

Write/Speak/Code 2018

Speak Your Truth



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Women Techmakers



wework

#wsc2018conf | @writespeakcode



# WRITE/SPEAK/CODE 2018

## Speak Your Truth

#wsc2018conf | @writespeakcode



# Welcome + Code of Conduct

#wsc2018conf | @writespeakcode

- Everyone is a women or non-binary
- Baseline shared experience: being ignored, ideas taken credit for

BUT

- Different types of oppression can be both the same AND different
- Experiencing multiple types of oppression at once is complicated
- Don't dictate what someone "should" experience, feel, want
- Most of us have some sort of privilege sometimes

- Speak from your experience
- Two people speak once before you speak twice
- Allow a person to finish speaking
- Listen. Then ask “Do you want me to just listen or also respond?”
- Prefer shared experience over advice (“should”)
- Silence is OK

## Inclusion

## Accommodations

- Front most seating is for hard of hearing or those with low mobility
- Please use the mic during Q&A for those who are hard of hearing.
- Don't ask "Can you hear me?"
- We have ASL Interpreters. Speak SLOWLY. For everyone.



# Code of Conduct

- Harassment-free environment
- Online & offline
- All affiliated events, outings

**We prioritize  
marginalized people's safety  
over privileged people's comfort**

<http://www.writespeakcode.com/about/code-of-conduct/>



#wsc2018conf | @writespeakcode

Non-gendered words for addressing groups:

**Folks, Y'all, Friends, Everyone, peeps**

Inclusive phrases for addressing groups:

**Ladies & Non-binary people**

**Women and enbys ("en-bees")**

Gender is a spectrum and not a binary. Be conscious of:

- statistics that compare women and men may not include or misrepresent non binary, genderqueer, and gender non-conforming people
- “women, men, and those not included or misrepresented” instead of women vs. men

### Alternatives for “crazy”

- wild
- chaotic
- intense
- outrageous
- irritating
- awful
- bizarre

## Accommodations

## Quiet Room

### Microsoft

- Quiet room location is on the 5th floor in the meeting room Gershwin
- Take stairs or elevator down from 6th Floor
- Turn left then turn right again
- Photos in Slack

### Studio Arte

- Off the lobby area where food is served

# Impact before intention



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# Specific Feedback

- If you can give us examples of words or behaviors that exemplify your feedback on the forms, that is helpful so we can be sure we understand and can respond.



# Requesting Feedback

1. Start: What am I not doing that I should be doing?
2. Stop: Where can I improve?
3. Continue: What am I doing well? What should I keep doing?



WRITE / SPEAK / CODE

#wsc2018conf | @writespeakcode



# Announcements

Thursday / Speak / Leadership

#wsc2018conf | @writespeakcode

- **Temperature:** we have asked Microsoft to set the temperature warmer
- **Breakfast:**
  - more spoons for yogurt
  - non-diary coffee creamer
  - If you are not vegan, gluten or have dietary restrictions, please leave those breakfast options if you come before 8:30am
  - We are not allowed to use the lobby to serve food
- **Water / Tea / Coffee:**
  - Explorations: in lobby / entrance area where lunch is served
  - Foundations: in the kitchenette outside the space

- Recycling is sorted from trash after it's collected
  - This is common for large buildings in NYC
  - NYC law requires office buildings to recycle
- Tables
  - Please use the lap desks if you need them
  - Breakout rooms have tables

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# Shemika Lamare



# **Bragging: Cause You're Showing Off and It's Alright**

**By: Shemika Lamare(she/her) @slamare15**



# Overview:

- **About Me**
- **Story Time**
- The Issue
- Confident and Humble
- How to start bragging
- What we can do for each other
- Elevator Pitch Activity

@slamare15

# About Me

Biologist turned Data Enthusiast



@slamare15

# STORY



# TIME



# Overview:

- About Me
- Story Time
- **The Issue**
- Confident and Humble
- How to start bragging
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# The Issue

- Gender Norms
- Perception
- Imposter Syndrome
- Impact

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# Gender Norms

Socially constructed roles, behaviors, activities and attributes that a given society considers appropriate for men and women. -  
Wikipedia

“

*A man's competence is more likely to be presupposed, a woman's questioned.*

-Kathleen Hall Jamieson

@slamare15

“



@slamare15



# Perception

Bossy, Boastful, Aggressive, B-word, etc

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# Imposter Syndrome

When individuals doubt their accomplishments, and has a persistent internalized fear of being exposed as a “fraud” - Wikipedia

@slamare15



# Impact

Negotiations (Salary), Promotions,  
Networking, Interviews

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# Overview:

- About Me
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- **Confident and Humble**
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# Confident and Humble

It's a skill, you will have to practice. You have to believe in yourself before others will believe you.

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# Overview:

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- The Issue
- Confident and Humble
- **How to start bragging**
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# Shifting Language

The way we talk about our accomplishments can diminish the work we have done.

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# Self Affirmations

It's important to remind ourselves of our value.

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# Hype Team

The people you go to when you want to celebrate your accomplishments

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# Branding & Marketing Yourself

These are two key components that will aid  
you in showcasing your accomplishments

@slamare15



# Branding

What do you want people to think of and/or associate with your name?

@slamare15

**PERSONAL BRANDING DOESN'T MATTER**



**FALSE, IT'S IMPORTANT FOR  
RECOGNITION AND SUCCESS**



# Marketing

Using different outlets to help showcase  
yourself and your work

@slamare15

# Create a Website



HOME ABOUT BLOG PORTFOLIO CONTACT



## About Me

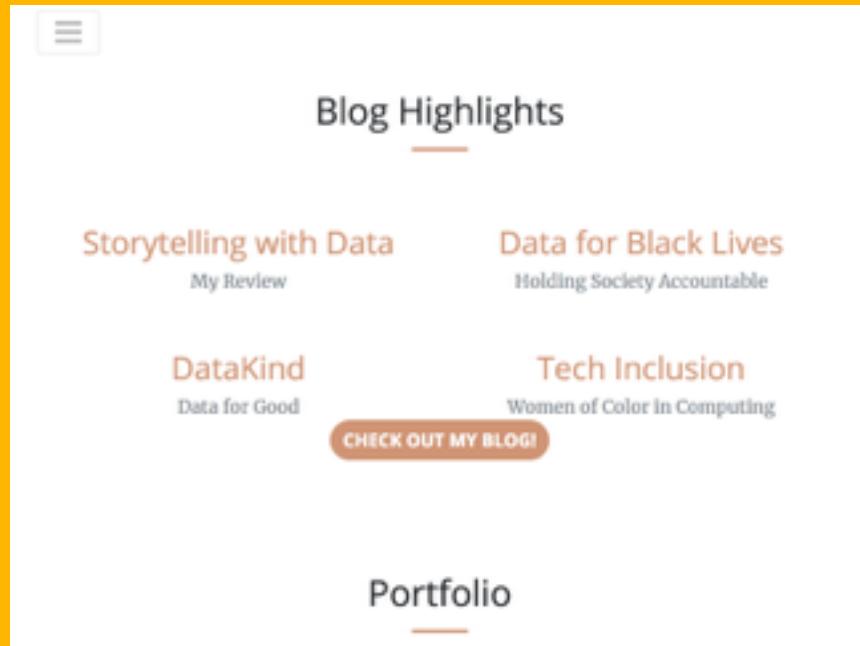
Shemika is on a non-traditional path into Data Science and is proud of her passion and tenacity for trudging along.

She is a Biologist turned Data Enthusiast. Her background is in Molecular and Cellular Biology, which she studied at the University of California Berkeley. Thinking back to the biology and chemistry experiments she did in college made her realize that she didn't care about the 'actual experiment'...she just wanted to get the data because that's when the fun began!

@slamare15



# Blog



A white rectangular card titled "Blog Highlights" with a three-line menu icon in the top left corner. The card features four items arranged in a 2x2 grid:

- Storytelling with Data**  
My Review
- Data for Black Lives**  
Holding Society Accountable
- DataKind**  
Data for Good
- Tech Inclusion**  
Women of Color in Computing

Below the grid is a red button with white text that reads "CHECK OUT MY BLOG!". At the bottom of the card is the word "Portfolio" followed by a horizontal orange bar.

