



NCWIT Summit
on Women and IT
practices and ideas
to revolutionize computing

May 22-24, 2017 | Tucson, Arizona

Male or “Majority-Group” Allies: Creating Inclusive & Productive Workplaces

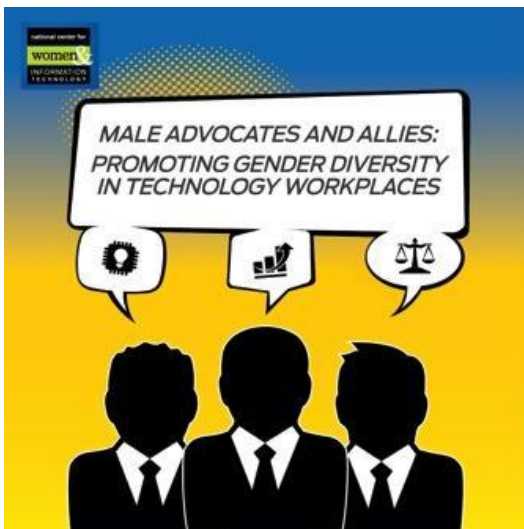
Dr. Catherine Ashcraft & Dr. Brad McLain, NCWIT

Ann Lorbes, Fidelity

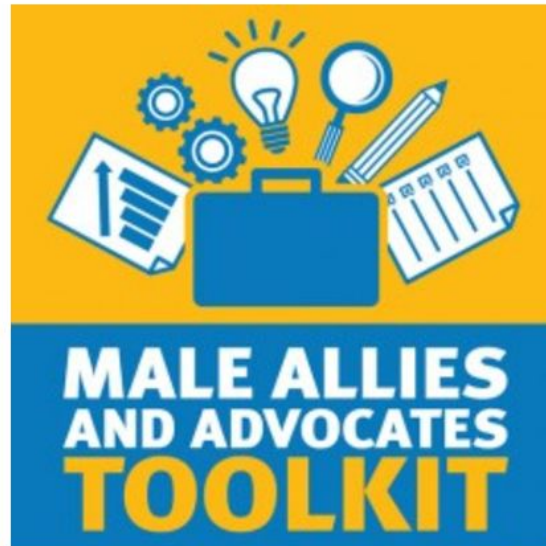
Cameron Fadjo, Computing Innovation Center

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A LOOK AT NCWIT'S MALE ALLY RESOURCES



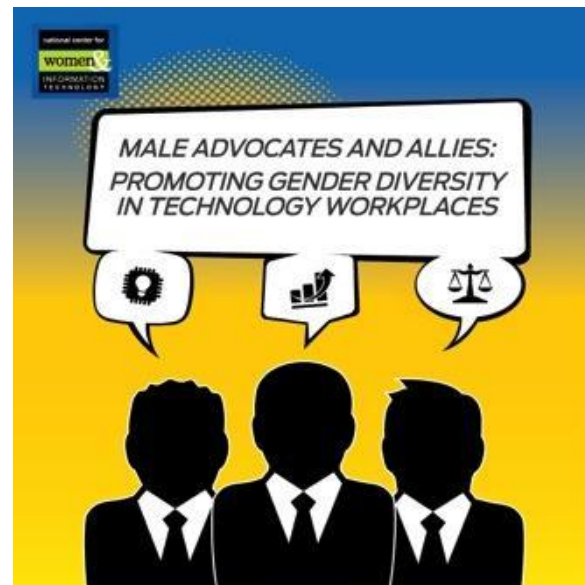
www.ncwit.org/maleadvocatesindustry



www.ncwit.org/ma-toolkit

AGENDA

- ✓ Why male allies? What does it take to implement successful male ally efforts?
- ✓ Toolkit Overview
- ✓ Member Highlight: Ann Lorbes, Fidelity
- ✓ Discussion
- ✓ Next Steps: Male Ally Work Team



