



Towards a more inclusive tech community

Marga Manterola

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Unconscious Bias



Source: Wikipedia



Photo by: Luca Galuzzi - www.galuzzi.it



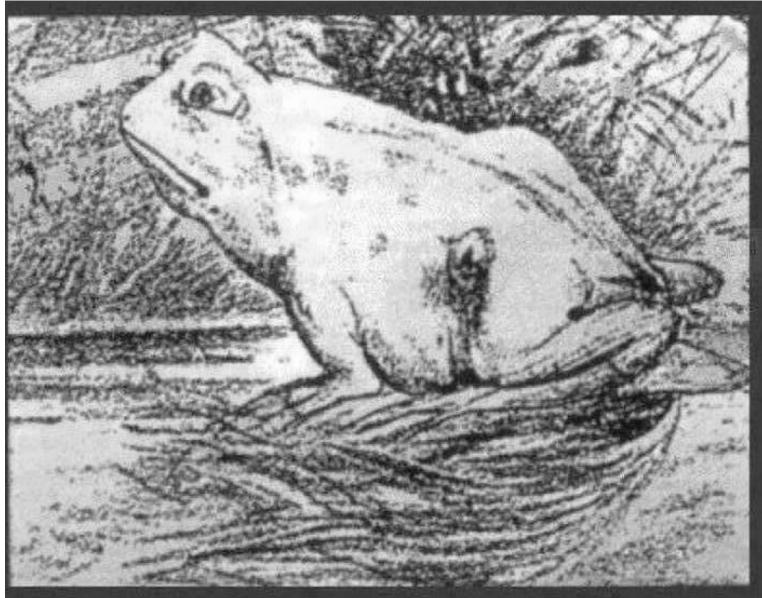
Photo by: Horia Varlan (flickr.com)



Photo by: Chelsea Francis (unsplash.com)

Priming





Diversity

Diversity is about people that are not "like me"

- Gender
- Race / Ethnicity
- Age
- Sexual Orientation
- Weight
- Religion
- Social background
- Talents
- Interests
- ...





Photo by: Christopher Schwarzkopf (Wikimedia Diversity Conference)

Why diversity matters

Diversity drives innovation

Diverse points of view, new approaches to solving problems and identifying areas of growth, fostering creativity. Diverse groups discuss more alternatives, and work harder.

Diversity is a competitive advantage

Companies with women at top executive positions outperform "all men" companies financially by 53%. Similarly with racial diversity.

Diverse teams outperform non-diverse teams when solving complex problems, when doing scientific research, when imparting justice.

How Unconscious Bias affects Diversity

We tend to avoid the things that are different or less known.

We make *shortcuts* about people without enough information.

We take decisions based on biases without realizing that.

Effects of Unconscious Bias

Male Name

The name on your resume affects your chances of getting a job interview

OBJECTIVE		
Design apparel pieces for an innovative retail company.		
EDUCATION		
UNIVERSITY OF PENNSYLVANIA College of Design	Aug. 2016 - May 2021	City, State
• Bachelor of Science in Design Change • Cumulative GPA 3.85, Dean's List • Descriptive Intern Scholarship		
PROFESSIONAL EXPERIENCE		
AMERICAN BEACH Sales Associate	Aug. 2018 - present	City, State
• Collaborated with the store merchandising team to create displays in departmental areas. • Utilized sales knowledge to assist customers in their shopping experience. • Thoroughly researched pieces of merchandise for inventory control. • Prioritizes designs to enhance my product knowledge.		
PLANET BEACH Sales Associate	Aug. 2018 - present	City, State
• Utilized sales knowledge to assist company sales goals. • Utilized organization skills to single handedly running all sporting procedures. • Communicate with clients to fulfill their wants and needs. • Assist promotional events to market our products. • Handles cash and disputes during opening and closing. • Received employee of the month several times.		
STARBUCKS COFFEE Sales Associate	Aug. 2018 - Aug. 2019	City, State
• Handled sales floor with fast food inventory. • Market driven sales allowing me to see successful sales location in a retail market. • Offered coffee and assistance to each guest.		
VICTORIA'S SECRET Product Representative	Aug. 2018 - Oct. 2019	City, State
• Applied my leadership skills by assisting in the training of associates. • Set up displays and displays in order to reduce return purchases. • Provided superior customer service by helping with customer decisions. • Took seasonal inventory.		
VOLUNTEER EXPERIENCE		
EMERGENCY CORPORATION Brand Ambassador	August 2019	City, State
• Represented Emergency Corporation and Target Inc. at college fairs. • Target University of Minnesota Ambassadors in the Target brand experience.		

