

RSA® Conference 2022

San Francisco & Digital | June 6 – 9

TRANSFORM

SESSION ID: PROF-T01

Representation Matters

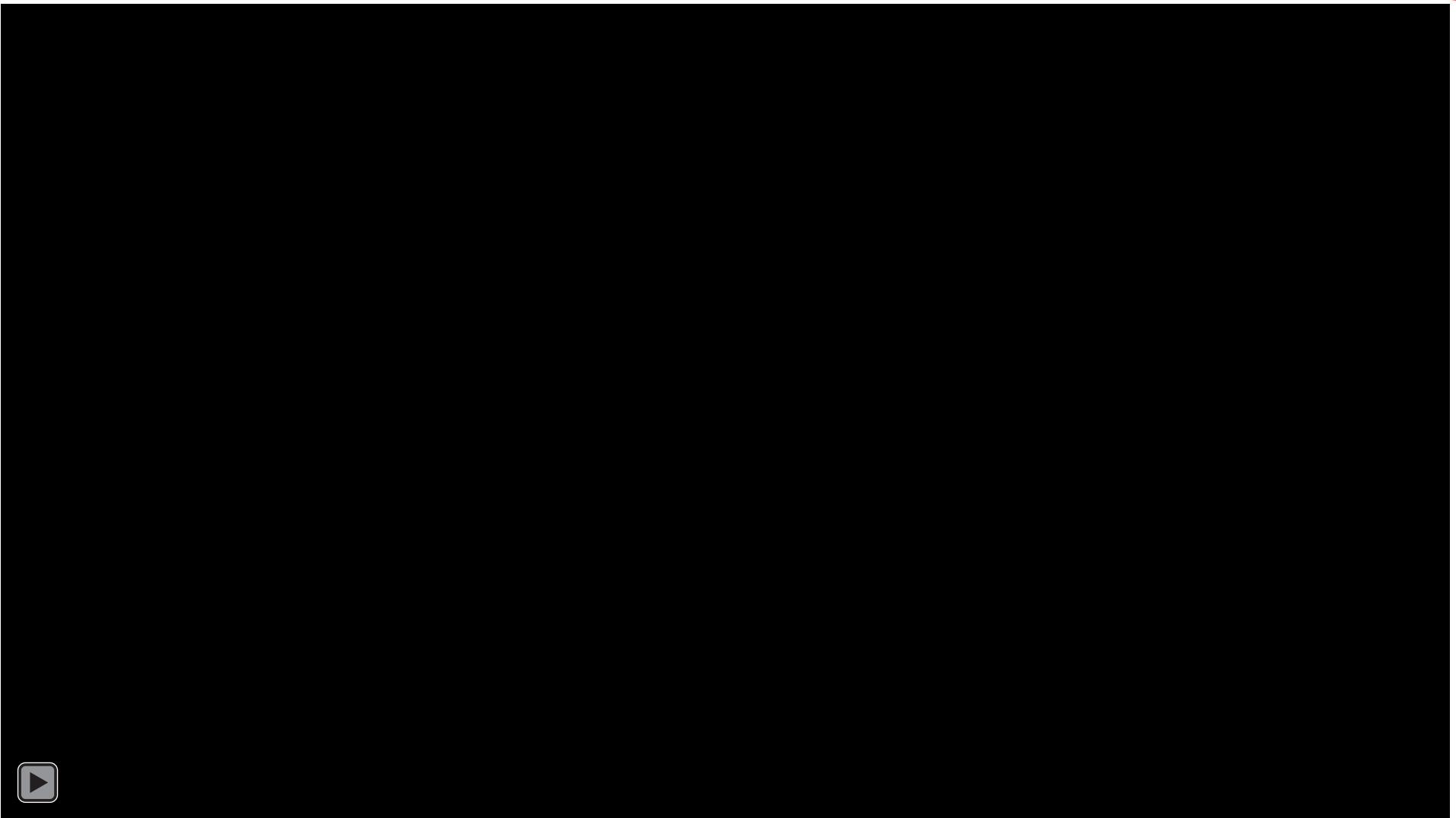
Chloé Messdaghi

Chief Impact Officer @ Cybrary
Cofounder @ Open Tech Pledge
@ChloeMessdaghi

Camille Eddy

Senior Product Engineer
Cofounder @ Open Tech Pledge
@iamcamilleeddy





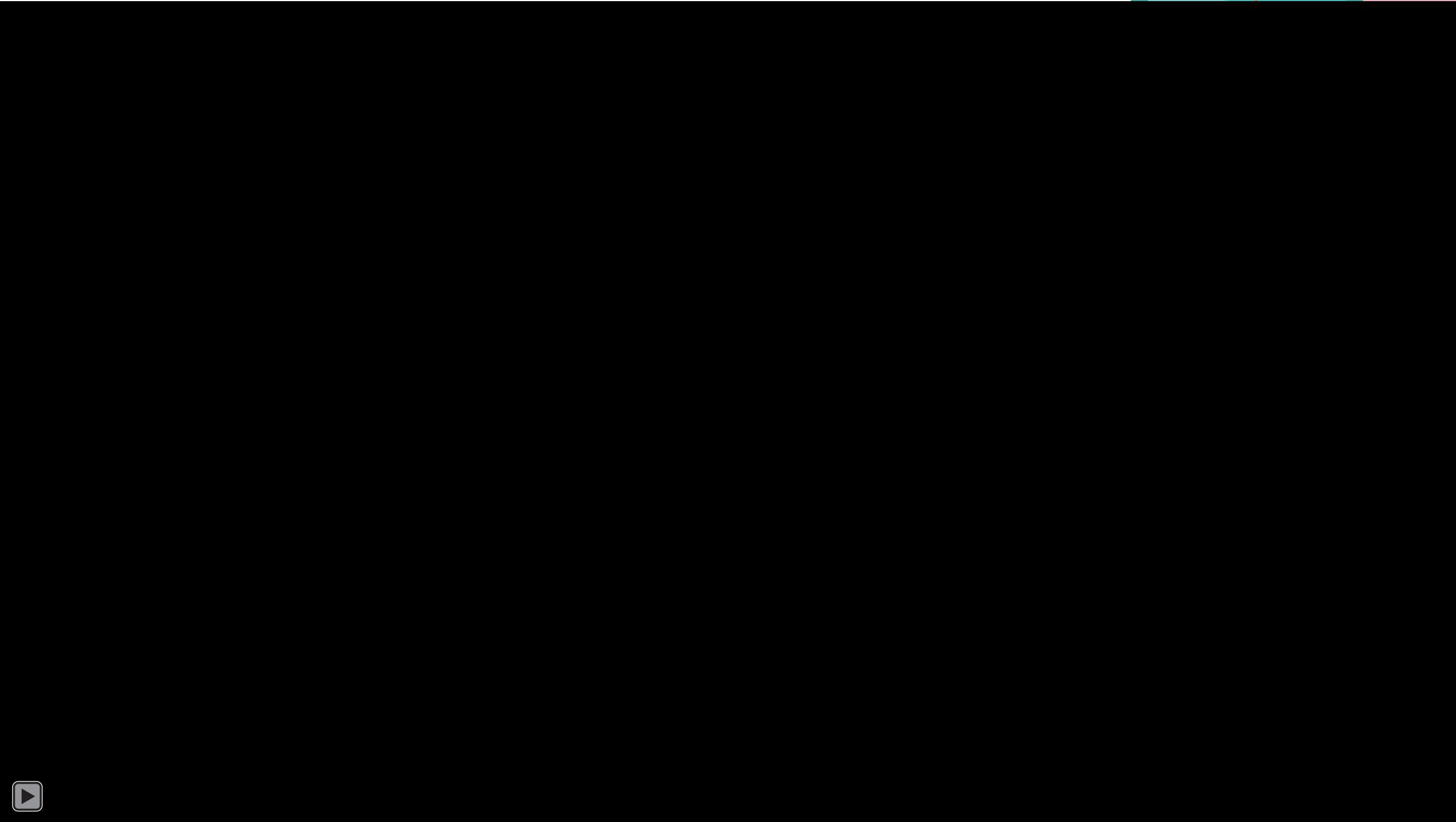
Disclaimer

Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the presenters individually and, unless expressly stated to the contrary, are not the opinion or position of RSA Conference LLC or any other co-sponsors. RSA Conference does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented.

Attendees should note that sessions may be audio- or video-recorded and may be published in various media, including print, audio and video formats without further notice. The presentation template and any media capture are subject to copyright protection.

©2022 RSA Conference LLC or its affiliates. The RSA Conference logo and other trademarks are proprietary. All rights reserved.







Today, we are going to walk through the
discomfort, comfortably.



Constructed Beliefs

A social construct or construction is the meaning, notion, or connotation placed on an object or event by a society, and adopted by the inhabitants of that society with respect to how they view or deal with the object or event.

