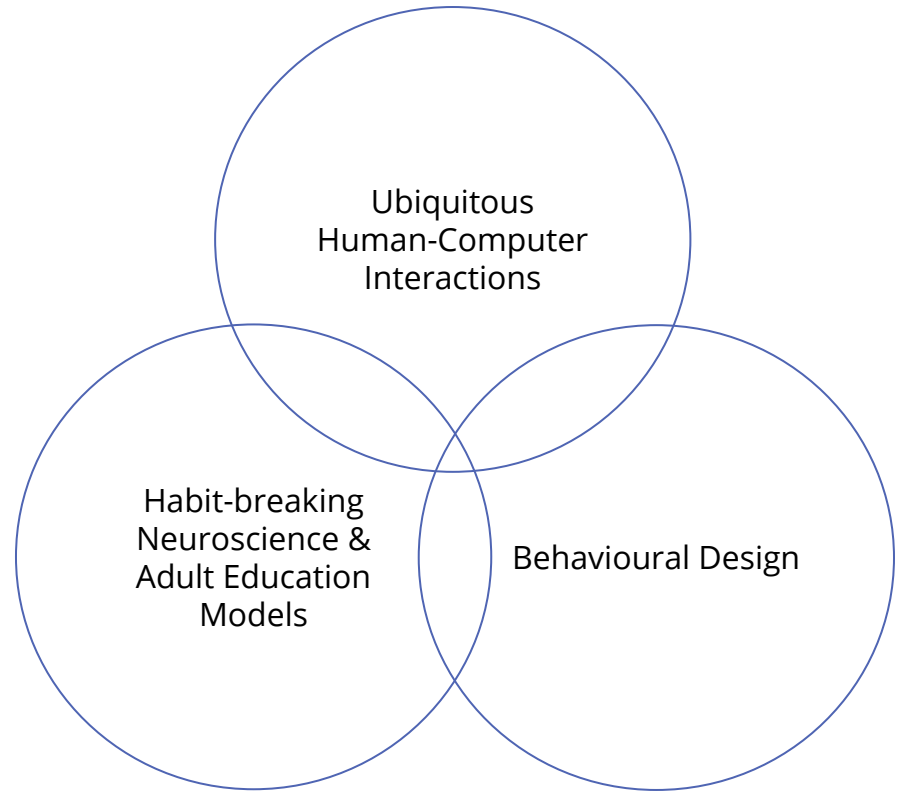
# Through dozens of interviews...

... across all backgrounds and identities, one consistent message stood out. When it comes to career-impacting discrimination,

**The managers (good or bad) make all the difference.**



We finally have  
the science, the  
algorithms, and  
the opportunities  
to interrupt the  
manager's daily  
moments of  
prejudice.



# Solution: Science, Software and Behavioural Design



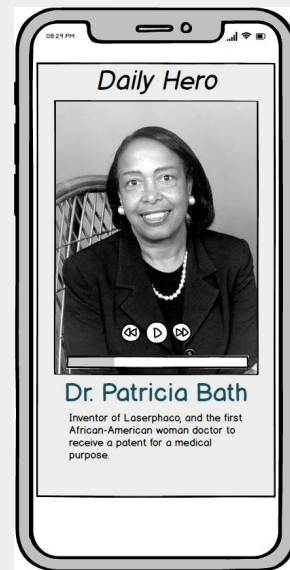
## 1 Align

Create awareness,  
identify behaviours &  
introduce strategies



## 2 Nudge

Shift career-impacting  
moments through a set of  
apps and plugins



## 3 Boost

Subscription content to  
continually reinforce a  
new perspective



# Hacking Bias: Putting Equity at “Eye Level”

## Task Assignment

Everyone on your team is a “High Potential” and they all need stretch assignments.



**Better  
One-on-Ones**



## Performance Review

Use industry best-practices for measuring outcomes-in-context to short-circuit the most common biases.

## Taking Credit

You might not be able to hear the women on your team when they make suggestions - but the EQ bot can.

