

# Hopper Tech Media Lab

*Because tech policy is a women's issue*



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The Aspen Institute's Tech Policy Hub

Summer 2019



## About: Hopper Tech Media Lab

Our vision is to **achieve gender parity** in the tech workplace.  
Our mission is to **have some fun** while doing it.



### WHAT

Hopper Tech Media Lab is a **tech policy and career website** by women, for women.

- Our **content is for mid-career level women** working in tech
- With additional **resources for the companies** that employ them



### HOW

[hoppertechmedialab.wordpress.com](http://hoppertechmedialab.wordpress.com)

- **Policy Shop:** Tech policy 101, topic overviews, and recommendations for policymakers
- **W@W:** Strategies and templates to help retain and promote high performing women in tech
- **Blog:** Personal perspectives, jokes, lists to prove we're not all work and no play



## W@W: Tech's Gender Challenge

### Instagram vs Reality

From stacked salad bars and oat milk cold brew on tap to Patagonia embossed company swag and Instagrammable offices, tech companies work hard at attracting top talent. But there's a **glaring gender issue** and tech companies are ostriches, making **minimal strides to track and close the gap**.



Women hold **5% of tech leadership** roles and **12% of engineer** positions at Silicon Valley startups



The median woman in Silicon Valley **earns 61% less** than the median male, and in 2016, **VCs gave 40x more to men**



**56% of women leave tech mid-career**, citing pay inequity, limited opportunities, and more

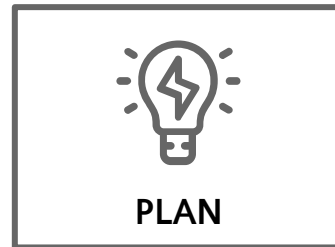
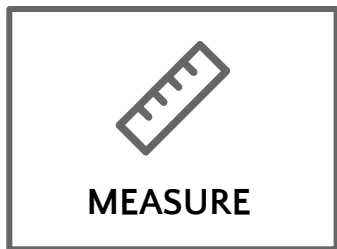
From increased profits to valuable user design perspectives, studies show **companies with gender parity fare better than non-diverse counterparts.**



## W@W: MAP Opportunity

### The MAP Approach to Getting Your Head Out of the Sand

MAP is an approach that **establishes baseline gender diversity data** and helps companies understand the impact of their stats and develop a **strategies to achieve gender parity**.





# W@W: MAP Overview



## MEASURE

Define categories to study and collect data about gender from recruitment to retirement. Gather gender stats and consider surveying employees about their experiences

*Establishes a baseline, allowing companies to measure progress going forward. Shows commitment to diversity.*



## ASSESS

Analyze data to understand where gaps are. Gaps may be missing datasets or categories with minimum diversity. Hypothesize why gaps exist. Research competitor landscape

*Gives context to baseline data, providing insights on status in industry, success areas, & improvement opps.*



## PLAN

Determine the ideal state/what gender parity looks like. Plan how to achieve ideal state. Assign champions and create accountability mechanisms (status updates, incentive bonuses, etc.)

*Provides a roadmap for identifying and achieving gender parity goals. Assigns ownership over tasks.*

description

impact



## W@W: MAP In Action

### Use Case: Setting Gender Priorities at “FallCrate” May Correlate with Increased Revenue

In 2015, FallCrate’s valuation fell, along with the number of female employees. But between 2016–2017, FallCrate **increased the number of women** 2 to 6 percentage points in every category. Coincidentally, its **revenue increased 31%** during the same period.

Although FallCrate’s numbers remain low (23% of tech and 31% of leadership are women), they’re promising. As FallCrate is experiencing, **commitment to change pays off, literally.**

**FallCrate turned diversity into a priority by executing the process below.**

### TAKEAWAY

Collecting and assessing gender data, defining gender parity for your company, and creating a strategy to achieve gender diversity **leads to increases in the number of women represented across the company and in key positions** (e.g., leadership, management, tech)



#### FallCrate’s Process

- ❑ Designed and deployed bias trainings
- ❑ Created specialized internship
- ❑ Hired diversity champion
- ❑ Dedicated a diversity recruitment team
- ❑ Hosted focus groups to assess efforts



## W@W: MAP Your Next Steps

1



**COMMIT**  
to progress

2



**APPOINT**  
a champion

3



**COLLECT**  
baseline data



# Appendix

*Resources for world domination*





## W@W: MAP Resources

### DATA CONSIDERATIONS

When it comes to **measuring gender diversity**, collecting *any* data is better than no data. Below are some categories to get started.

- All employees
- New hires
- Attrition
- Promotion rates
- Leadership/Sr/Mid management
- Tech/non-tech
- Salary for similar roles
- Job title analysis
- Employee experience: survey access to leadership, mobility perceptions re: boundaries, flexibility, mentors, value



### Tools for Ostriches with No Time to Start from (Chicken) Scratch

Don't reinvent the wheel. Many companies are already studying the critical gender inequity in tech and are working diligently to increase the representation of women in management and leadership positions and across all of tech generally. Save time by leveraging their resources as part of your own efforts to create change.