Example: Money, Race, Gender, Class, Titles



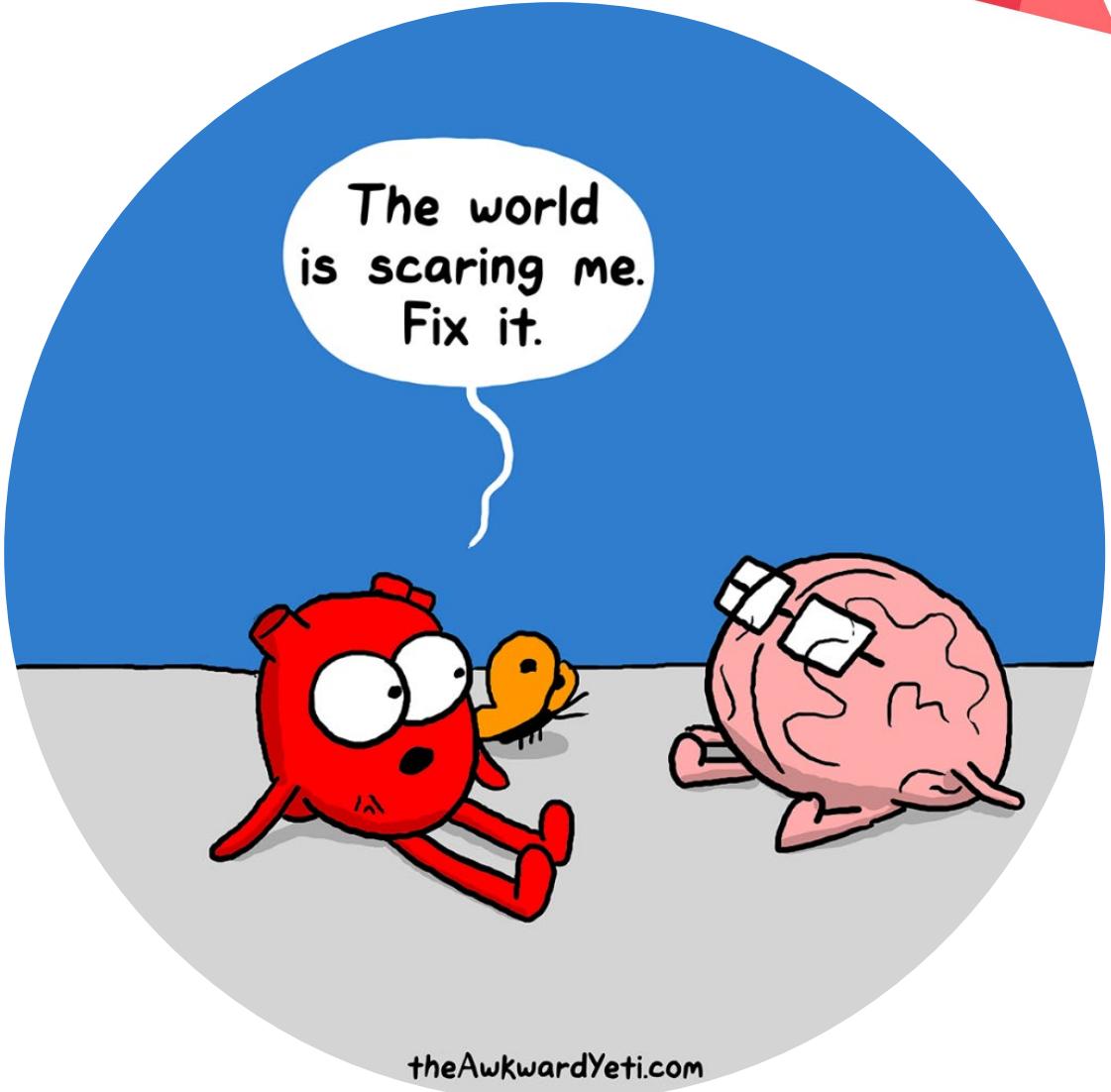
PART 1: FEAR



PART 2: VERIFY



PART 3: ACT



DEI: What You Need to Know

HOW DOES IT WORK TODAY?

No expert practitioners

Limited research or
metrics

Faulty representation

Lack of Implementation

Lack of Consistency

Lack of Growth





Apply Actions for Diversity

You hold the power of moving this conversation forward a little at a time.

Immediate Action: Listen

Immediate actions are not always mind blowing or filled with consensus. I find it helpful to genuinely hear the concerns or unwillingness others have before taking the next step.

Next Steps: Build Consensus

This is where it is important to find common ground within community.
I want to hear from the detractors but give more of a platform to the optimistic in the crowd.

Long-Term Game Plan: Implementation

After hearing concerns and optimism from the team, I take the next most logical step in the right direction. This is open ended because communities vary widely in their needs.





The Problem





We need to tackle a system of bullying and
exploitation.





A diverse slate includes two or more candidates from any underrepresented group.

Research shows that when only one woman or one Black person is included in a slate of finalists, there is statistically zero chance they will be hired

—but when two such candidates are included, the chance that one of them will be hired rises dramatically.

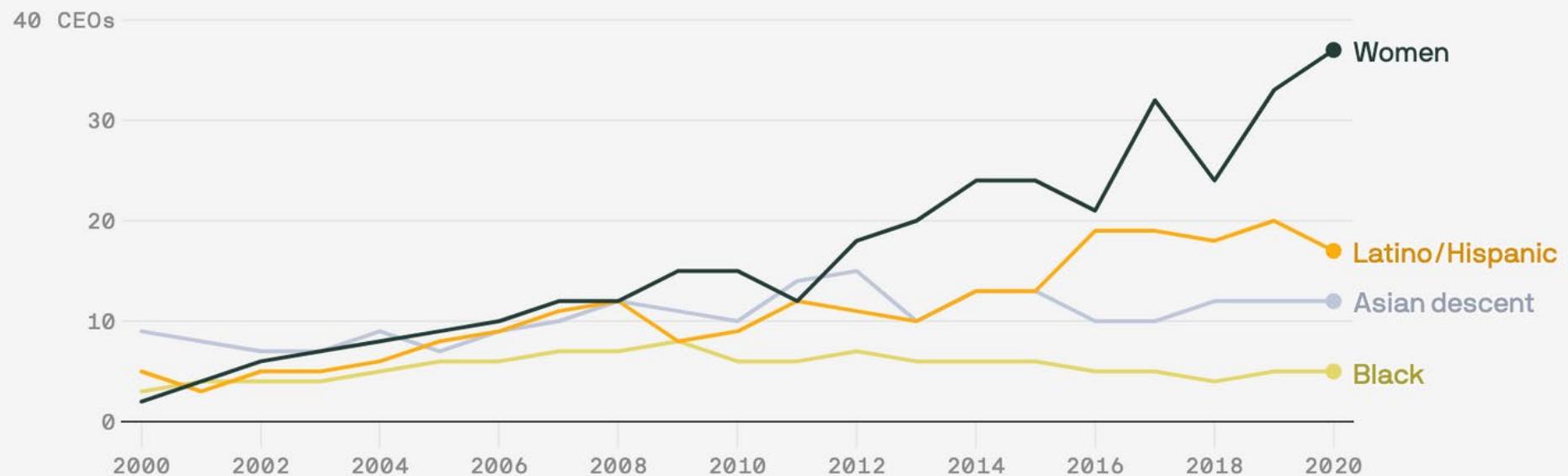
Disclaimer: trans, non-binary, gender queer & gender non-conforming aren't fully represented when conducting this research.





