LET’S STOMP ON EGGSHELLS
TOGETHER WE CAN RISE ABOVE THE HURDLES OF WORKPLACE DIVERSITY

#STOMPONEGGSHELLS
“Please just call me red-headed & forgive me”
REDHEADS ARE WITCHES
REDHEADS HAVE NO SOUL
REDHEADS BRING GOOD LUCK
REDHEADS HAVE FIERY TEMPERS
“Self knowledge is like lost innocence, however unsettling you find it, it can never be unthought or unknown.”

*Michael J. Sandel*
Today’s Agenda

1. Why we generalize and why it matters
2. Busting five “eggshells” about women
   - That’s a man’s job
   - Men are more employable
   - Women need different feedback
   - Be personable to be promoted
   - Mothers don’t want to work and fathers need a raise!
3. Quick ways to get started
WE ALL MAKE GENERALIZATIONS
Why It Matters In The Workplace

Organizations with inclusive cultures are:

- 2x more likely to meet or exceed financial targets
- 3x more likely to be high-performing
- 6x more likely to be innovative and agile
- 8x more likely to achieve better business outcomes


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#STOMPONEGGSHELLS
Eggshell #1: That’s a Man’s Job
Consider This…

Coach Once Told Me That I Ran Like A Girl, And I Said That If He Ran A Little Faster, He Could Too.
Why It Matters
Make a Difference

EACH SNOWFLAKE IN AN AVALANCHE PLEADS NOT GUILTY

STANISAW JERZY LEC

#STOMPONEGG SHELLS
Eggshell #2: Men Are More Employable

- Meet Erin McKelvey
Consider This…

- Affinity Bias
- Attribution Bias
- Benevolent Bias
- Confirmation Bias
Why It Matters
Make a Difference

• Blind hiring

• Advertising

• Inclusive language and images

• Consider potential biases
Eggshell #3: Women Need Different Feedback

“THREATENING”

Send me the presentation when it’s ready.

“NON-THREATENING”

Hey Jake! Can I take a peek at your presentation when it’s ready? Thanks!!

#STOMPONEGGSHELLS
Consider This…
Why It Matters
Make a Difference

- Clear and consistent criteria
- Facts vs judgements
- 360-degree reviews
Eggshell #4: Be Personable to be Promoted

“A ceiling? All this time I thought it was a floor.”

#STOMPONEGGSHELLS
Consider This...

- Potential vs performance
- Competent but unlikable
- No credit where credit is due
Why It Matters
Women in Leadership Roles

2017

Number of women executive officers
Percentage of women executive officers

Total companies that disclosed: 695 (%) / 688 (%)
Make a Difference

• Performance vs potential

• Opportunities to advance

• Careers are no longer linear
Eggshell #5: Mothers Don’t Want to Work & Fathers Need a Raise!

"The gender pay gap between men and women is widened when women become mothers."
- Laura June, NYmag.com
Consider This…
Why It Matters
Make a Difference

• Be aware of biases

• Family-friendly benefits

• Career development

• Re-onboarding
Two Easy Steps to Start

#1: Assess your company's environment

#2: Choose female leaders
Closing – Improve the Whole