

TOP 10

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TOP 10 WAYS TO ALLY FOR WOMEN

A woman with dark hair, wearing a green jacket over a black top, is smiling and looking towards the camera. The background is dark with vibrant purple and blue bokeh light effects. The text 'TOP 10' is overlaid in large pink letters at the top, and 'TOP 10 WAYS TO ALLY FOR WOMEN' is overlaid in large light blue letters at the bottom. A thin white horizontal line is positioned above the woman's name.



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

A high-angle, black and white photograph of a person walking on a curved, metallic structure, possibly a bridge or a large architectural element. The structure is illuminated from the side, creating strong highlights and deep shadows. The person is small in the frame, emphasizing the scale of the structure. The background is a dark, uniform color.

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

A lifebuoy with orange and white stripes is floating in the water. The background is a dark, slightly blurred image of the water and sky.

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, job descriptions

Especially in hiring & promotions; potential vs experience

SELF PROMOTION

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



all male panel,
almost

INVITE AND
ENCOURAGE
WOMEN
SPEAKERS

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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