Demographics of Fortune 500 CEOs

2000 to 2020



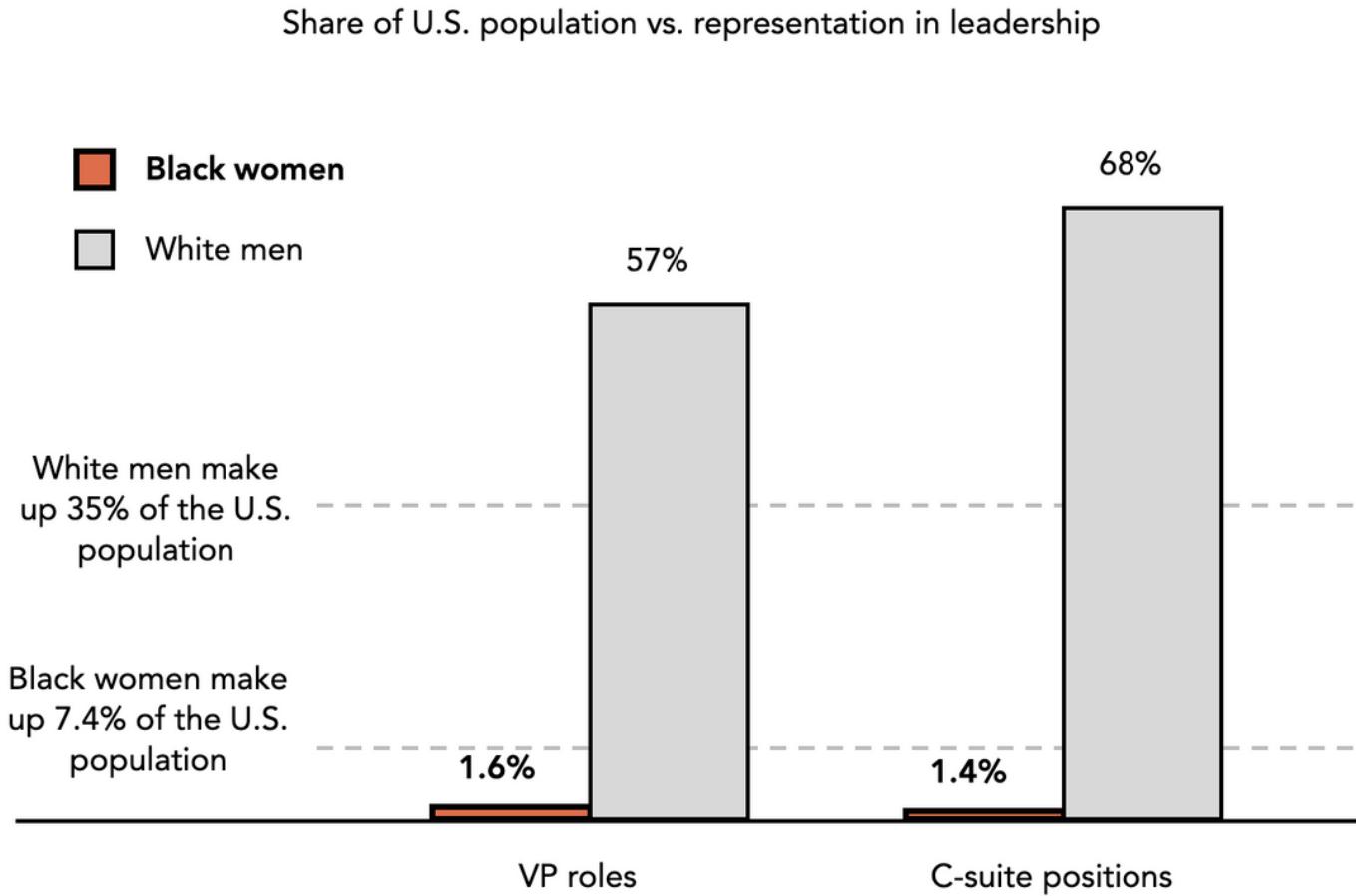
Adapted from a [report](#) by Richard L. Zweigenhaft; Chart: Connor Rothschild/Axios