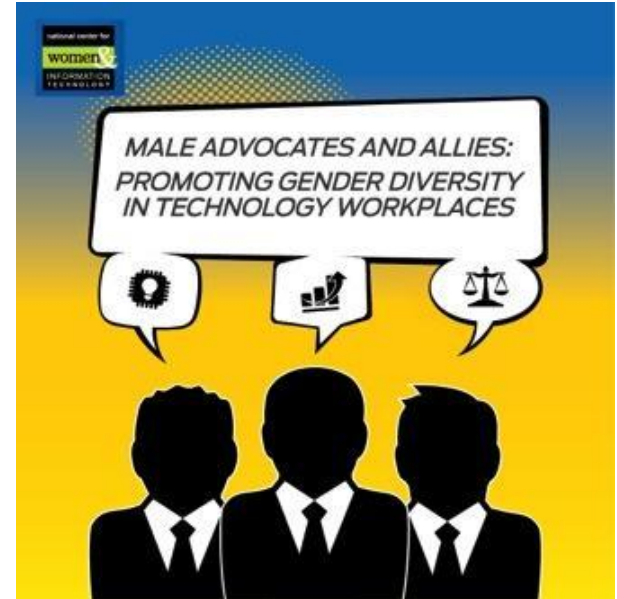
WHY MALE ALLIES? IN THEIR WORDS

I think it is super important for men to be seen as gender advocates, because...85% of our leaders are men in this company, and if they are not gender advocates, then the culture won't change — we won't have the right environment.

– male interviewee

WHY MALE ALLIES?

- ✓ Diversity and inclusion are not “women’s issues”; they concern everyone
- ✓ (White) men are often the leaders and gatekeepers in the computing workplace.
- ✓ Women report that support to pursue and persist in STEM careers often comes from men.

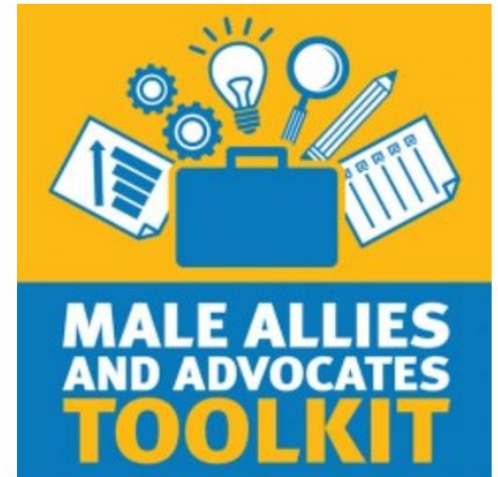


WHY MALE ALLIES?

Men also benefit from expanding gender norms.



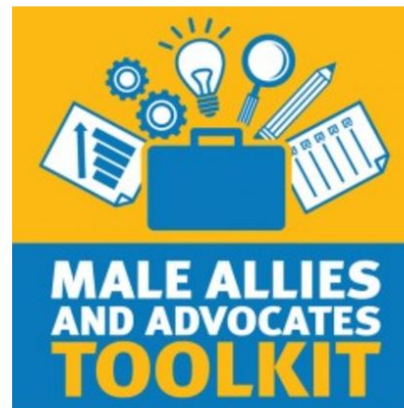
WHAT DOES IT TAKE TO IMPLEMENT SUCCESSFUL MALE ALLY EFFORTS?



www.ncwit.org/ma-toolkit

STEP 1: RAISING AWARENESS

Raising Awareness Toolkit: Setting the
Stage for Successful Male Ally Efforts



www.ncwit.org/ma-toolkit

KEEP IN MIND

THESE STRATEGIES ARE NOT LIMITED TO MEN

- ✓ But *position* and *identity* DO matter
- ✓ Sometimes in a better position to make change



KEEP IN MIND

NOT JUST MEN: **MAJORITY-GROUP** ALLIES
NEEDED

- ✓ Women & men **not** homogenous groups
- ✓ **Shifting Allies:** Sometimes an ally; sometimes could use an ally



Intersectionality:
Intersecting Identities

What language or framing
is right for your context?

MAKE CLEAR

WHAT ALLIES ARE ADVOCATING FOR

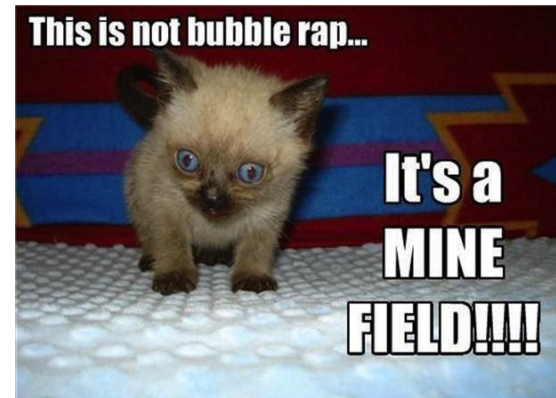
- ✓ Changing the **environment**
- ✓ **Not** about “helping” or “fixing” individual women



HERE I COME TO SAVE THE DAY!