@slamare15



# Twitter

The screenshot shows a Twitter profile for the user **Shemika (She/Her) @ Anxietytech**. The profile picture is a circular photo of a Black woman with long dark hair, smiling. The background of the timeline is a large, vibrant graphic for the Ignite NY event, featuring the word "Ignite" in large white letters over a red and black abstract background. The user's stats are listed below the profile picture: Tweets 296, Following 272, Followers 254, Likes 1,458, Lists 3, Moments 1, and an "Edit profile" button. The timeline itself has three tabs: "Tweets", "Tweets & replies", and "Media". A pinned tweet from May 31 is visible, sharing a link to an Instagram post about wins from the past few weeks, including speaking engagements and winning a ticket to a conference. The user is located in San Francisco, CA.

**@slamare15**



# Facebook Groups

Black Tech Women™

Anndréa Moore  
© Admin · October 11, 2017

#ASK #WIN PLEASE READ

1. Thank you ladies for joining the Black Tech Women community! For those that have yet to officially register, what are you waiting for?? 😊😊 We'd love to get to know even more of you and how we can give you the best experience!

2. All Black Tech Women opportunities and events can be found in "Events".... See More

#WIN #LEARN

#EVENT #INTRO #FAIL

#[CITY]

Search this group

Shortcuts

- Black Tech Women™
- Wakandans In Tech
- Women of Color in Dat...
- Sista Circle: Black W...
- Coding it Forward

See more

@slamare15



# LinkedIn

The screenshot shows a LinkedIn profile for Shemika Lamare, an Operations professional. The profile includes sections for Volunteer Experience, Accomplishments, and Certifications.

**Volunteer Experience:**

- Volunteer at Black Girls CODE Science and Technology

**Accomplishments:**

**13 Honors & Awards**

- Women in Security and Privacy
- Defcon Ticket
- Grace Hopper Conference Ticket
- Write Speak Code Talk
- Bragging: Cause You're Showing Off and It's Alright
- Anxiety Tech Conference Talk
- Self Care: Avoiding Burnout
- Bertelsmann Data Science Challenge Scholarship
- Black ComputeHER Fellow
- PyCon Scholarship
- A Cloud Guru AWS Certification (Full-Year Access)
- Artificial Intelligence (New York) Scholarship
- Heartifacts Scholarship

**1 Certification**

Data Science Course

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# GitHub

Search or jump to... / Pull requests Issues Marketplace Explore



Overview Repositories 10 Stars 6 Followers 4 Following 1

Pinned repositories

Customize your pinned repositories

<a href="#">my_blog2</a> My blog2 to showcase my work HTML	<a href="#">my_website2</a> my professional website CSS
<a href="#">DS-SF-42</a> Forked from gusostow/DS-SF-42 Course materials for General Assembly's Data Science course in San Francisco (1/16/18 - 3/22/18) Jupyter Notebook	<a href="#">ga_tedtalks</a> General Assembly Final Project: Predicting Ted Talks Views Jupyter Notebook

Add a bio

Bay Area <http://www.slamare.com>

22 contributions in the last year Contribution settings

@slamare15



# Slack

< Workspace Directory X

Shemika Lamare ✅  
www.slamare.com

Edit Profile

Status

Display name: Shemika

Timezone: 3:18 AM local time (change)

@slamare15

# Women Who Code



## #ApplaudHer

Lori Hofmann of WWCode Seattle volunteered at the TEALS Computer Science Fair representing Expedia Group to High School students.

Holly Gibson, Director of Women Who Code Austin, was promoted from lead dev at Praxent to Head of QA.

Christine Lester of WWCode London/Edinburgh Retrained as a software developer via an intensive 16 week coding bootcamp.

WWCode SF member Frances Coronel accepted a new job with Slack as a frontend engineer.

[Submit an #ApplaudHer](#)

@slamare15

# MARKETING

# MARKETING EVERYWHERE



# Summary: Bragging

- Shifting Language
- Self Affirmations
- Hype Team
- Branding & Marketing

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# Overview:

- About Me
- Story Time
- The Issue
- Confident and Humble
- How to start bragging
- **What we can do for each other**
- Elevator Pitch Activity

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# Helping each other Brag



## ECHO

Repeat others ideas and give the credit to that person

## NETWORKING

Introduce someone else and brag about them



# Overview:

- About Me
- Story Time
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- How to start bragging
- What we can do for each other
- **Elevator Pitch Activity**

@slamare15



# Bragging: Elevator Pitch

Excessively proud and boastful talk about one's achievements or possessions - Wikipedia



# Think of Three Accomplishments

Anything that you *feel* good about!

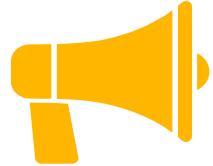
## Use Elevator Pitch Format to Brag

We will go over the format in detail

## Share your Pitch

Find someone you haven't talked too and Brag to them

@slamare15



# Elevator Pitch

- 30 seconds - 60 seconds
- Name
- Occupation and/or what you want to do
- Accomplishment
- Call to action (optional)



@slamare15



## Think of Three Accomplishments

Anything that you *feel* good about!



Drake - Nice for What

## Use Elevator Pitch Format to Brag

-30sec to 60 sec

-Name

-Occupation and/or what you want to do

-Accomplishment

-Call to Action (optional)

## Share your Pitch

Find someone you haven't talked to  
and Brag to them



# Overview:

- About Me
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@slamare15



You are worthy.  
Your ideas matter, what you  
have to say matters. Don't  
feel guilty about showcasing  
your accomplishments!



# Bragging Task

Using twitter brag about an accomplishment. **Tag me @slamare15** and/or use hashtag **#wsc2018conf**



# Thank You!

Any questions?

You can find me at **@slamare15** or **smlamare@gmail.com**



Carolyn Van  
Slyck

#wsc2018conf | @writespeakcode

# How Write/Speak/Code Changed My Career and My Life



Carolyn Van Slyck  
Senior Software Engineer  
Azure Team at Microsoft

# Owning My Expertise



# From There To Here



# I am an Advocate



## Doing It All Not Required



# Thank you



@carolynvs

[carolynvs.com/wsc](http://carolynvs.com/wsc)

# Raffle Winners!

- **Roxanne Mustafa** made a Zine
- **Disha Baloor** finished writing your detailed bio. Will update LinkedIn!
- **Bonnie Pan** decided to apply to my group's open manager position
- **Purnima Mavinkurve**
- **Sarah Olson**

Thank you Kathy!!





# Speak / Leadership Topic

#wsc2018conf | @writespeakcode



## **What are your challenges in managing up? What tips do you have for managing up?**

- Talk to someone new! Welcome someone into a convo!
- Have a meaningful conversation with our sponsors - they are why we are here today.

### **Foundations**

Microsoft (Here!)

### **Explorations**

Studio Arte, 265 W 37th St

# Foundations:

Check off your name in the sponsor area!