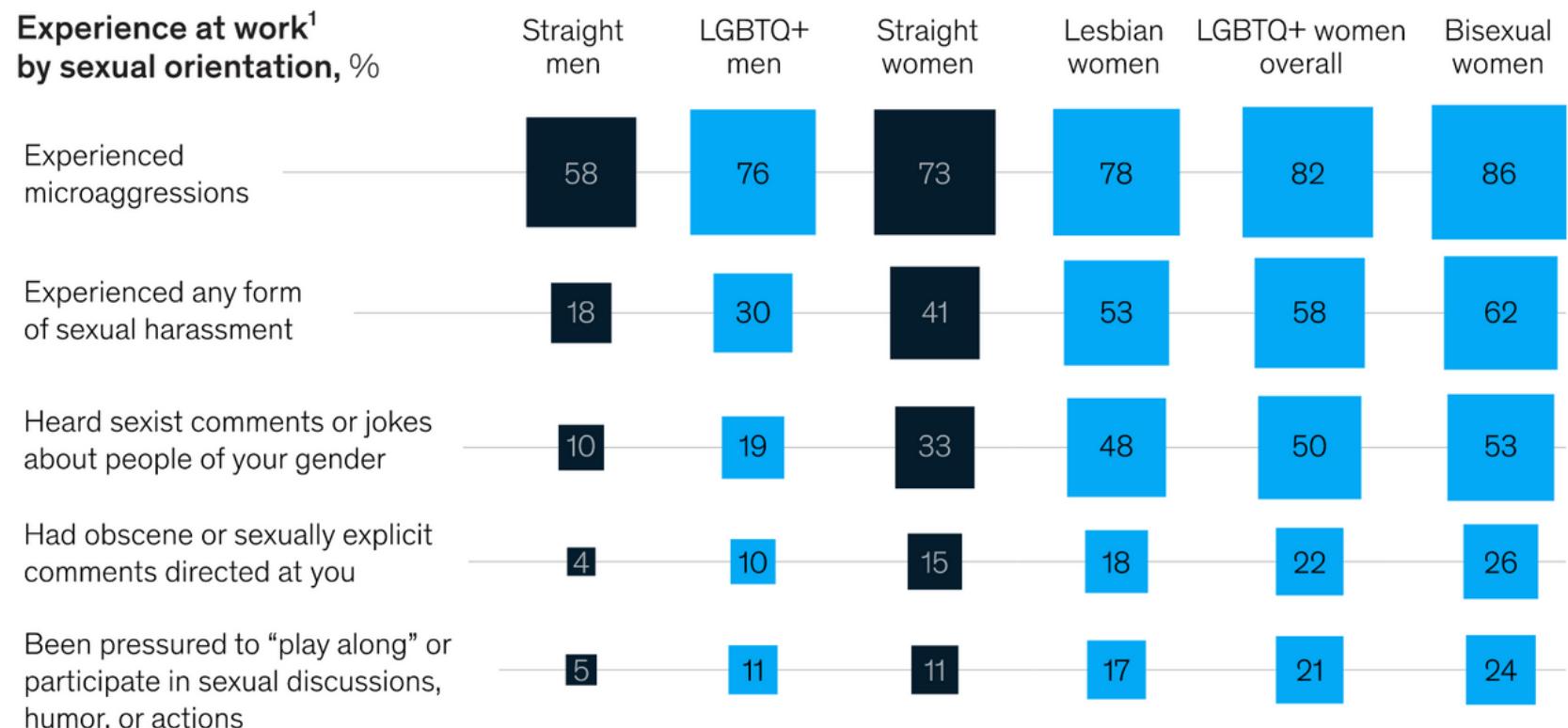
Disclaimer: trans, non-binary, gender queer & gender non-conforming, LGBTQ+ aren't fully



Black women are severely underrepresented in senior leadership³



LGBTQ+ women face more inappropriate comments and sexual harassment at work.



