

# Be a SMART Ally

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# Five SMART Goals for Becoming a Better Ally for Gender Diversity in Tech

# What is a SMART goal?

- Specific
- Measurable
- Achievable
- Relevant
- Timely

# What is an ally?

ally (n)

1. A person, group, or nation that is associated with another or others for some common cause or purpose.
2. A person who associates or cooperates with another; supporter.

# Five SMART Goals

# Goal 1: Ask your friends in tech

At their company, how many women are...

- Engineers? Out of how many total engineers?
- Managers?
- Executives?
- Board members?

## Goal 2: Recruit women

- Volunteer for the next recruiting event targeted to women.
- If there are no such upcoming events, find one.

## Goal 3: Ask your manager

- New parent policy?
- Policies on flex-time, part-time, job sharing, use of sick leave to care for family members?
- When an employee takes time away from work to care for others, how does that choice impact their chances for career advancement?



# Goal 4: Play meeting bingo

Woman refuses interruption by woman	Man reinforces idea of man	Woman co-opts idea of man	Woman reinforces idea of man	Man blames bad luck
Woman interrupts woman	Woman blames others	Man refuses interruption by woman	Woman recognizes team's contribution	Man blames others
Woman talks over man	Woman blames bad luck	INTERRUPTION/ CO-OPTION BINGO (free square)	Woman interrupts man	Woman talks over woman
Woman reinforces idea of woman	Woman accepts recognition	Man interrupts woman	Woman blames herself	Woman refuses interruption by man
Man talks over man	Man interrupts man	Man recognizes team's contribution	Man talks over woman	Man co-opts idea of woman

## Goal 5: Listen to a woman

- Invite a colleague or friend to coffee and ask about her experiences as a woman in tech.
- Listen.
- Don't talk.
- Listen.
- Continue to not talk.
- Listen some more.

Q&A

**Is this all on  
the men?**

No, not exclusively, but...

Will working  
toward these  
goals really  
make me a  
better ally?

Yes, if you open yourself to  
the resulting experiences.

Is working  
toward these  
goals the  
most  
efficient way  
to become a  
better ally?

Maybe. Maybe not.

If I  
accomplish  
these goals,  
will I be  
done?

No, but you will have begun.

If I know in  
my heart  
that I am an  
ally, isn't  
that worth  
something?

No. It's not what you think,  
it's what you do.



# General Background

[nationalseedproject.org/white-privilege-unpacking-the-invisible-knapsack](http://nationalseedproject.org/white-privilege-unpacking-the-invisible-knapsack)

[adversari.es/blog/2014/01/17/invisible-tech-privilege/](http://adversari.es/blog/2014/01/17/invisible-tech-privilege/)

[cacm.acm.org/blogs/blog-cacm/180850-women-in-stem-women-in-computer-science-were-looking-at-it-incorrectly](http://cacm.acm.org/blogs/blog-cacm/180850-women-in-stem-women-in-computer-science-were-looking-at-it-incorrectly)

[www.theatlantic.com/business/archive/2016/09/what-programmings-past-reveals-about-todays-gender-pay-gap/498797/](http://www.theatlantic.com/business/archive/2016/09/what-programmings-past-reveals-about-todays-gender-pay-gap/498797/)

[hbr.org/2016/04/if-theres-only-one-woman-in-your-candidate-pool-theres-statistically-no-chance-shell-be-hired](http://hbr.org/2016/04/if-theres-only-one-woman-in-your-candidate-pool-theres-statistically-no-chance-shell-be-hired)

[hbr.org/2016/04/research-we-are-way-harder-on-female-leaders-who-make-bad-calls](http://hbr.org/2016/04/research-we-are-way-harder-on-female-leaders-who-make-bad-calls)

[medium.com/tech-diversity-files/the-real-reason-women-quit-tech-and-how-to-address-it-6dfb606929fd](http://medium.com/tech-diversity-files/the-real-reason-women-quit-tech-and-how-to-address-it-6dfb606929fd)

# Recruiting in Seattle

[www.engr.washington.edu/current/studentprogs/wise](http://www.engr.washington.edu/current/studentprogs/wise)

[uwswe.com](http://uwswe.com)

[seattle.chicktech.org](http://seattle.chicktech.org)

[www.womenwhocode.com/seattle](http://www.womenwhocode.com/seattle)

# This Talk

[github.com/jpowerwa/tech-talks/code-writers-workshop-2016/](https://github.com/jpowerwa/tech-talks/code-writers-workshop-2016/)

Interruption/Co-option Bingo cards: <http://bit.ly/2dHoHjf>

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