**FACT**



**Inclusive Meetings**



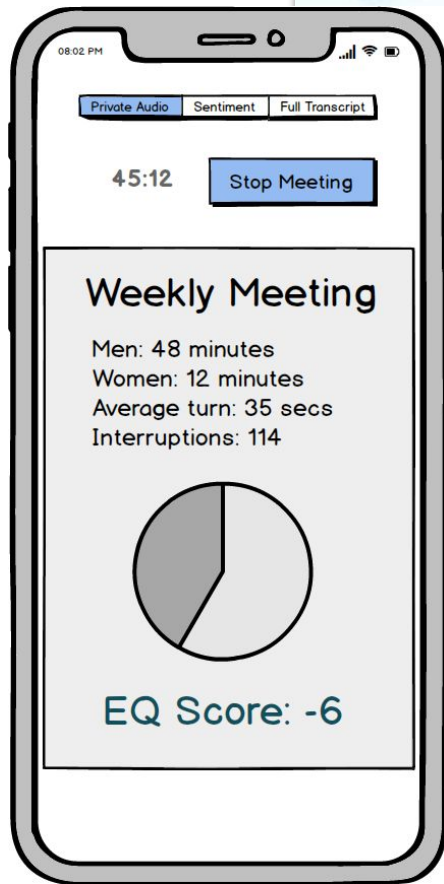
# The Science: “Prejudice Habit-Breaking Intervention”

Developed over the past 9 years, this program is one of the only scientifically validated approaches to changing prejudicial behaviour.

“In the 2 years following our study, the percentage of **new female faculty hires** did not change in control departments (32%), but **increased by 15% points** in intervention departments (47%).”



# Fixing Bias in Meetings



# Why a White Guy?

“Blacks who confront racism and women who confront sexism are evaluated more negatively by bystanders than Whites who confront racism and men who confront sexism.”

These are the tools I wish I had available when I first became a manager.

*The Problem*



*The Customer*



*The Vendor*



# Competitive Landscape

bambooHR®

 **paradigm**

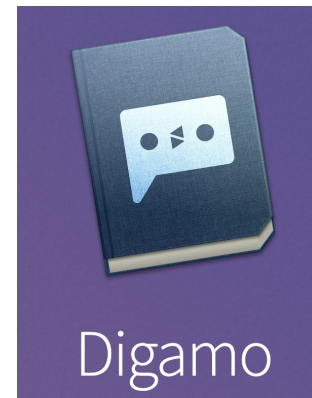
**IMPLIKIT**

**ORACLE®**

õfficevibe

PeopleSoft

**MESH** / diversity



  
**workday®**

 **INCLUDE**

 **pymetrics**





# ASK

\$300K Pre-seed (SAFE)  
\$6M cap, 15% discount



# Backup Slides



# How much does discrimination cost?

Automated  
Recruiting  
- \$1.7B

HR  
SaaS  
Market  
- \$12B

EEOC Title 7  
Settlements  
and Charges  
- ???

**Discrimination-  
based turnover  
costs -  
\$64B**

Indirect Costs of Discrimination -  
\$400B

Lost Productivity and Engagement -  
\$2.5T





# Prejudice Habit-Breaking Strategies

Strategy	Description	Adapted from
Stereotype replacement	Detecting stereotypic thoughts or media portrayals and replacing them with nonstereotypic responses	Devine (1989), Devine and Monteith (1993), Monteith (1993)
Perspective-taking	Imagining what it would feel like to be in the position of a member of a different group	Galinsky and Moskowitz (2000)
Individuation	Gather and focus on information that makes someone an individual, rather than generalizing based on group membership	Brewer (1988), Fiske and Neuberg (1990)
Increasing intergroup contact	Making positive, personal contact with members of stereotyped groups	Pettigrew (1998), Pettigrew and Tropp (2006)
Consider situational explanations for behavior	Actively consider situational explanations for behavior, rather than jumping to dispositional explanations	Kawakami, Dovidio, Moll, Hermsen, and Russin (2000)
Modify your environment	Increase representation of underrepresented group members in your visual environment	Cheryan, Plaut, Davies, and Steele (2009)
Committing to credentials	Commit to evaluation of criteria in advance of viewing any candidate	Uhlmann and Cohen (2005)

