TOP 10

Heather VanCura

TOP 10 WAYS TO ALLY FOR WOMEN

52% Population
200 million gap in internet access
17% of Tech workers
16% of top 1% (Billionaires)
4% Fortune 500 CEOs

Women paid .78 for every $1 Men Earn
Yet, 21% greater ROI, Collective IQ Rises
$12 trillion of impact on Gross Domestic Product

SENECA

(S)HE WHO IS BRAVE IS FREE

IF ONLY THIS WAS TRUE

TECH IS A MERITOCRACY - WORKING HARD IS ALL IT TAKES

WOMEN NOT GIRLS

1. ALLY AS A VERB

DO

NOT

A THING YOU

ARE

2. BE OPEN & LISTEN

We all
continue
to make
mistakes

BE SIMPLE
BE KIND

3. BE AWARE

ASSIGNMENT DISTRIBUTION

Be aware of Housework vs Real work

Managing Projects vs. Owning and Writing the Code

Society Value

4. FRIENDLY ENVIRONMENT

FOR YOU
AND OTHERS
AROUND YOU

birds of a feather
flock together
- 41% of women leave tech

5. SPEAK UP

MEETINGS
FORUMS
CONFERENCES

woman makes a suggestion & no reaction/response

man makes the same suggestion & claims credit

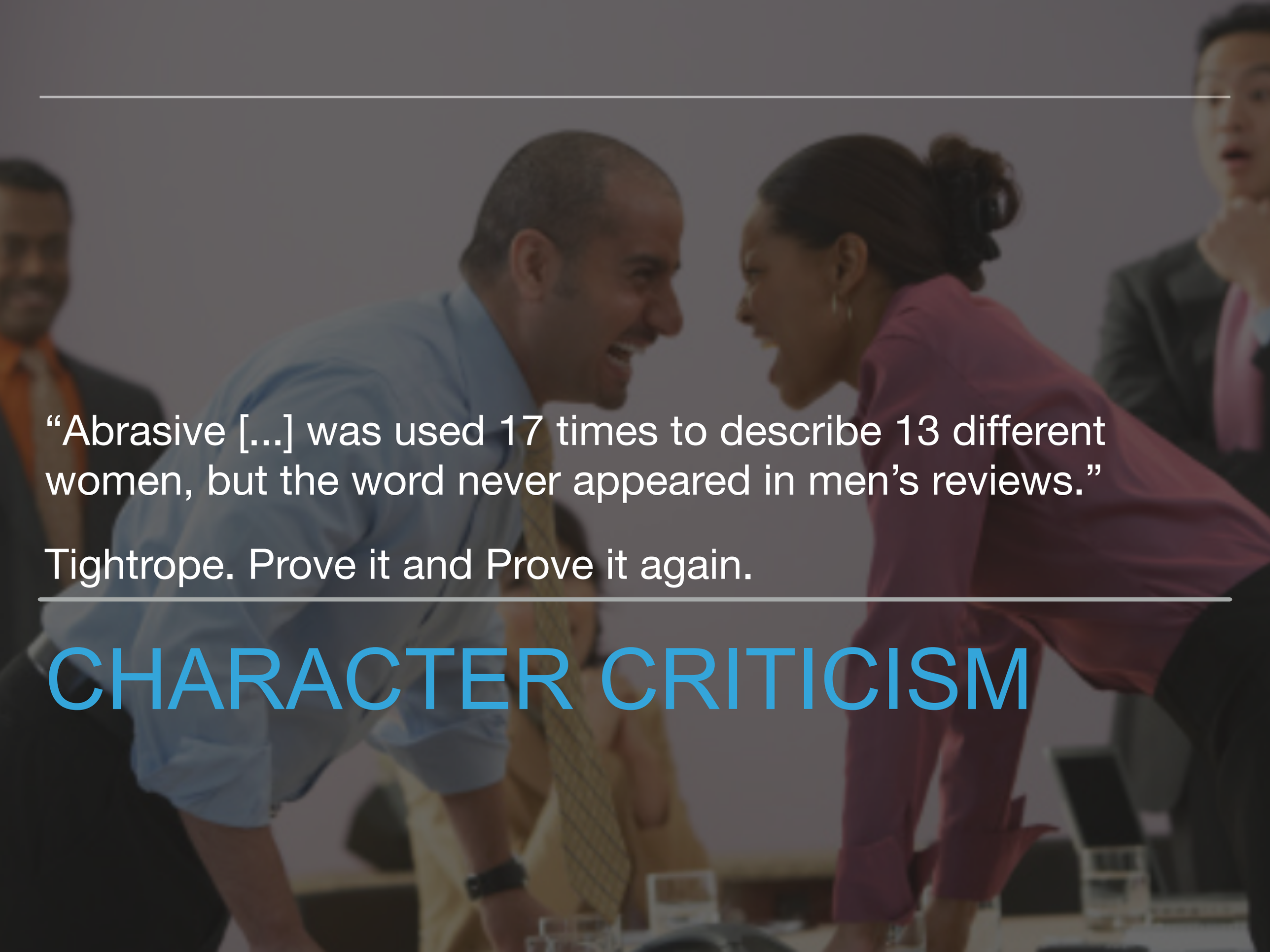
AMPLIFY

6. INTERVENE

IN DIFFICULT SITUATIONS

7. CHARACTER TRAITS

BE AWARE
AND FILTER



“Abrasive [...] was used 17 times to describe 13 different women, but the word never appeared in men’s reviews.”

Tightrope. Prove it and Prove it again.

CHARACTER CRITICISM

8. LEVEL PLAYING FIELD

ENCOURAGE NORMS

Identify behaviors women find uncomfortable

Especially in hiring & promotions; potential vs experience

SELF PROMOTION

SALARY NEGOTIATION

9. EDUCATE YOURSELF

ABOUT UNCONSCIOUS BIAS

We all have bias

That is part of being human

Mentor someone different from you

10. SUGGEST WOMEN

SUPPORT AND ENCOURAGE WOMEN SPEAKERS

all male panel, almost

We Can Do It!

YOU ARE HERE AND THAT MAKES YOU AWESOME

BE THE CHANGE YOU WISH TO SEE

THANK YOU

HEATHER VANCURA

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