MAKE CLEAR

IT'S OKAY TO MAKE MISTAKES



MAKE CLEAR

IT'S OKAY TO MAKE MISTAKES

- ✓ Apply a growth mindset
- ✓ Assume best intentions

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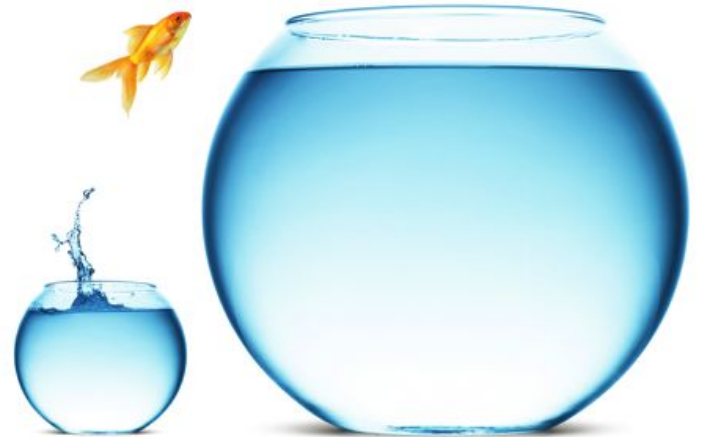
**"I have not failed. I've
just found 10,000 ways
that won't work."**

Thomas A. Edison

SHARE OTHER MEN'S STORIES

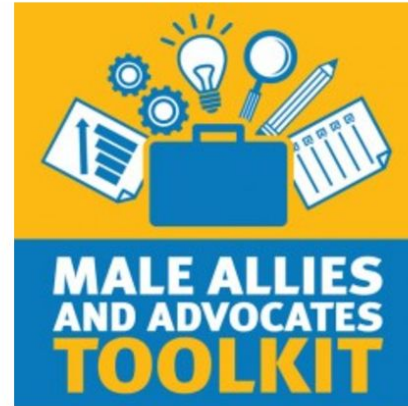
“Every person that becomes an advocate had to go through that door where they take the first risk and realize, ‘Oh, that wasn’t so bad.’

So I would talk about the risk-taking that you take the first or second time and how, all of a sudden, it is no longer risk-taking.”



STEP 2: MOVING TO ACTION

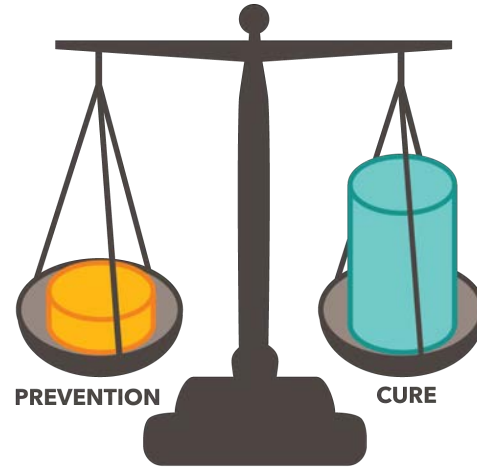
Action Toolkit: Strategies Male Allies
Can Start Using Today (and Beyond)



www.ncwit.org/ma-toolkit

START SMALL, START NOW

Things Allies Can Do
Starting Today



NCWIT's Male Ally Toolkit
www.ncwit.org/ma-toolkit

MALE ADVOCACY: MAKING THE TOOLKIT YOUR OWN

PRE-EVENT



MEET THE PANELISTS

EVENT AND POST EVENT



DISCUSSION



Have you considered or implemented male ally efforts in your company? If so, share your experience

Are you considering implementing male ally efforts? If so, what are your next steps?

How would you frame these efforts in your company? Or tie them into existing efforts?

How might you use the toolkit? And/or let others know about it?

JOIN THE NCWIT MALE ALLY TEAM

FOCUS: ACTION & SPREADING THE WORD

SEEN ON A CONGESTED HIGHWAY



A green highway sign with a white border, supported by two grey posts. The sign contains two lines of white text.

**We Are Not Stuck
In A Culture**

We Are The Culture

Questions?