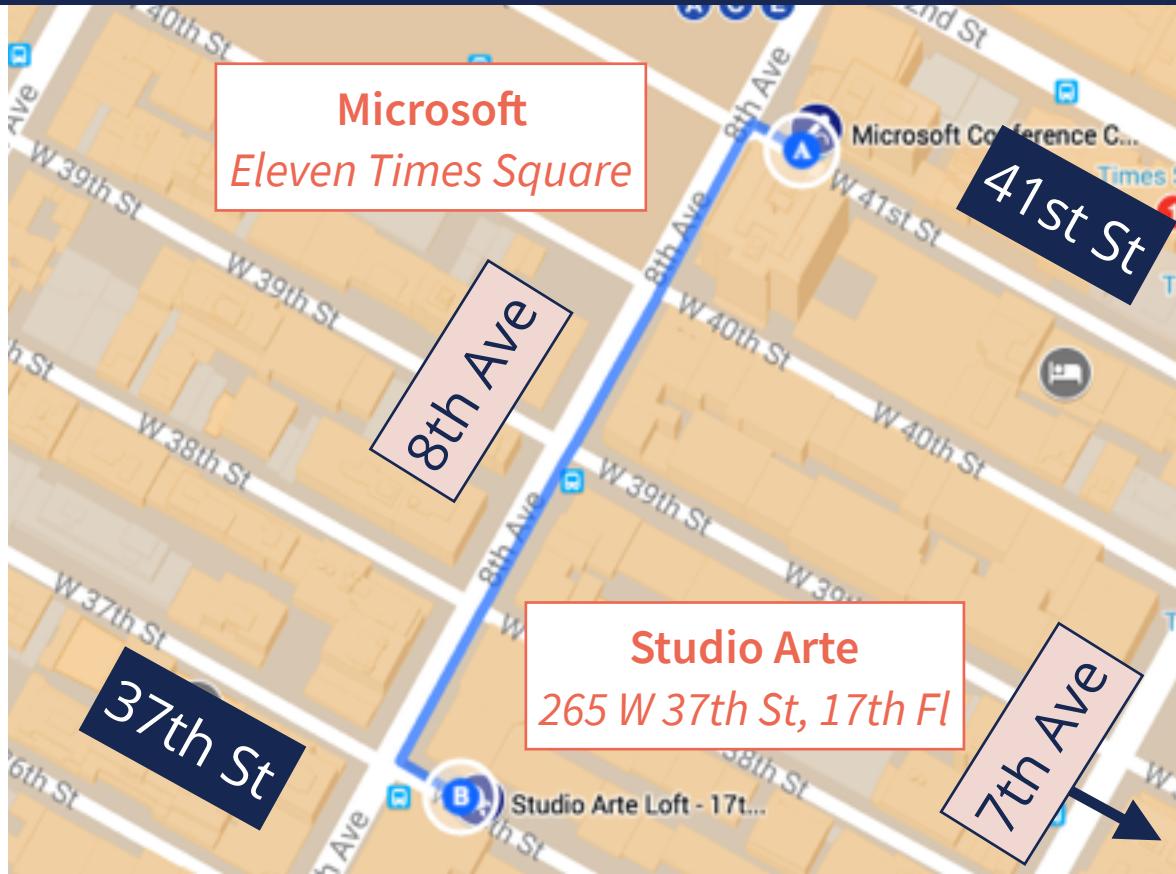
## Speak / Leadership



What are your challenges in managing up? What tips do you have for managing up?



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# WRITE / SPEAK / CODE

## Day 2: Speak

# // here's your host

- Jamie Chung (they/them)
- Engineer, Trello (Atlassian)
- @jamieshark\_
- I like sharks ?



# // at any point

- ask a question
- take a break
- take care of your needs
- take pictures of me / the slides
- ask me to repeat / rephrase something



10:45 AM

## Hacking the CFP Process: Writing Powerful Talk Proposals

Microsoft Conference Center Main (Primary Venue)

JAMIE CHUNG WRITE/SPEAK/CODE



Learn the ins and outs of writing conference talk proposals – what they are, the sections that matter, and how to write one. Review an actual talk proposal and feedback from a conference organizer.

11:15 AM

## Conference Organizers Panel

Microsoft Conference Center Main (Primary Venue)

LEEANN KINNEY SHANISE BARONA



12:00 PM

## Say What? Pt. 1: Write Your Talk Proposal

Microsoft Conference Center Main (Primary Venue)

JAMIE CHUNG WRITE/SPEAK/CODE



1:00 PM

## LUNCH

Microsoft Conference Center Main (Primary Venue)

1:45 PM

## Say What? Pt. 2: Write A 10 min Lightning Talk

We Work Breakouts

JAMIE CHUNG WRITE/SPEAK/CODE



4:05 PM

## Speak Now: Give A 10 min Lightning Talk

We Work Breakouts

JAMIE CHUNG WRITE/SPEAK/CODE

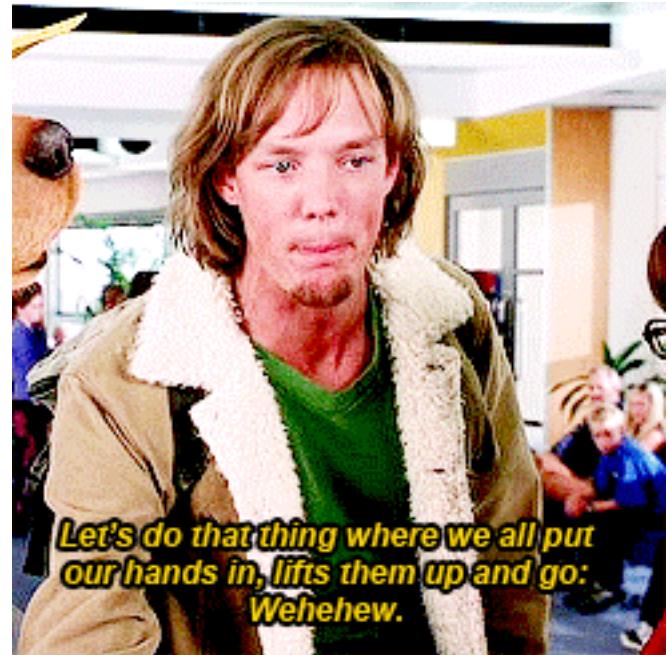




# Hacking the CFP Process: Writing Powerful Talk Proposals

## // game plan

- what is a CFP? (10 min)
- mythbusters (10 min)
- dream talking activity (5 min)



# What is a CFP? - Lifecycle

- Call for Proposal



## CFP Announced

Proposals are accepted,  
conference specific timeline may  
be available

## CFP Ends

Submissions are closed, review  
process begins

## Speakers Selected

Invitations sent to speakers,  
rejection letters also sent,  
schedule posted on site

## Conference Time

Speakers present their talks, talks  
may be recorded and published  
afterwards

# What is a CFP Submission? - Composition

- **Title and Description**
- **Your Bio** (experience, skill)
- **Talk Description** (for audience members)
- **Talk Abstract** (for conference organizers)
- **What's the (s)hero of the talk?**
- Outline (*optional*)
- Audience (who would most benefit from this talk? *optional*)



# What is a CFP? - For Your Consideration

- **Talk Categories:** Application/Language Specific, Best Practices, Big Picture, Community, Workshop, Personal Experience, Panel Discussion
- **Conference Types:** National & Regional, Local User Groups, Application/Language Specific
- **Who is your audience?** Experience level, demographic, what am I bringing to the table that no one else can?
- **From the conference organizer's perspective:** Does it have relevance? Is it interesting and unique? Is it clear and compelling?

## **Myth:**

If my talk was rejected, it's because there was something lacking from my application.

## **Fact:**

Many factors weigh in to proposal acceptance - many of which have nothing to do with you. Apply early. Apply often.

## **Myth:**

People want to see a strong and confident presenter, so that means no mistakes allowed.

## Fact:

Vulnerability is disarming and authenticity is inviting. Strength, confidence, and mistakes are not mutually exclusive things. If you need to create a character for yourself, that's okay too. Practice does not negate spontaneity!

## **Myth:**

If I'm feeling cornered, humour or pulling at the audience's heartstrings will get me out.

# Fact:

Humour is contextual and can backfire. Humour is not a product of effort, but effectively observing the truth.

Rather than trying to connect with the audience, tell a story so that they connect with their OWN emotions.

# Other Things I Learned



*“simply just run `npm install`”*

*“obviously we use npm for package management”*



**“run `npm install`”**

*“we use npm for package management”*

# Other Things I Learned



“I hear what you’re saying, *but* this is how I feel.”



“I hear what you’re saying, **and** this is how I feel.”

# Other Things I Learned



“I *don’t* know how to draw.”

“I *can’t* draw.”



“I’m **getting better** at drawing!”

“I’m **learning** how to draw!”

# Other Things I Learned



\*puts lots of images and text on slides with no context\*



\*write slides keeping in mind that not everyone will listen to me talk for 20 minutes\*

\*or read 8 bullet points on the same page\*

(with Drake's face)

# Helpful Tools and Resources

- [@CallbackWomen](#)
  - Publicizes open CFPs on twitter
- [papercall.io](#)
  - Lists CFPs and allows you to submit abstracts via your own profile
- [The Weekly CFP](#)
  - weekly newsletter by [papercall.io](#) with the latest CFPs, highlights, etc.

# Dream Talking Activity

- Find a buddy!
- Tell them something that you'd like to do but you're not confident about.
  - “I want to apply for that apartment but I don't think I'll get it.”



# Dream Talking Activity

- Next, rephrase and say it in a way that you're more positive about it.
  - “I'm applying for that apartment and I'm going to get it.”