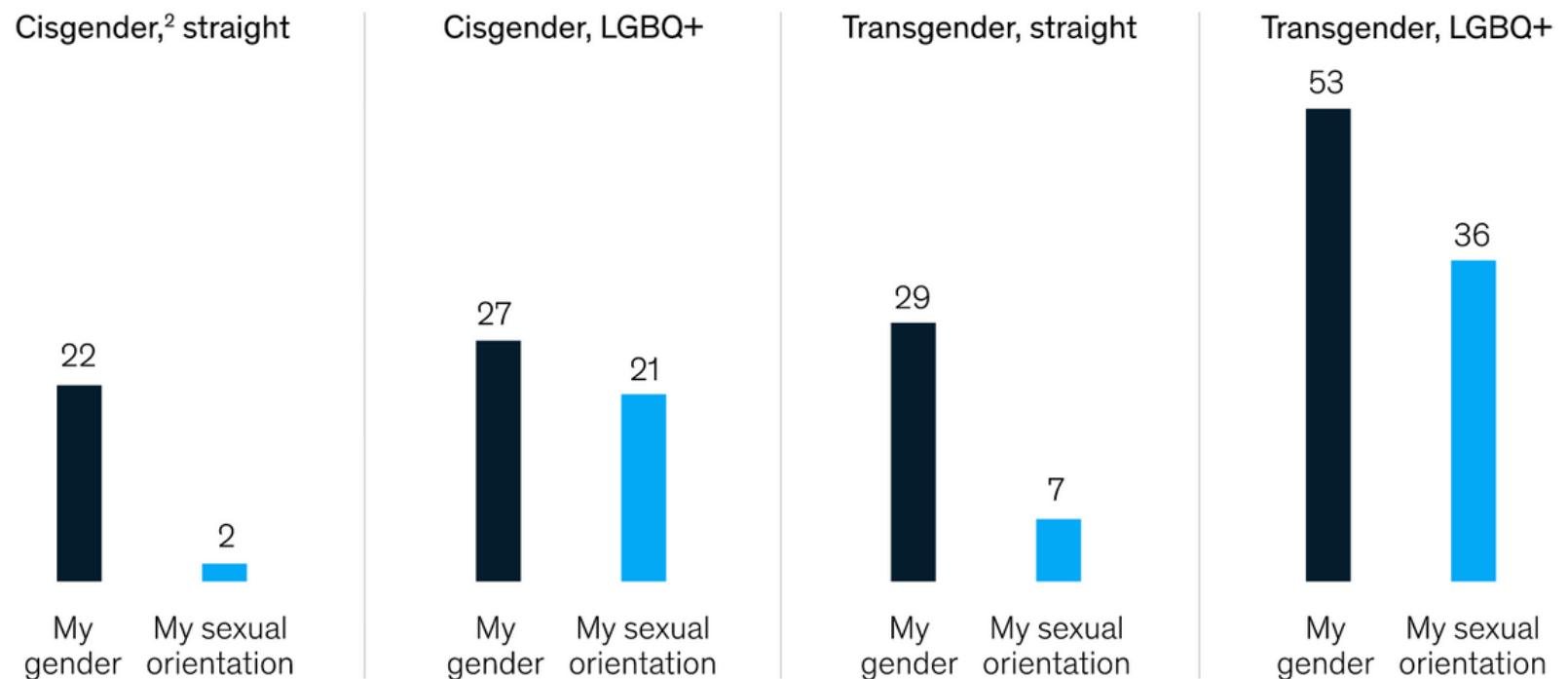
¹Original poll question: Which of the following have you experienced at work?

Source: *Women in the Workplace 2019*, LeanIn.Org and McKinsey, 2019, womenintheworkplace.com



Transgender people, whether straight or LGBQ+, are more likely to view their gender or orientation as a barrier to future advancement.

Biggest personal barrier to personal advancement,¹ %



¹Original poll question: Going forward, do you think your gender or sexual orientation will make it harder for you to get a raise, promotion, or chance to get ahead?

²Cisgender people are those whose gender identity corresponds with their gender assigned at birth.

Source: *Women in the Workplace 2019*, LeanIn.Org and McKinsey, 2019, womenintheworkplace.com





Nearly 20 percent of U.S. workers have experienced religious discrimination in the workplace.



There is a lack of published research that shares any data on the following groups in tech & security:

