

Your Mission Should You Choose To Accept It...

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We Have a Problem

Our industry has a **skills shortage**, and it is not getting any better

Although there are hopeful signs it eventually *might*, in the meantime we need to make the best of what we have

But our industry tends to favour those who “fit in”....i.e. the type of people it already (mostly) has.

So is it any surprise that **women and minorities** are so **underrepresented** in our industry?



<http://www.vox.com/2015/5/30/8689481/margaret-hamilton-apollo-software>

What Can We Do?

- For one thing, we can lay out the “Welcome mat”, i.e.:
 - Make it unambiguously obvious that our organisations want to **challenge** and **change** the status quo
 - Identify barriers to people who “aren’t like us”, but might have key skills we need
 - Identify **role models** you *already have* and make them visible to others
 - Sponsoring and leading diversity enabling events
- But, there’s another problem...

A Problem

“The only people who aren’t penalised for promoting diversity at work are white men”

"If we're ever going to reach gender equality, it may have to be white men who lead the charge. New research shows that managers are actively penalized for promoting diversity in the workforce, regardless of gender or race—unless they are white men."

-Frida Garza

<http://qz.com/647512/the-only-people-who-arent-penalized-for-promoting-diversity-at-work-are-white-men/>

We Need Your Help

- Most of you are white men. **You're the ones our industry listens to**, so the *rest of us* need your help
- We need **you** to be the ones advocating for change...both within our industry, and within your own organisations
- **The Big Question:** What can **you** do to help *change* your organisation (and our industry) for the better?

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Help us **to** change **our** industry

#caffeinedrivendevelopment

Links & References

- The only people who aren't penalized for promoting diversity at work are white men
<http://qz.com/647512/the-only-people-who-arent-penalized-for-promoting-diversity-at-work-are-white-men/>
- Women and Minorities Are Penalized for Promoting Diversity
<https://hbr.org/2016/03/women-and-minorities-are-penalized-for-promoting-diversity>
- Does diversity-valuing behavior result in diminished performance ratings for nonwhite and female leaders?
<http://amj.aom.org/content/early/2016/03/03/amj.2014.0538.abstract>