# Dream Talking Activity

- Finally, tell your buddy about the thing you want like a story that has ALREADY happened and you're reminiscing about it.
    - “Remember that time 5 years ago when I applied for that apartment and I was so worried about it but I ended up getting it ez-pz and we were eating figs under the fig tree that was in the backyard and now we’re on this yacht sipping fresh-squeezed pomegranate
-  | #wsc2018conf | @writespeakcode

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4:05 PM

**Speak Now: Give A 10 min Lightning Talk**

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JAMIE CHUNG WRITE/SPEAK/CODE





# WRITE / SPEAK / CODE

## Conference Organizer's Panel

# Questions? #wsc2018confquestion



**Shanise Barona**

@shanisebarona  
*she/her*



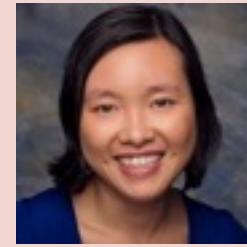
**LeeAnn Kinney**

@\_leekinney  
*she/her*



**Raquel Hernandez**

@raqueldotnyc  
*she/her*



**Liz Fong-Jones**

@lizthegrey  
*she/her*



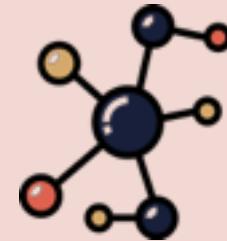
**Hilary Stohs-Krause**

@hilarysk  
*she/her*

**Chiu-ki Chan**

@chiuki  
*she/her*

# Let's take a quick break!



See you in 5 mins

## Go check off your name!!!

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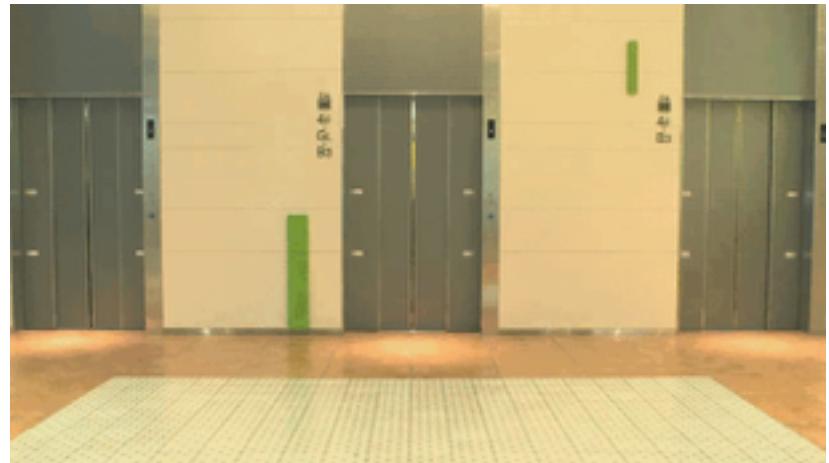


# WRITE / SPEAK / CODE

Say What? Pt. 1:  
Write Your Talk Proposal

# Activity: Topic! I Choose you!

- Review your list of topics from yesterday
- Find a **new** buddy! (or a few)
- Discuss your topics
- **Choose a topic**



10 minutes

# Last time, on WSC...: What is a CFP?

- **Title and Description**
- **Your Bio** (experience, skill)
- **Talk Description** (for audience members)
- **Talk Abstract** (for conference organizers)
- **What's the (s)hero of the talk?**
- Outline (*optional*)
- Audience (who would most benefit from this talk? *optional*)

# Last time, on WSC...: What is a CFP?

- **Title and Description**
- ~~Your Bio~~ (experience, skill)
- **Talk Description** (for audience members)
- **Talk Abstract** (for conference organizers)
- **What's the (s)hero of the talk?**
- Outline (*optional*)
- Audience (who would most benefit from this talk? *optional*)

# Activity: Write Your Talk Proposal

- **Description:** What is it about? Why do you care about it? What should I care about it?
- **Abstract:** Why are you a good person to give this talk?
- **Outline:** High level overview (general game plan)
- **Audience:** Who is it for?
- **What's the (s)hero of the talk?:** What should people be focused on? What should they take away?
- **Title:** Catchy and enticing, memorable, clear

20 minutes



# Activity: Get Feedback

- Find MORE new buddies!
- Read each others' proposals
- Give both positive and constructive feedback
  - feedback TART
- Come up with 3 places the proposal could be submitted



20 minutes



# In Preparation for ...

## Say What? Pt. 2:

## Write a 10' Lightning Talk

# What's a Lightning Talk?

- **5ish Minutes:** Think roughly between 30 seconds to 1 minute per slide.
- **10-15 slides:** Try [SlidesCarnival.com](http://SlidesCarnival.com), a template in Google Slides, or Keynote
- **Title, Intro, 3 points, Questions?, Thanks:**  
Tell a story. Explore a character you want to portray. Give a few examples or maybe share an anecdote.
- **Stock Photos:** #WOCinTechChat, [unsplash.com](https://unsplash.com), [pexels.com](https://pexels.com), [pixabay.com](https://pixabay.com), [freeimages.com](https://freeimages.com)



# Activity: Go... Write Now! (or after lunch)

- You'll be assigned a **group**
- You'll get a handout with your breakout **location, room, and mentor**
- **Grab a box lunch**
- Starting now or after lunch...
  - **write your talk**
  - bounce ideas off your teammates and mentor
  - start with an outline!





# Lunch time!!!



In order to serve everyone, we will call groups to line up for lunch in this order:

- Multiple dietary restrictions + Halal
- Vegan
- Gluten-Free
- Vegetarian + Other dietary restrictions
- Everyone Else

Write/Speak/Code 2018

Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk>



ALLEN INSTITUTE  
for ARTIFICIAL INTELLIGENCE

Movable Ink

xo group/



Women Techmakers



wework

#wsc2018conf | @writespeakcode

# zipline



WRITE / SPEAK / CODE

Jo Balme  
Emma Schott  
Manal Habib

#wsc2018conf | @writespeakcode

The logo for Zipline features the word "zipline" in a bold, red, sans-serif font. The letter "z" is stylized with a diagonal cut through its top-left section, and two small red circles are positioned above the letters "i" and "p".









zipline





A photograph of a large white aircraft, possibly a Boeing 747, being transported on a specialized low-loader trailer. Two tall, lattice-boom cranes are positioned on either side of the aircraft, supporting its weight. The scene is set outdoors under a clear blue sky with some wispy clouds. In the background, there are rolling hills and a few small buildings or hangars.

**Manal Habib**

Software Flight Controls Engineer



Jo Balme  
Embedded Software Engineer



Emma Schott  
Program Coordinator

# We're hiring!

Full-Stack Software

Manufacturing Engineering

Embedded Software

Systems Engineering

Software Flight Controls

Business Development

Electrical Engineering

Flight Operations

Program Coordination

Recruiting

Visit [www.flyzipline.com/jobs](http://www.flyzipline.com/jobs), or come talk to us!

# Denise Yu

competitive debate,  
gendered speech patterns  
&  
the tech industry

@deniseyu21

hello , Write/Speak/Code !

MSc in Social Policy

Economics &  
Philosophy BA

University  
debate team  
captain

All roads pointed  
to law school...



Software Engineer  
@ Pivotal Cloud  
Foundry

Tech Community  
Organiser

Diversity &  
Inclusion Advocate

DevOps Sketchnoting  
Enthusiast ([sketch-ops.tumblr.com](http://sketch-ops.tumblr.com))

# WHAT ARE Linux Filesystem Capabilities?

\$ sudo su



In Unix,  
running  
processes as  
**root** is VERY  
DANGEROUS!

But sometimes  
programs or operations  
must be run with more  
permissions than an  
ordinary **NON-PRIVILEGED USER**

U HAVN'T  
ON THE  
LIST

Subject  
to KERNEL  
privilege checking!

**cap\_chown**  
Ability to change  
owner of a file

**cap\_kill**

Ability to send  
signal to  
the RED DOT

**cap\_sys\_module**  
Ability to load /  
unload kernel modules

WHY SHOULD  
WE CARE!?

Running as non-  
highly-privileged  
users exports  
UNINTENDED  
CONSEQUENCES,  
and makes your  
system MORE  
VULNERABLE in the  
event of a BREACH!

See: Heartbleed  
Also see:  
**PRINCIPLE OF  
LEAST  
PRIVILEGE**

Filesystem  
Capabilities enable  
GRANULAR CONTROL over  
process privileges!

SO, WHAT  
CAN WE  
DO?