Female Name

OBJECTIVE		
Design apparel pieces for an innovative retail company.		
EDUCATION		
UNIVERSITY OF PENNSYLVANIA College of Design	Aug. 2016 - May 2021	City, State
• Bachelor of Science in Design Change • Cumulative GPA 3.85, Dean's List • Descriptive Intern Scholarship		
PROFESSIONAL EXPERIENCE		
AMERICAN BEACH Sales Associate	Aug. 2018 - present	City, State
• Collaborated with the store merchandising team to create displays in departmental areas. • Utilized sales knowledge to assist customers in their shopping experience. • Thoroughly researched pieces of merchandise for inventory control. • Prioritizes designs to enhance my product knowledge.		
PLANET BEACH Sales Associate	Aug. 2018 - present	City, State
• Utilized sales knowledge to assist company sales goals. • Utilized organization skills to single handedly running all sporting procedures. • Communicate with clients to fulfill their wants and needs. • Assist promotional events to market our products. • Handles cash and disputes during opening and closing. • Received employee of the month several times.		
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VOLUNTEER EXPERIENCE		
EMERGENCY CORPORATION Brand Ambassador	August 2019	City, State
• Represented Emergency Corporation and Target Inc. at college fairs. • Target University of Minnesota Ambassadors in the Target brand experience.		

Effects of Unconscious Bias

The name on your resume affects your chances of getting a job interview

German Name

OBJECTIVE		
Design apparel line for an apparel retail company		
EDUCATION		
UNIVERSITY OF MÜNCHEN	City, State	Aug. 2018 - May 2021
College of Design		
• Bachelor of Science in Design, Design • Cumulative GPA 3.85, Dean's List • Descriptive Intern Scholarship		
PROFESSIONAL EXPERIENCE		
AMERICAN BEACH	City, State	Aug. 2018 - present
Sales Associate		
• Collaborated with the store merchandising team to create displays in departmental areas • Utilized sales knowledge to assist customers in their shopping experience • Thoroughly researched every piece of merchandise for inventory control • Prioritized repeat purchases by product knowledge		
PLANET BEACH	City, State	Aug. 2018 - present
Sales Associate		
• Utilized sales knowledge to assist company sales goals • Utilized organization skills to single handedly running all sporting procedures • Communicated with clients to fulfill their wants and needs • Attended promotional events to market our products • Handled cash and disputes during opening and closing • Received employee of the month several times		
STARBUCKS COFFEE	City, State	Aug. 2018 - Aug. 2019
Sales Associate		
• Handled sales floor with fast food inventory • Market driven sales allowing me to see successful sales location in a retail market • Utilized office and assistance to track goals		
WITTEGEN'S RETAIL	City, State	Jan. 2018 - Oct. 2019
Product Representative		
• Applied my leadership skills by assisting in the training of associates • Set up showcases and displays in order to entice future customers • Provided superior customer service by helping with customer decisions • Took financial inventory		
VOLUNTEER EXPERIENCE		
EMERGENCY CORPORATION	City, State	August 2019
Brand Ambassador		
• Represented Emergency Management and Disaster Relief at college fairs • Traveled University of Minnesota campuses in the Target brand experience		

Turkish Name

OBJECTIVE		
Design apparel line for an apparel retail company		
EDUCATION		
UNIVERSITY OF MÜNCHEN	City, State	Aug. 2018 - May 2021
College of Design		
• Bachelor of Science in Design, Design • Cumulative GPA 3.85, Dean's List • Descriptive Intern Scholarship		
PROFESSIONAL EXPERIENCE		
AMERICAN BEACH	City, State	Aug. 2018 - present
Sales Associate		
• Collaborated with the store merchandising team to create displays in departmental areas • Utilized sales knowledge to assist customers in their shopping experience • Thoroughly researched every piece of merchandise for inventory control • Prioritized repeat purchases by product knowledge		
PLANET BEACH	City, State	Aug. 2018 - present
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Brand Ambassador		
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Who would you choose for ...?



Hosting your dinner party



Overseeing your finances

Running a marathon

Leading your company

Writing technical documentation



Who would you choose?



Francis Mallmann,
Professional Chef

Naoko Takahashi,
Marathon Olympic Gold Medalist
Athens 2000



Ursula M. Burns,
Xerox's CEO

Ruth Porat, Google's CFO



Gordon Graham,
White Paper Expert

Inclusion

What inclusion means

Belonging

You are part of the group, you feel similar to others.

Uniqueness

You are free to be yourself, you are different to others.

“ Be together.
Not the same ”



Why inclusion matters

When team members feel included they are:

More **creative**

More **productive**

More willing to *go the extra mile*.



Diversity and Inclusion in Tech

Tech communities are by far composed mostly of young white men.

This leaves out **a lot** of people that are just as talented, but don't feel included.

Non diverse software teams lead to applications that are only for a subset of society.



Photo by: Adam Berry (Getty Images Europe)
Chaos Communication Congress 2011

Can we overcome bias
and become more
inclusive?

Tips for overcoming biases

Accept your biases

We all have biases, and it's ok. Know what biases you have and work on reducing the impact that they have in the life of those around you.

Embrace the differences

Get used to the fact that a different point of view brings value to your team. Mentor someone different from you.

Respect your peers

If you see something, say something.
When you are in the majority and you notice someone in the minority being disrespected, act.

THANK YOU