- Lean In 50 Ways to Fight Bias: Free 4-part trainings designed in collaboration with Stanford to combat gender bias at work
- Dear Tech People Verified List
- Open Mic
- Project Include
- McKinsey/LeanIn Women in the Workplace



## W@W: BYO Collective

**Tech Workplace Obstacles:** You've likely heard that women make up just 20% of tech, but did you know:

- ✘ On average, women in tech earn 28% less than male counterparts
- ✘ And the median woman in Silicon Valley earns 61% less than the median man
- ✘ 56% of women quit tech mid-career
- ✘ 30% of women over the age of 35 are stuck in junior roles
- ✘ Just 5% of leadership positions are held by women



### How to Win at Work by BYO Collective

BYO Collective stands for Build Your Own Collective. It's based in the idea that women perform better when working together and advocating on behalf of someone else. Too often women are left out of the boy's club and have to learn to play office politics in a silo. With open communication, measurable goals, and concrete strategies, together we can achieve career success.



#### Impact

- ✓ Career development
- ✓ Camaraderie
- ✓ Accountability
- ✓ Networking
- ✓ Access to leadership

### RESOURCES

Don't navigate your career in isolation. Check out these resources to empower yourself to achieve your goals.

- ❑ HBR Women at Work Podcast & Discussion Guides
- ❑ The Confidence Code
- ❑ ladiesgetpaid.com
- ❑ womenintechnology.org
- ❑ Womenintheworkplace.com
- ❑ Forget a Mentor, Find a Sponsor
- ❑ Elpha.com
- ❑ Coworker.org
- ❑ Anitab.org
- ❑ Brotopia: Breaking Up the Boy's Club of Silicon Valley



# W@W: How To BYO Collective

## BYOC in 6 Easy Steps

- Solicit like-minded peers
- Host design thinking workshop (Session Zero)
- Finalize details and invite speakers
- Convene
- Measure progress
- Adjust programming as needed

### Session Zero: Design Thinking Workshop

To design programming that meets the goals of the group, your collective's first session should be a brainstorming session discussing what success looks like for the Collective. Some examples include: getting promoted, obtaining a raise, building a network, finding a sponsor, learning new skills, practicing how to set boundaries, developing a leadership philosophy, etc.

The group should then use the suggested themes and agenda template included here as a guide for planning the upcoming sessions. Identify speakers who can present informally for 10 min about the themes you picked. Then, unpack the logistics, including whether the facilitator should rotate, whether meetings will be monthly, what time, etc. After the first few sessions, evaluate whether the format is working for the Collective and course correct as needed.

**Design Thinking:** A process for designing concepts. It combines strategic thinking, practical processes, and innovation while allowing flexibility to change course to meet end user's needs. Steps: Empathize; Define; Ideate; Prototype; and Test.



## W@W: BYO Collective Themes

During Session Zero's design thinking exercise, the collective will discuss individual career goals and interest areas, all of which will shape the themes the group explores in the subsequent sessions. The purpose is to drive the direction of the meeting. **Theme possibilities are endless and dependent on the Collective's career objectives and access to speakers.** Below are some suggestions to get started.

- Promotion
- Negotiation (e.g., raises, flexibility, leave of absence, transfer, responsibilities, etc.)
- Boundaries/Saying No
- Emotional Labor/Office Housekeeping
- Leadership Styles & Philosophies
- Building Your Brand
- Feedback (e.g., giving, soliciting, receiving)
- Maternity/Paternity Policies
- Mentors/Sponsors
- Confidence/Impostor Syndrome
- Communicating Your Impact
- Networking
- Identifying and Overcoming Skill Gaps
- Being "The Only"
- Asking for Help
- Office Politics
- Performance Evaluations



## W@W: BYO Collective Agenda

BYO Collective meetings are the heart of the concept. Inspired by book clubs and lunch and learns, meetings should aim to **combine community and camaraderie with learning and empowerment**. Your meeting format should fit the needs of the group. Below is a **template for a 55 minute meeting** that could be held during lunch or over drinks after work.

Theme: \_\_\_\_\_

Date: \_\_\_\_\_

Speaker \_\_\_\_\_

Email: \_\_\_\_\_

- Define Success for Meeting (*2 min*)
- Wins/Lessons Learned Round Robin: What went well since we last talked and what did you do to achieve that impact; or what were pain points and how would you overcome them next time (*10 min*)
- Theme/Speaker Intro: Why this topic, what it means to this group, who speaker is, why qualified to speak on theme (*5 min*)
- Speaker Presentation (*10 min*)
- Group Discussion (*20 min*)
- Collective Input: Solicit advice or assistance from group (*5 min*)
- Action Items/Deadline/Owner (*3 min*)

The most damaging phrase in the language is:

*'It's always been done that way.'*

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--Grace Hopper