TO ADD:

```
> setcap cap_meowep /path/to/cat/gif
```

To INSPECT:

```
> getcap /path/to/cat/gif
```

MOAR! @ [man capabilities](#)



Raise your hand if you've ever been told...

“People don’t like it  
when you act bossy.”

Raise your hand if you've ever been told...

“You sound like you’re  
whining.”

Raise your hand if you've ever been told...

“Try to be less  
aggressive.”

Raise your hand if you've ever been told...

“Try saying ‘like’ less.”

Raise your hand if you've ever been told...

“You were too  
direct.”

Raise your hand if you've ever been told...

“You weren’t direct  
enough.”

I don't need to tell you

That we are graded  
differently than men  
for how we communicate.

Hillary Clinton  
United States  
Presidential  
Candidate,  
Secretary of State



Ruth Bader  
Ginsburg  
United States  
Supreme Court  
Justice



You have lived this, and you already know.

Emma Gonzalez  
March for Our Lives



Maxine Waters  
United States  
House of  
Representatives



Of course, we aren't assigned numerical grades in real life

And we can't really prove if some people "perform" better than others.

*time for a thought experiment*

Imagine a world where. . .

we could “grade”

every statement

in every meeting

based on a pre-agreed  
set of criteria

Imagine that we could use that data  
to prove that some people  
systemically score better than others

Well . . .

For 30+ years there's been a  
natural experiment running

That has supplied us this  
data this whole time.

*Manhattan ,*

*November 2009*





Columbia EM

Under McHale  
aph Eddy



Ca

[Ar]4S<sup>2</sup>

Te 26. 26. 10

[Ar]4S<sup>2</sup>

[Ar]4S<sup>2</sup>3d

OPP | Columbia/Chico

LO

Reid B.

Gara



Debate was more gender-balanced than my economics classes



As I spent more time on the circuit, something increasingly felt “off”

# 2009-2010

## Speaker of the Year

Rank	Debater
1	<a href="#">Vivek Suri (Johns Hopkins)</a>
2	<a href="#">Grant May (Yale)</a>
3	<a href="#">Alex Taubes (Boston University)</a>
4	<a href="#">Kathleen Clark-Adams (MIT)</a>
5	<a href="#">Cormac Early (Harvard)</a>
6	<a href="#">Adam Goldstein (MIT)</a>
7	<a href="#">Jake Campbell (Boston University)</a>
8	<a href="#">Michael Buckwald (George Washington)</a>
9	<a href="#">Samantha Hynes (William and Mary)</a>
10	<a href="#">Matt Rubenstein (Harvard)</a>

## Team of the Year

Rank	Debaters
1	<a href="#">Cormac Early and Kyle Bean (Harvard)</a>
2	<a href="#">Matt Rubenstein and Alex Loomis (Harvard)</a>
3	<a href="#">Sean Robinson and Michael Buckwald (George Washington)</a>
4	<a href="#">Kathleen Clark-Adams and Adam Goldstein (MIT)</a>
5	<a href="#">Liam O'Reilly and Matthew Katz (Maryland)</a>
6	<a href="#">Nic Zhou and Lily Lamboy (Amherst)</a>
7	<a href="#">Sean Withall and Vivek Suri (Johns Hopkins)</a>
8	<a href="#">Shrivats Iyer and Omar Qureshi (Johns Hopkins)</a>
9	<a href="#">Grant May and Sabrina Ali (Yale)</a>
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4	<a href="#">Andrew Husick (Brandeis)</a>
5	<a href="#">Sabrina Ali (Yale)</a>
6	<a href="#">Alex Loomis (Harvard)</a>
T-7	<a href="#">Matthew Katz (Maryland)</a>
T-7	<a href="#">Reid Bagwell (Columbia)</a>
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2010-2011

## Speaker of the Year

## Team of the Year

2011 - 2012

Rank	Debater	Rank	Debaters
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2	<a href="#">Coulter King</a> (Harvard)	2	<a href="#">David Trinh and Robert Colonel</a> (Yale)
3	<a href="#">Alex Loomis</a> (Harvard)	3	<a href="#">Stephen Hayes and James Schmitt</a> (American)
4	<a href="#">Robert Colonel</a> (Yale)	4	<a href="#">Russell Leibowitz and Keith Barry</a> (Brandeis)
5	<a href="#">Omar Qureshi</a> (Johns Hopkins)	5	<a href="#">Kate Falkenstien and Nick Cugini</a> (Yale)
6	<a href="#">Nick Cugini</a> (Yale)	6	<a href="#">Max Doyala and Andrew Connery</a> (Yale)
7	<a href="#">David Trinh</a> (Yale)	7	<a href="#">Michael Barton and Zach Bakal</a> (Yale)
8	<a href="#">Kate Falkenstien</a> (Yale)	8	<a href="#">Reid Bagwell and Alex McHale</a> (Columbia)
9	<a href="#">Colin Etnire</a> (Bates)	9	<a href="#">Omar Qureshi and Jacob Grunberger</a> (Johns Hopkins)
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## Speaker of the Year

2011 - 2012

### Rank Debater

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(Columbia)

2 [Coulter King](#)  
(Harvard)

3 [Alex Loomis](#)  
(Harvard)

4 [Robert Colonel](#)  
(Yale)

5 [Omar Qureshi](#)  
(Johns Hopkins)

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7 [David Trinh](#) (Yale)

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(Yale)

9 [Colin Etnire](#) (Bates)

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(Brandeis)

## Team of the Year

### Rank Debaters

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2 [David Trinh and Robert Colonel](#) (Yale)

3 [Stephen Hayes and James Schmitt](#)  
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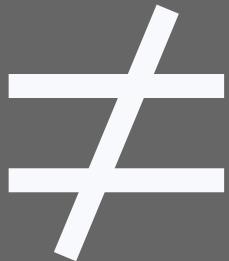
I saw so many talented women  
around me, everywhere.

Why did so few of us  
reach the top?

Some caveats on  
the use of gender

Gendered behaviour is not gender identity

feminine-coded  
masculine-coded



woman , man ,  
femme , butch ,  
non-binary ,  
genderqueer ,  
agender ,  
genderfluid ,  
third gender ,  
and MANY more

# Gendered behaviour is not gender identity

feminine-coded  
masculine-coded

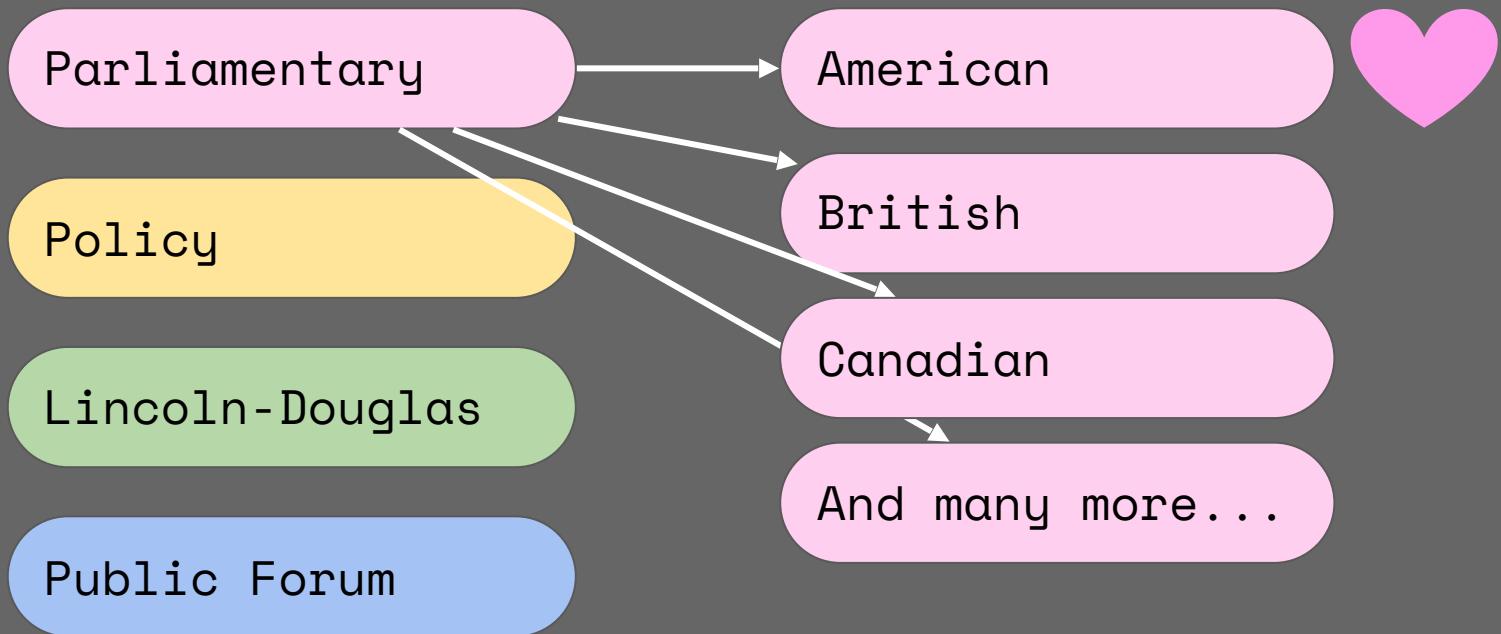


woman, man,  
femme, butch,  
non-binary,  
genderqueer,  
agender,  
genderfluid,  
third gender,  
and MANY more

and cultural context matters

OK, so what is this weird  
competitive debating thing  
anyway?

