NCWIT Summit 2015
Empower Hour
Male Allies in Technology Workplaces
Agenda

✓ Intro/Audience Check-in: What do you hope to get out of this session?

✓ NCWIT/Research Context

✓ Fireside Chat/Member Panel

✓ Wrap up: Next Steps When You Return Home
Why Study Men?

✓ (White) men hold majority of formal & informal positions of power in tech

✓ Diversity & inclusion involves everyone; NOT a women’s issue

✓ Men also benefit from expanding gender norms
## Pivotal Experiences:
What Motivates Men to Advocacy?

<table>
<thead>
<tr>
<th>PROFESSIONAL EXPERIENCES (91% OF MEN)</th>
<th>PERSONAL EXPERIENCES (83% OF MEN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female Boss</td>
<td>Minority Experience</td>
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<tr>
<td>Learning about Microinequities</td>
<td>Working Wife/Partner</td>
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<td>Aware Leaders</td>
<td>Daughter</td>
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<tr>
<td>Data Collection</td>
<td>Mother’s or Sister’s Experience</td>
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<tr>
<td>Seeing Gender Bias</td>
<td>Sense of Fairness</td>
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### NCWIT Resources to HELP

- ✓ TIPS for IDENTIFYING Male Advocates
- ✓ TIPS for INCREASING Male Advocacy
Top 10 Strategies: How Did/Can Men Advocate?

1. Listen to women’s stories
2. Talk to other men
3. Work with women’s groups
4. Make discussion of gender less “risky”
5. Model alternative work-life strategies
6. Establish accountability metrics
7. Notice and correct bias
8. Recruit women
9. Increase female leader visibility
10. Mentor and sponsor women

Top 10 Ways To Be a Male Advocate
Setting the Stage for Success: Two Caveats

✓ These strategies aren’t limited to men …but *position* and *identity* DO matter

✓ “Majority-group advocates” in general are important
One More Caveat

✓ Stereotype threat can apply here too!

✓ Some understandable concerns
In fact... some common reactions
#1 Promote a “Growth Mindset” View on Male Advocacy

Make it okay to take risks and talk about mistakes

Assume best intentions

Listen!!!

“I have not failed. I've just found 10,000 ways that won't work.”

Thomas A. Edison
Setting the Stage for Success

#2 Be clear about what you’re advocating FOR

Changing the environment

Less about advocating for individual women

Not about “fixing” or “helping” women
Today's Member Presenters

Ross Smith, Director of Engineering

Cindy Cooley, Global Program Manager, Men For Inclusion

Ian Malpass & Lauren Sperber, Software Engineers
NCWIT Summit

Cisco Men for Inclusion

Cindy M. Cooley, Global Program Manager
@CindyMCooley
Cisco Systems

@Cisco_MFI
Cisco Men for Inclusion (MFI)

Shape our Diversity culture and drive inclusiveness for all under-represented groups in Cisco to fuel innovation and growth

Designed Allied Community to spark a movement of change: create a tipping point for equality and partnership in the workplace

Start with Gender Diversity to develop a replicable framework

**Functional**
- Assign owner for major function and report activities
- Start small Women group led by Men with co-sponsorship from Women
- Mentorship and Advocacy program for High Potential women

**Global**
- Create reverse mentorship of men by women
- Connect all Allies Communities across ERO
- Share success stories and best practices and create video
- Communicate Quick Wins
- Reinforce “Unconscious bias” Training

**Industry**
- Leverage Industry Best Practices
- Cisco publication
- Industry Benchmark

**Measure Success**
- Percentage Participation of Men in Women Forums
- Sponsoring, Mentoring and Advocacy Network
- Percent of Women felt Cisco has an inclusive environment
Cisco Men for Inclusion

➢ Approach & Engagement
➢ Workshop
➢ Lessons learned

@Cisco_MFI
Thank you.

Cindy Cooley
Email: Cincoole@cisco.com
Male Advocacy at Etsy

Lauren Sperber
@laurensperber

Ian Malpass
@indec
Guiding Principles

It's All An Experiment
Guiding Principles

Blamelessness

blame it on the night
Guiding Principles

JUST KEEPIN IT REAL

Keep It Real
“I like that things like this are brought out by the people who work here, rather than HR mandating this on us after an incident.”
Normalization

Guiding Principles

This is what a feminist looks like.
Guiding Principles

My Feminism is Intersectional
Practical Steps

Etsy School: Feminism 101

TheLittleSputnik.etsy.com
Practical Steps

Feminism is for everybody

Ally Classes And Workshops

gracedchin.etsy.com
Modeling Good Behavior

Women 2.0 Award
Modeling Good Behavior

ppillai
on prod
6h since 7:59

01. Save the Princess with Tests
17965d4 → 77ea0b9
Save the Princess with Tests
Princess Log Watcher (supergrep)

02. Deploy to Production
17965d4 → 17965d4
Deploy to Production

What to watch at your Log Watcher (supergrep) Forums

Save the Princess
Get Saved By The Princess

Modeling Good Behavior

01. Get saved by the Princess
    a9d6b7423e → d3d5315a4a

02. Deploy to Production
    a9d6b7423e → a9d6b7423e

Deploy Logs

- web - 2015-05-19 20:21:40 | PRODUCTION | psaintlaurent | Production Deploy:
- web - 2015-05-19 20:15:18 | PRINCESS | psaintlaurent | Princess Deploy:
- web - 2015-05-19 20:03:52 | PRODUCTION | warnold | Production Deploy:
- web - 2015-05-19 19:44:08 | PRODUCTION | aawad | Production Deploy:
Calling Out Bad Behavior

Modeling Good Behavior

FEMINISM is COOL

Calling Out Bad Behavior
“It was really heartwarming for me to see this class offered and well-attended.”
A Shared Burden

Impact

GIRLS JUST WANNA HAVE FUN-DAMENTAL HUMAN RIGHTS
"I feel lucky to be at a company that places appropriate value on this sort of thing."