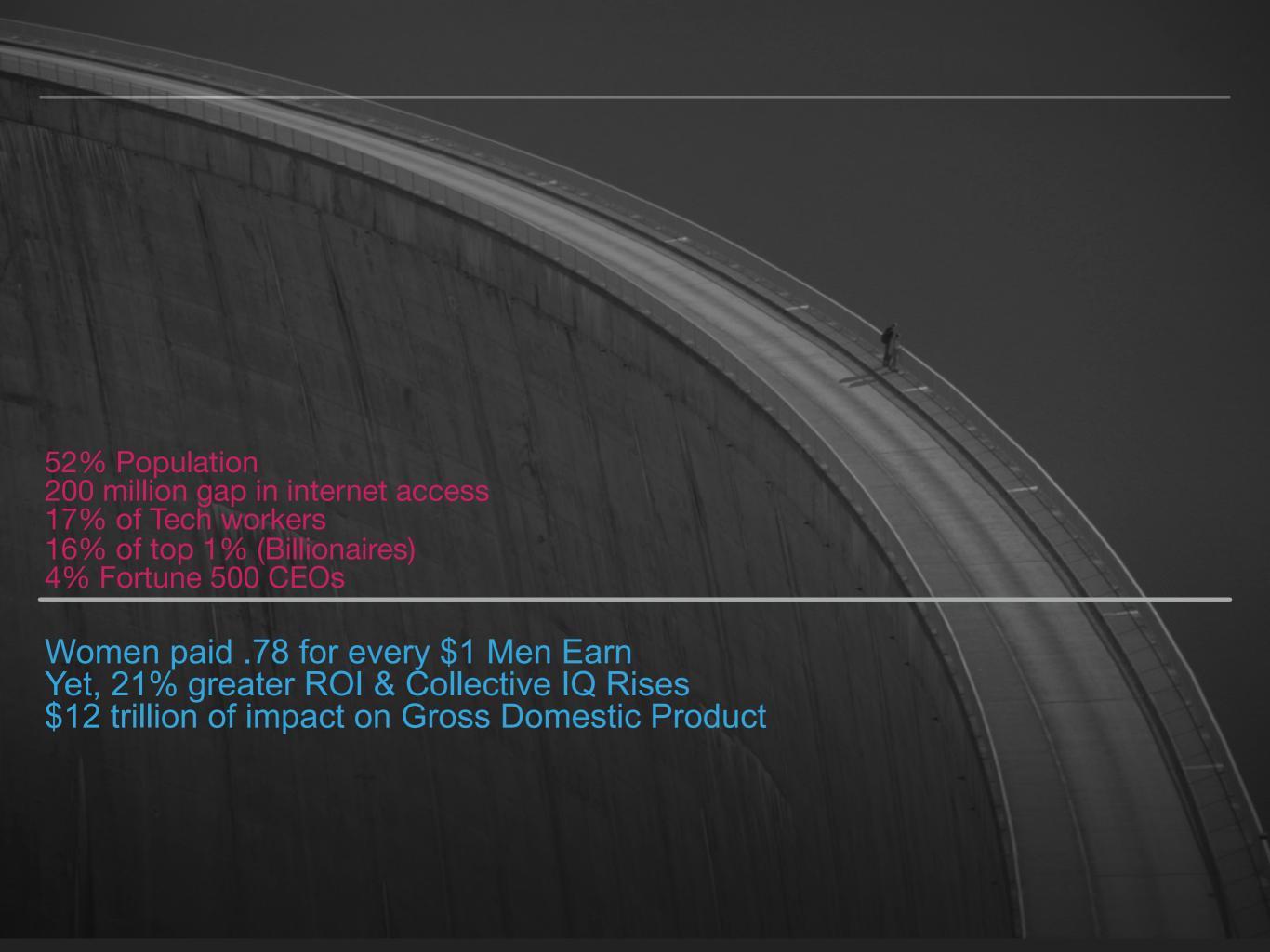
Heather VanCura

TOP 10 WAYS TO ALLY FOR WOMEN



SENECA (S)HE WHO IS BRAVE IS FREE





1. ALLY AS A VERB



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



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

5. SPEAK UP

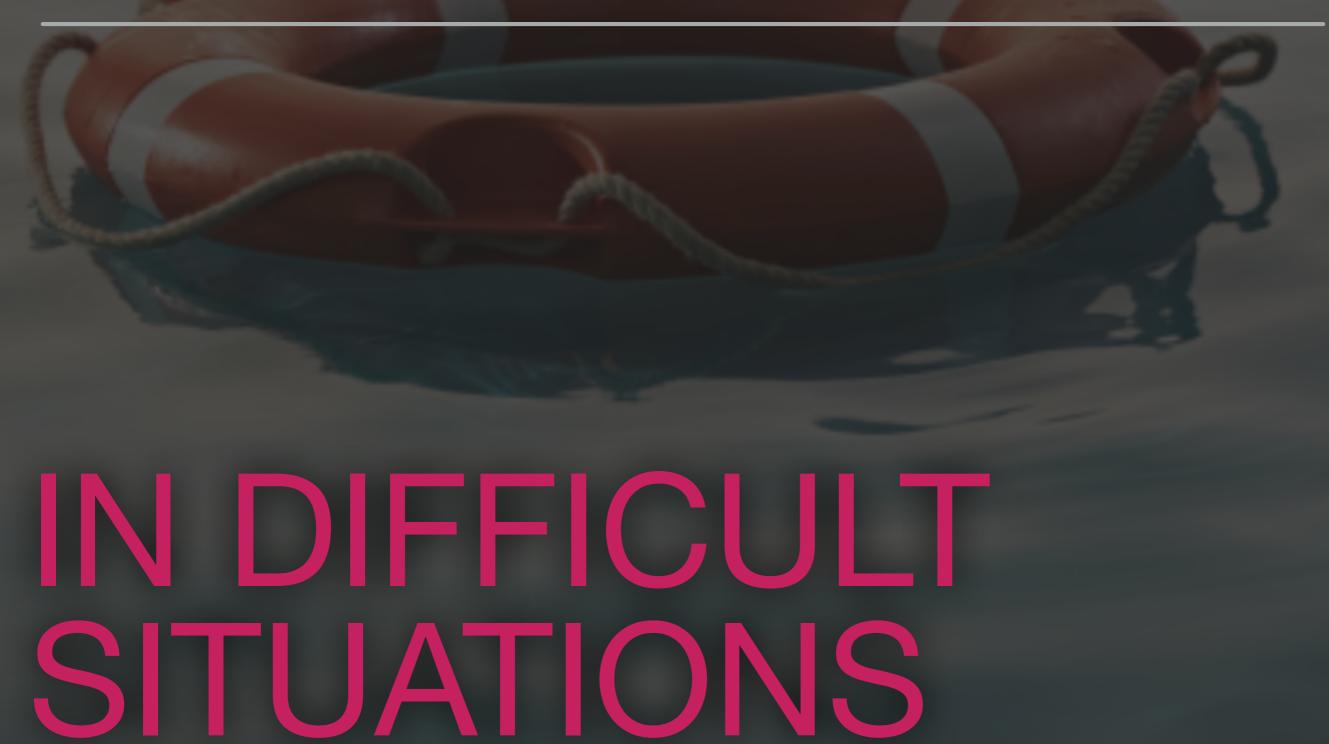


woman makes a suggestion & no reaction/response

man makes the same suggestion & claims credit

AMPLIFY

6. INTERVENE



7. CHARACTER TRAITS

BEAWARE 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