# Competitive debate has many flavours



Debate rounds are  
pretty technical

# How a debate round works



Prime  
Minister (PM)

Leader of  
Opposition  
(LO)



Member of  
Government  
(MG)

Member of  
Opposition  
(MO)



# Government team's burden



Prime  
Minister (PM)



Member of  
Government  
(MG)

Propose a “case”:

A topic, framed as an affirmative statement that promotes some policy position or some change in the current world.

# Government team's burden



Prime  
Minister (PM)



Member of  
Government  
(MG)

“This house believes that on balance, dating apps such as Tinder cause more harm than good for modern society.”

# Government team's burden



**Prime  
Minister (PM)**

“This house would legalize all recreational drugs.”



**Member of  
Government  
(MG)**

# Government team's burden



**Prime  
Minister (PM)**

“This house believes that it is morally unacceptable to work for Amazon.”



**Member of  
Government  
(MG)**

# Opposition's burden: “Opposing” the case

Argue that Government’s side is not preferred, because it fails some sort of moral examination, or otherwise does not solve the identified problem.

Leader of  
Opposition  
(Lo)



Member of  
Opposition  
(Mo)



# Opposition's burden: “Opping” the case

“Working for Jeff Bezos is a morally acceptable choice, if it is your only choice according to your circumstances.”

Leader of  
Opposition  
(Lo)



Member of  
Opposition  
(Mo)



# Adjudication: Who wins?

“The question each judge should ask themselves is: Who did the better debating in this round?

Better arguments can be presented with better style... but the substance of the arguments should outweigh purely superficial style.”

*From <https://apdaweb.org/guide/judging>*

# Adjudication: Who wins?

A great speech:

- Responds to all arguments made by opponents
- Contains well-developed analysis
- Offers believable evidence in support
- Connects the evidence strongly back to the argument

# Adjudication: The ballot

Case Statement: \_\_\_\_\_

PM: \_\_\_\_\_

Rank: \_\_\_\_\_

Score: \_\_\_\_\_

LO: \_\_\_\_\_

Rank: \_\_\_\_\_

Score: \_\_\_\_\_

MG: \_\_\_\_\_

Rank: \_\_\_\_\_

Score: \_\_\_\_\_

MO: \_\_\_\_\_

Rank: \_\_\_\_\_

Score: \_\_\_\_\_

Reason for decision:

# Adjudication: The ballot

Case Statement: Work for NY post?

PM: Katy P

Rank: 3

Score: 25

More eye contact

LO: Justin B

Rank: 4

Score: 24.5

Lacking analysis

MG: Miley C

Rank: 1

Score: 26

Great job developing  
PM args

MO: Taylor S

Rank: 2

Score: 25

Good reframe, you  
should be the LO

Reason for decision:

Gov's moral framework never disputed, opp conceded  
that NY Post probably not salvageable journalism

“Breaking”

Why did I tell you all this?

1. well-defined conditions for success
2. technical adjudication process

And yet, despite gender parity at the outset, we observe poor gender balance at the highest levels.

AND

We have data to back it up.

