

AGENDA



Business LEADERS IN TECH

DIVERSITY CONFERENCE

For Business Leaders Responsible
for Recruiting, Retaining and
Advancing Women in Tech

PRESENTED BY:

DiversityWomanMedia

VIRTUAL

December 9, 2021

2021



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AGENDA* • December 9, 2021 • 9:00–4:00 PST • Virtual **Reset, Reboot, Restart: Women in the Tech Sector**

9:00 – 9:05 AM

Welcome **SPEAKER: Dr. Sheila Robinson** | CEO & Publisher | **Diversity Woman Media**

9:05 – 9:25 AM

Morning Keynote **SPEAKER: To be announced soon**

9:25 – 9:30 AM

Sponsor Introduction: Toast, Inc.

9:30 – 10:25 AM

The Foundation of Innovative Workplaces: Moving Beyond Traditional Approaches to Recruiting

Innovation stems from unique approaches to solving for common-place situations. However building a recruiting pipeline experiences starts at the end rather than the beginning by building foundational workplaces for women of all races, cultures and backgrounds. Companies who are attracting the best talent in a highly demanded “employee’s-market” are innovating inclusive strategies that think beyond traditional benefits and perks to recreating relocation programs for employees, developing affordable housing communities, addressing the care economy needs of parents and care providers, supporting work from home vs. in office policies, and locate-based pay equity assessments to appeal (and keep) top performing women.

SPEAKERS: To be announced soon

10:25 AM – 10:30 AM

Sponsor Introduction: Google

10:30 AM – 11:15 AM

Featured Fireside Keynote

SPEAKER: Minda Harts | Speaker, Consultant, and Author, *The Memo: What Women of Color Need to Know to Secure a Seat at the Table* and *Right Within: How To Heal From Racial Trauma In The Workplace*

MODERATOR: Melonie Parker | CDO | **Google**

11:15 – 11:20 AM

Sponsor Introduction Opportunity

11:20 – 12:30

MORNING BREAKOUT SESSION #1

Why Women: The Leadership Imperative to Advancing Women

SPEAKER: Jeffrey Tobias Halter | Corporate Gender Strategist | **YWomen**

12:30-1:15 PM

Game Changer Awards

The **Diversity Woman Game Changer Award** honors those who have made a significant impact on advancing and supporting women in the technology sector. All the award winners have altered the perception of women in tech by using their personal influence and platforms as leaders to drive equity, equality and belonging for women.


1:15-1:20 PM Sponsor Introduction Opportunity
1:20-2:30 PM
AFTERNOON BREAKOUT SESSION #1
Engaging Men as Allies in Creating a Better Future for Women at Work

Based on their books *Athena Rising* and *Good Guys*, Brad Johnson and David Smith will make both the business and the personal/moral case for male engagement in gender equality and equity, showing why it is good for men, women, and their organizations. Because excellent allyship skills and practices are not unique to gender equity, they demonstrate how allyship skills apply to all dimensions of diversity including an intersectional perspective. Using social science evidence, they will explore the possible challenges of cross-gender professional relationships, especially in the post-#MeToo workplace. With findings from their research on cross-gender allyship, mentorship, and sponsorship, they'll offer best practices, the "how to" for men, women, and organizational leaders who want to be intentional, inclusive, and excellent allies, leveraging mentorship, sponsorship, and workplace partnership to create a more diverse workforce. Be prepared for a rich conversation around leveraging allyship and maximizing cross-gender collaboration!

SPEAKERS: **Dr. David Smith, Ph.D.** and **Brad Johnson, Ph.D.**, Authors of *Athena Rising* and *The Good Guys*

AFTERNOON BREAKOUT SESSION #2
The Influence of Sponsorship

Did you know, women are 46% less likely to have a sponsor than men? Women and underrepresented minority (URM) populations do not inherently build their professional network with senior leaders who could help them advance their career due to the difficulty in approaching sponsors who can relate to the unique challenges of women and URMs. This is a systemic issue but one that can be course-corrected through when sponsorship is implemented. Companies are able to enhance high-potential women and URM employees with opportunities for career growth, visibility, recognition, retention, engagement and promotion. This workshop will focus on the facets of sponsorship including the high impact and strategies for implementing a sponsorship program. Key takeaways will include how: women are more likely to ask for help in closing a business deal or landing a new role with support from a sponsor; change the sponsorship dynamic within their network, by building opportunities for innovation and career success; and increase engagement, retention, rotation and advancement and succession planning within the workplace. As a business leader, create a mindset shift to truly understand the issues and increase representation of women at the top through advocacy and sponsorship.

SPEAKER: **Stacè Middlebrooks**, Purpose Powered Coaching + Consulting

2:30 – 2:35 PM Sponsor Introduction: Intel
2:35 – 3:15 PM
Collaboration for Accelerated Advancement: The collective impact of shared equity and sustainability

These CDIO's, who are all women of color with diverse backgrounds and deep knowledge in diversity and inclusion best practices, forged a first of its kind Alliance for Global Inclusion knowing that the only true way to accelerate the adoption of inclusive business practices is through collective impact. This past year has further highlighted the need to raise the bar for the technology industry when it comes to diversity, equity, inclusion and social impact. But what is very clear is that these issues cannot be solved in isolated silos. Moving the needle requires persistence, focus and new kinds of solutions to tackle our most pressing challenges—from diversity in the talent pipeline and persistent gaps with women and underrepresented minority leadership, to global sustainability and equity for all. During this session, these women will share why they have forged a first of its kind Alliance for Global Inclusion and how data transparency and collaboration on a unified set of measurable goals will help to move the needle. Alliance partners will also share how they are collaborating to make progress in critical areas such as leadership representation, inclusive language, inclusive product development and STEAM readiness- and how other companies can join in this collaboration. Never before has the industry come together to collaborate—rather than compete—to maximize the collective impact of their combined companies to create and execute on a set of shared diversity and inclusion goals and metrics.

MODERATOR: **Dawn Jones** | CDIO | **Intel**

Additional speakers to be announced soon

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3:15-3:20 PM **Sponsor Introduction: [Electronic Arts](#)**

3:20-4:00 PM

Real-time/Real-talk: The Work of Tech Industry Diversity Leaders in the Trenches

This live Q&A with tech industry Diversity Leaders will address how they are moving the executives and leaders of their companies to be more inclusive of all employees, and what are they doing to address the current challenge of retention – in particular of women. Questions will be accepted in advance from registered attendees as well as in real-time moderated Q&A from participants. This candid discussion offers a glimpse into how to have difficult conversations, offers innovative solutions, and transformative ideas and best practices that can be applied to any company or organization.

SPEAKERS: [Carin Taylor](#) | CDO | [Workday](#)

[Asha George](#) | Chief Diversity, Equity and Inclusion Officer | [Electronic Arts](#)

MODERATOR: [Marilyn Nagel](#) | Co-Founder & Chief Advocacy Officer | [RISEQUITY](#)

* Agenda as of September 3, 2021

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