Non-binary

Neurodiverse

BIPOC

Religion

Trans





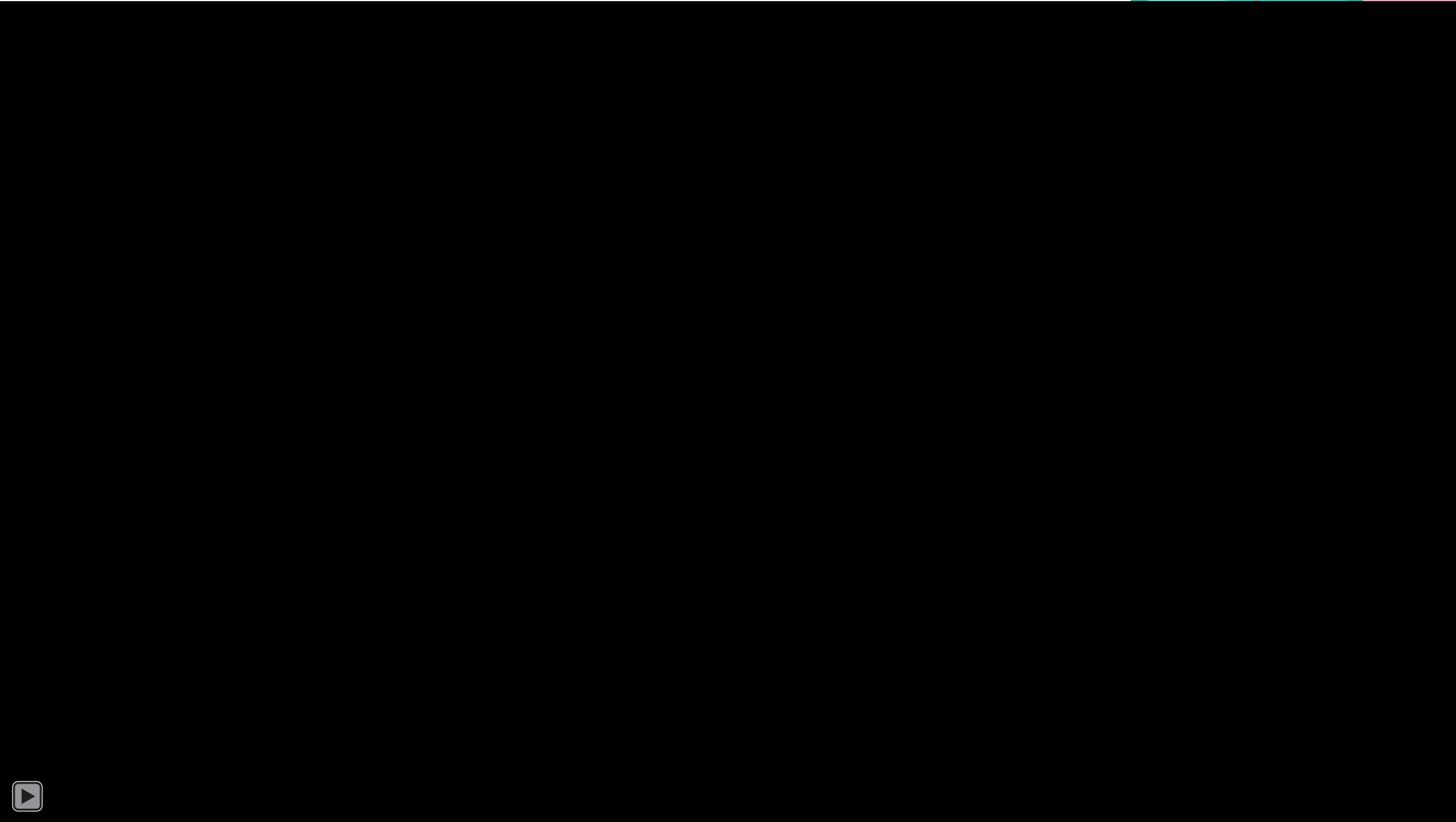
<u>Aa State</u>	<u>Required Minimum Number of Female Directors and Deadli...</u>	<u>Penalties</u>
<u>Hawaii</u>	By 12/31/2020: 1 Female Director By 12/31/2022: If 6 or more directors; 3 Females If 5 directors; 2 Females If four or fewer directors; 1 Female	Failure to File: First Violation: \$100,000; Subsequent Violations within 10 years: \$500,000 Failure to Comply: TBD
<u>Massachusetts</u>	By 12/31/2021: 1 Female Director By 12/31/2022: If 6 or more directors; 3 Females If 5 or fewer directors; 2 Females	Violations: \$100,000
<u>Michigan</u>	By 12/31/2021: 1 Female Director By 12/31/2022: If 6 or more directors; 3 Females If 5 directors; 2 Females If 4 or fewer directors; 1 Female	First Violation: \$100,000 Subsequent Violations: \$300,000
<u>New Jersey</u>	By 12/31/2019: 1 Female Director By 12/31/2021: If 6 or more directors; 3 Females If 5 directors; 2 Females If 4 or fewer directors; 1 Female	Failure to File: \$100,000 First Violation: \$100,000 Subsequent Violations: \$300,000
<u>Washington</u>	By 12/31/2020: 1 Female Director By 12/31/2022: If 20 or more directors; 30% Female If 10-19 directors; 3 Females If 9 or fewer directors; 1 Female	Failure to File: \$100,000 First Violation: \$100,000 Subsequent Violations: \$300,000
<u>NASDAQ</u>	By 8/8/2022: 2 Diverse Directors	Failure to Comply: Unlisted





But it only barely scratches the surface.







Next, is signing the pledge.





By signing the Open Tech Pledge, you are committing your organization that you will ensure that within two years:

Women and Gender Expansive, and/or those otherwise affected by systematic oppression in their place of living and working:

4 or less board members = minimum of 1 seat

5 board members = minimum of 2 seats

6 to 9 board members = minimum of 3 seats

10 or more board members = 40% of seats





By signing the Open Tech Pledge, you are committing your organization that you will ensure that within two years:

BIPOC, Hispanic, Middle Eastern, Asian, and/or those otherwise affected by systematic oppression in their place of living and working:

4 or less board members = minimum of 1 seat

5 board members = minimum of 2 seats

6 to 9 board members = minimum of 3 seats

10 or more board members = 40% of seats



Expectations after signing the pledge:

Within six months, we require a virtual check-in that will ask for an update.

After 1 year:

- Verification of positive change
- Verification of criteria met
- Ranked list of companies
- Revisited everywhere

Over time:

- Evidence of retention in leadership roles across tech
- Evidence of retention across junior tech roles
- Better pay for all individuals
- Higher growth and recognition across the board





Why Diversity Is Better Than The Status Quo

THE NEXT GENERATION OF LEADERS WILL UNDERSTAND
REPRESENTATION AND INCLUSION FOR ALL

We don't have to wait for experts to save us. This work impacts everyone, including people who do not own a marginalized identity. We ALL benefit from working in spaces that understand and value EVERYONE'S individuality.



Apply Actions for Diversity

You hold the power of moving this conversation forward a little at a time.

Today: Listen

Immediate actions are not always mind blowing or filled with consensus. I find it helpful to genuinely hear the concerns or unwillingness others have before taking the next step.