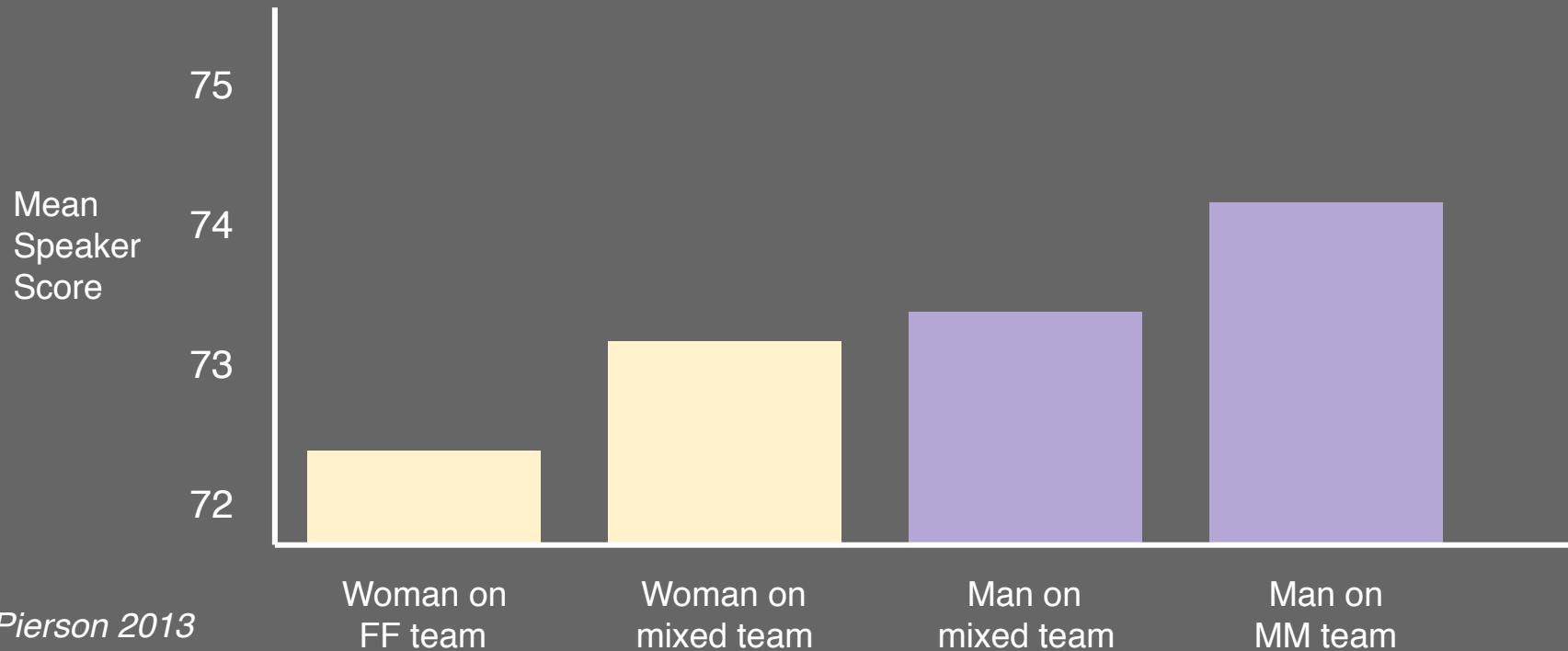


**I HAVE THE  
RECEIPTS**

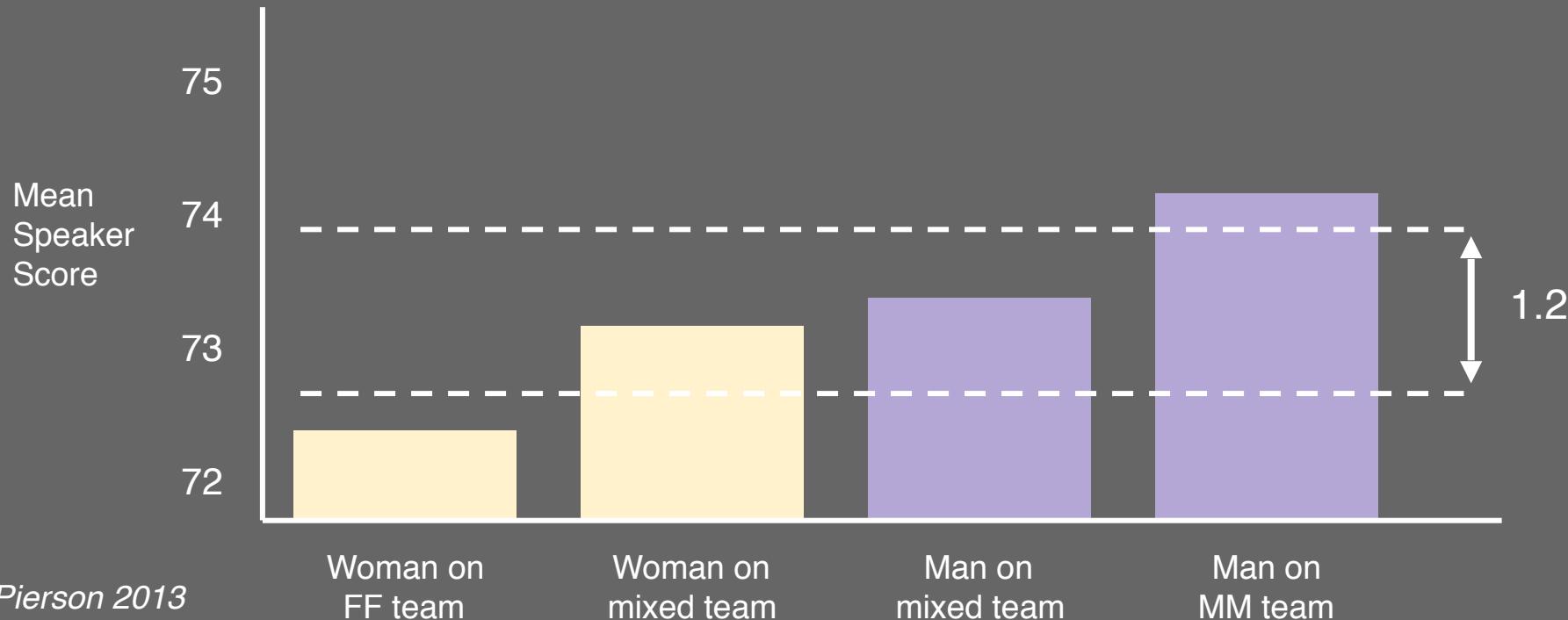
What does the data say?

1. In paired debating formats, all-male teams are consistently the strongest

Men perform statistically better than women in teams over 35,000 rounds



# Men perform statistically better than women in teams over 35,000 rounds



In this format, all teams  
must debate 9 rounds

# 2018 World University Debating Championship advancing teams

44		VIC A	17	1448
45		YALE D	17	1445
46		CORNELL A	17	1437
47	6	DLSU A	17	1434
48	7	TEL AVIV C	17	1432
49		CAPE TOWN A	17	1431

2. Women are more likely to  
leave the activity

Males are 17% more likely than females to return to future Euros.

*Pierson 2013*

Are women scoring lower  
because they're leaving  
before they build enough  
experience?

"...If males had on average two years' more experience than females, and each year of experience added on average three points to a speaker's score, we would expect males to speak on average six points higher than females.

When we do this, however, a great deal of the gender gap remains to be explained."

*Pierson, 2013*

3. The judge's own gender  
does not matter.

“If judge biases are a product of how women are generally perceived (e.g., through societal stereotypes), one would not necessarily expect female judges to be unbiased arbiters.”

*Tartakovsky*

*Are women & non-binary folks  
just bad at debate?*

If all feminine people were just objectively worse at debating, then any random judge, in a given round, should reach a similar conclusion.

But we actually observe that judges are consistent in whether they prefer males to females or vice versa: they are not simply objective observers of arguments who are oblivious to gender.

It is more likely that adjudication is not totally gender-blind.

How can we explain  
this discrepancy?

Judges are deeply influenced  
by gendered norms around what  
qualifies as persuasive  
speech

“Every arena and level of social life is shot through with gender hierarchy and gender struggle.”

Nancy Fraser

Feminine-coded communication patterns are perceived as less persuasive than masculine-coded patterns.

# *Lexical fillers*

Lexical fillers:

“right”, “so”, “such as”

Non-lexical fillers:

“Um”, “er”, “ah”

“Criminal justice systems ought to be designed for proportionate response, right, so, if we can show that corporal punishment satisfies, right, then we win this round.”

“Criminal justice systems  
ought to be designed for  
proportionate response, um,  
uh, if we can show that  
corporal punishment satisfies,  
ah, then we win this round.”

Novice feminine folks  
tend to use non-lexical  
fillers disproportionately

“Women who enjoy the most success debating abandon the use of non-lexical fillers and use lexical fillers at the same rate as the average male debater.

I argue that this is an attempt at assuming a male style of debate performance to garner better results debating, playing to the assumed bias of debate adjudicators.”

*Spera 2014*

Uptalk

“It’s when you inflect the  
end of your sentences like  
this?”

Hedging or... floor-holding?

Egocentric language

“If my friend was hurt in a  
senseless accident, I would  
hope that the government  
would do everything to  
prevent what happened to my  
friend from repeating.”

“If someone was hurt in a  
senseless accident, one would  
hope that the government  
would do everything to  
prevent what happened to  
them from repeating.”

The tone and tenor  
of one's voice

I had a sore throat at a  
debate tournament once...  
guess what happened?

Recall:

## Adjudication: Who wins?

"The question each judge should ask themselves is: Who did the better debating in this round?

Better arguments can be presented with better style... but the **substance of the arguments should outweigh purely superficial style.**"

*Excerpts from young  
debaters' blogs*

"I love debating, but I am held to a separate standard than my fellow male debaters. My partner is male and when we are in especially heated rounds, he is complimented for his 'dominance' and praised for being assertive, whereas I am critiqued on being 'rude' or too aggressive.

Once a comment on my ballot said, 'Alexis, stop being so aggressive, it comes off as rude.'"

*Reardon 2013*

“‘If you wear this skirt you have on now to the Polish National Championships, I guarantee to you that you’ll [advance to the elimination rounds],’ I heard 2 months into my debating experience...

I [advanced] into the quarterfinals and proceeded to the semifinals. But at the end of the day, while coming back to Warsaw by train, a male adjudicator told me that I was lucky, and that I am a great accessory to my debate partner.”

*Weston 2017*

Does losing debate rounds  
matter?

Maybe .

# Debate alumni have gone on to become...

- Congresspeople
- Judges
- Lawyers
- Doctors
- Policymakers
- Lobbyists
- Business leaders
- Entrepreneurs
- Published authors
- Professors
- Conference speakers ;-)

Outside of debating, we subconsciously associate different characteristics with gender coding.

“key”



feminine

masculine

“bridge”

masculine

feminine

“key”



“Little, lovely, intricate”

“bridge”

“Big, strong, sturdy”



“Heavy, useful”

“Elegant, fragile,  
pretty”

Sometimes those  
characteristics  
determine if we're  
good at debating...

...or software engineering, or  
managing, or leading.

“..Women are expected to be sensitive and caring, while men are expected to be domineering and strong. Performance is judged negatively when people do not fulfil their expected role. However, the constructs of gender also infiltrate the accepted understanding of a good manager, entwining it with male characteristics.”

*Spera, Mhaileoin, O'Dwyer 2013*

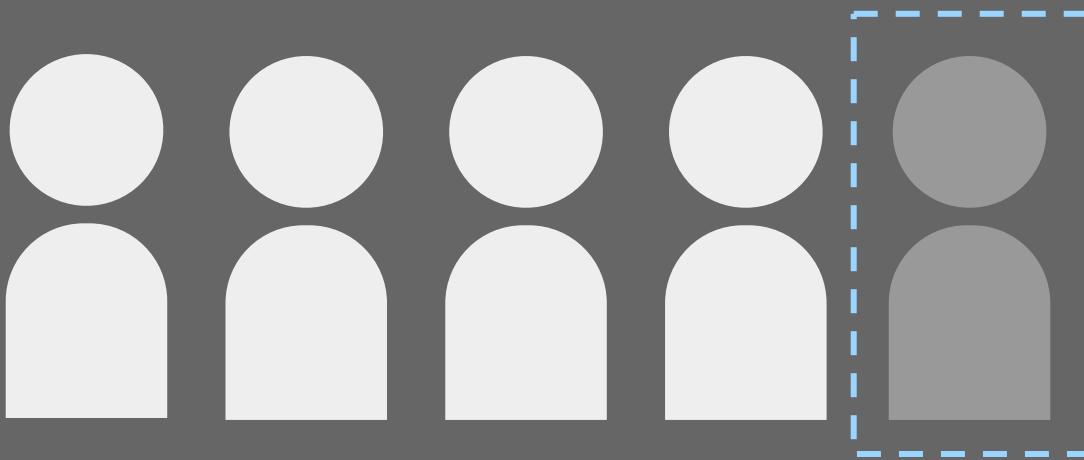
We are still losing the  
“round”, no matter how good  
the quality of our  
argumentation.

We are losing in board rooms,  
in promotion discussions, in  
salary negotiations, and much  
more.

What can be done?

Consider this policy  
intervention:

# The Rooney Rule



# The Rooney Rule

At the start of the 2006 season, the overall percentage of African-American coaches had jumped to 22%, up from 6% prior to the Rooney Rule.

In 2017, the University of Sydney started requiring that a minimum number of their debaters going to tournaments must not be men.

“Last year, an all-female team from the University of Sydney Union (USU) won the Australian Debating Championships and every woman in the top 10 speakers of the Australasian Debating Championships was from the USU...

..The current Best Female Speaker in the World is from the USU and at every major tournament last year the highest ranked USU debater was a woman.”

*Overington 2018*

How can the Rooney Rule  
help our industry?

Wait until the right people  
are in the room before you  
make a promotion decision.

“We are looking to keep the position open until we have at least two qualified applicants from underrepresented minority (URM) backgrounds. We have a provisional close date of July 13th, and will extend by two weeks if we are unable to meet this goal.

The most qualified candidate will be selected for the position.”

*Additionally*

Explicitly call out subconscious forces that might be holding back qualified, diverse applicants.

“We believe diversity is important at all levels. Research has shown that overall women self-nominate for promotions at a lower rate than men ...Even if you believe yourself to be ‘not ready’ we encourage you to apply.”

Have a formal  
nomination process

“If you would like to nominate someone for the role, you are encouraged to do so. There are many great examples of people within Pivotal who did not apply for a new role themselves but were nominated by their peers.”

If you want to retain diverse employees, don't let them be the "odd one out" on their teams.

Males are 17% more likely than females to return to future Euros.

Pierson 2013

Males are 17% more likely than females to return to future Euros. A female is more likely to return if a higher fraction of her delegation is female, however: **a 50% increase in the delegation female fraction increases the probability of return by 40%** ...One way of reducing the gender score gap is to increase the fraction of females in delegations, which will increase retention, thereby experience, and thereby speaker scores.

Pierson 2013

And for individuals

## How to Break at an International (and break barriers): Women's Edition

We at the EUDC Training Centre are aware that women face specific barriers in debating. While some may only be overcome years from now when society gets its act together, some can be mitigated, if not entirely broken.

A group of female trainers put together this list of barriers to success in debating, along with the reasons we believe they exist and what you can do to overcome them. These methods will not work for everyone, and you shouldn't blame yourself if they don't work for you. Remember that as a female debater there are plenty of resources available to you, whether in the form of coaches, mentors and Facebook groups, and that you should always feel able to ask for help.

Don't undersell yourself.

“I’m sorry but”

“I’m not sure about this”

“This might be wrong”

Don't undersell yourself.  
Own your expertise.

“*ProAmS*”

Practice allyship  
when it is safe  
for you to do so

What do I want you to take  
away from today?

If you've ever felt like  
you've been punished for not  
adhering to gender-coded  
expectations,

You are not imagining things.

You are not alone.

The data is there,

The data validates  
your experiences.

bibliography at  
github.com/deniseyu/wsc

dyu@pivotal.io

@deniseyu

Thank you

# Submit to Raffle

<http://bit.ly/wsc2018-raffle>

# Submit to speak on Saturday!!

[bit.ly/wsc2018-attendee-talk](http://bit.ly/wsc2018-attendee-talk)

(Foundations & Explorations)

# Starting a Write/Speak/Code Chapter Panel!



Jessica Simon

@jsimon727

she/her

NYC

Brittney Braxton

@mintiib

she/her

CHI



Kelly Mason

@kellymase

she/her

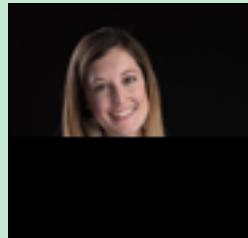
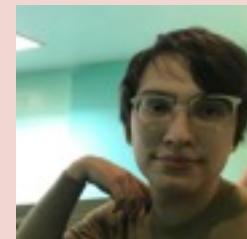
SFO

Evelyn Masso

@outoffamabit

she/they

LAX



Anna Watt

@annalynnwatt

she/her

SEA



Neha Batra

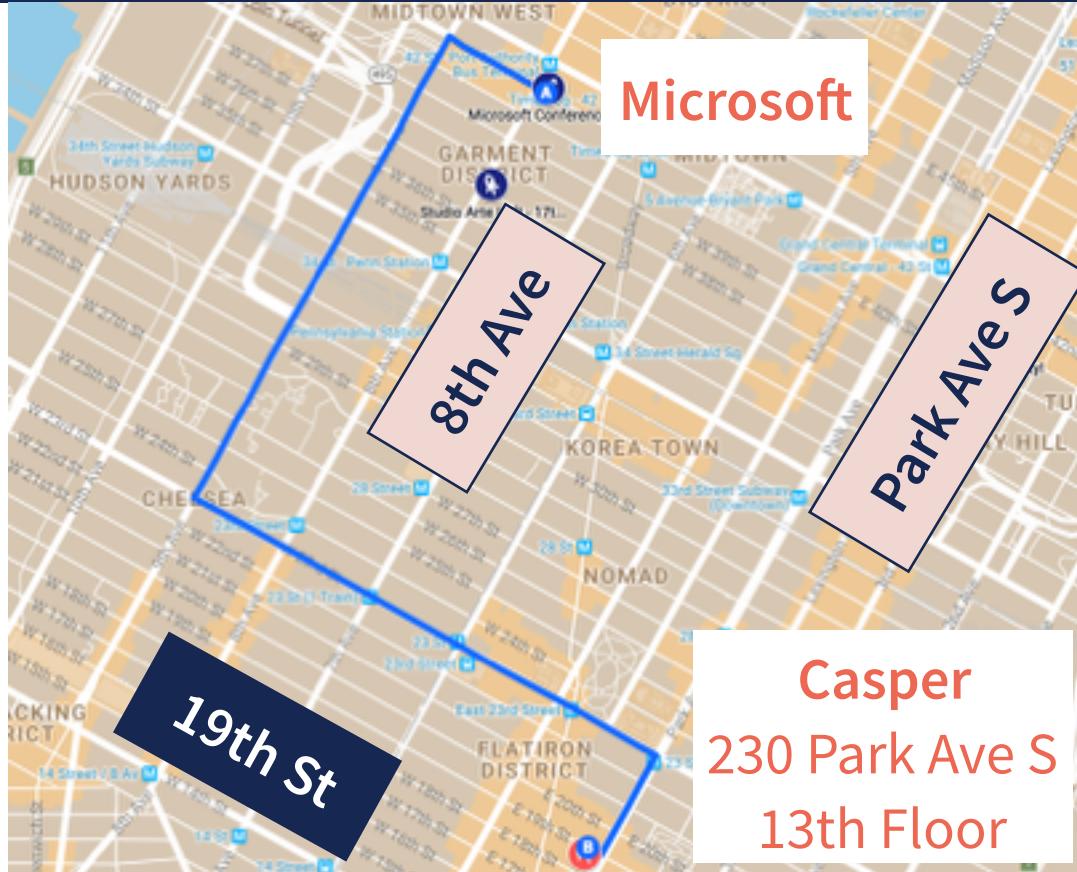
@nerdneha

she/her



Speak/Leadership

# Start a Chapter Panel!



Write/Speak/Code 2018

Speak Your Truth



Google Pivotal

The New York Times  
NYTIMES.COM

zipline



splunk>



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Women Techmakers



wework

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