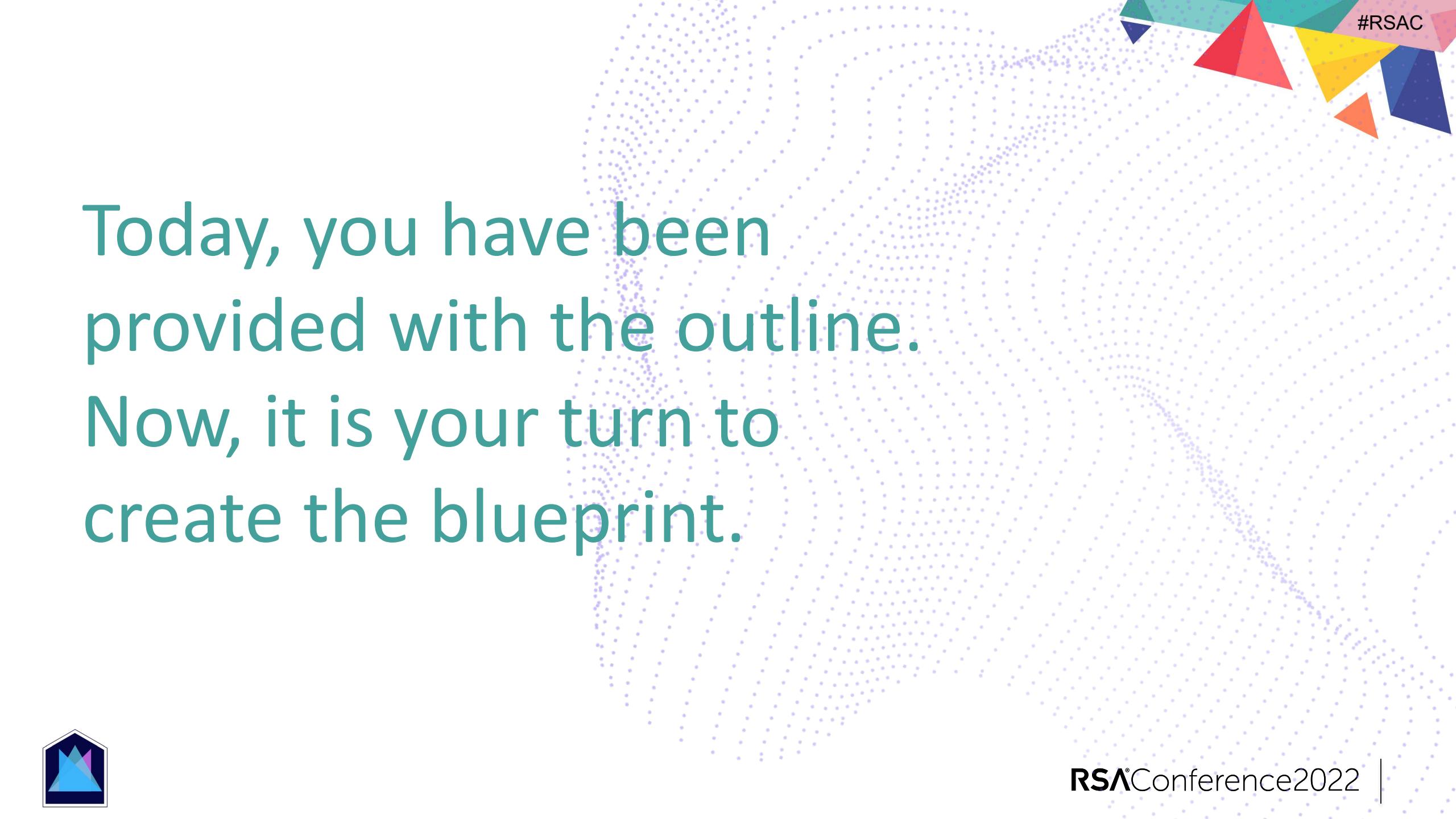
6-18 months: Build Consensus

This is where it is important to find common ground within community.
I want to hear from the detractors but give more of a platform to the optimistic in the crowd.



Long-Term Game Plan: Implementation

After hearing concerns and optimism from the team, I take the next most logical step in the right direction. This is open ended because communities vary widely in their needs.



Today, you have been
provided with the outline.
Now, it is your turn to
create the blueprint.



Visit [OpenTechPledge.org](https://OpentechPledge.org) to
make a difference



Open Tech Pledge





Do you have
any questions?





“2020: The State of Black Women in Corporate America”

<https://leanin.org/research/state-of-black-women-in-corporate-america/section-1-representation>

“Global Leadership Forecast 2018”

<https://www.ddiworld.com/research/global-leadership-forecast-2018>

“Women in the C-suite”

<https://www2.deloitte.com/us/en/insights/industry/financial-services/women-in-the-c-suite.html>

“How the Best Bosses Interrupt Bias on Their Teams”

<https://hbr.org/2019/11/how-the-best-bosses-interrupt-bias-on-their-teams>

“A Global Imperative: Gender Equality in the C-Suite”

https://www.heforshe.org/sites/default/files/2021-05/ypo_financial_times_-_a_global_imperative_gender_equality_in_the_c_suite_report.pdf

