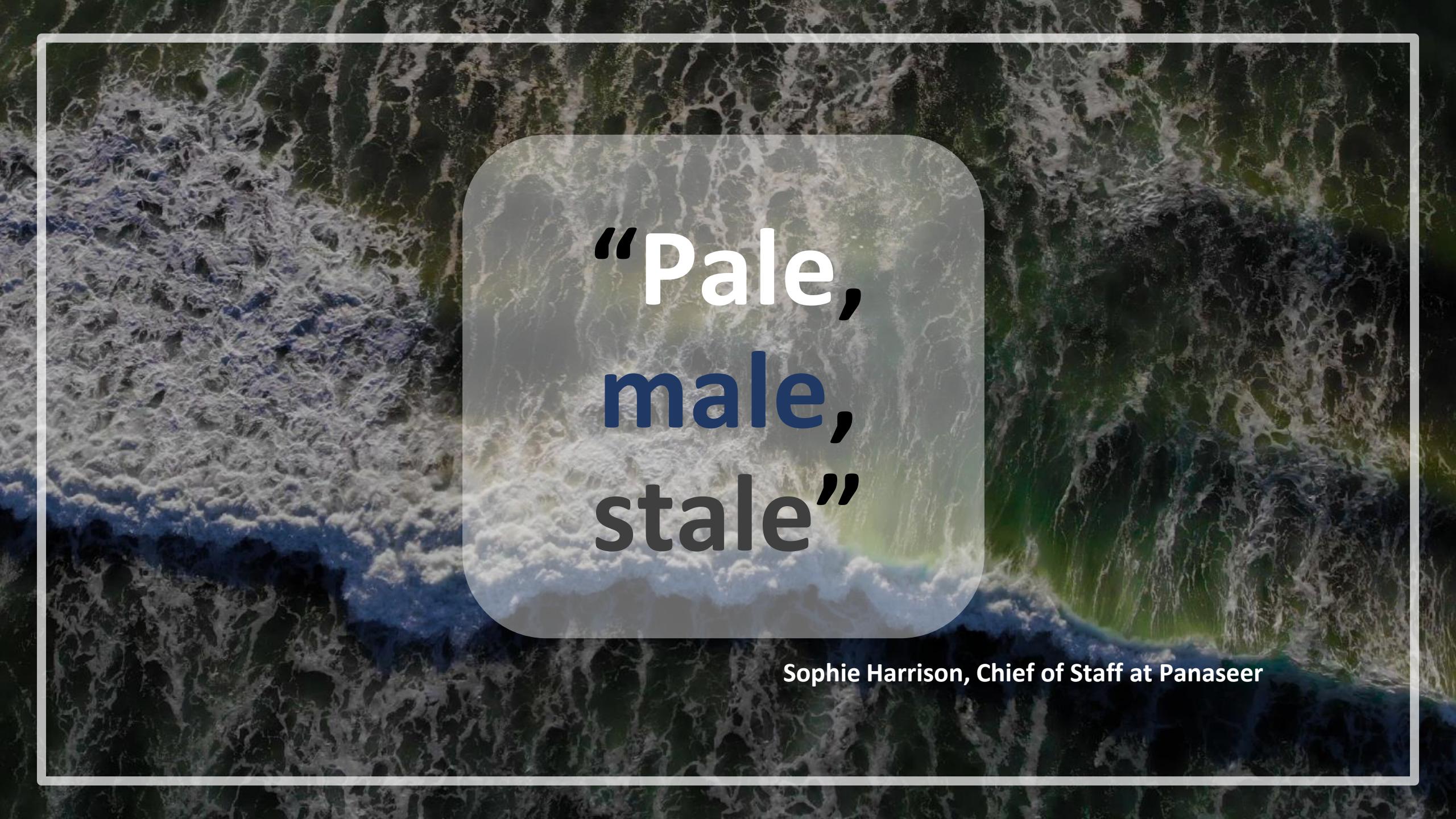


Creating Diversity & Equity for Women & Minorities in Information Security

Diversity 2.0

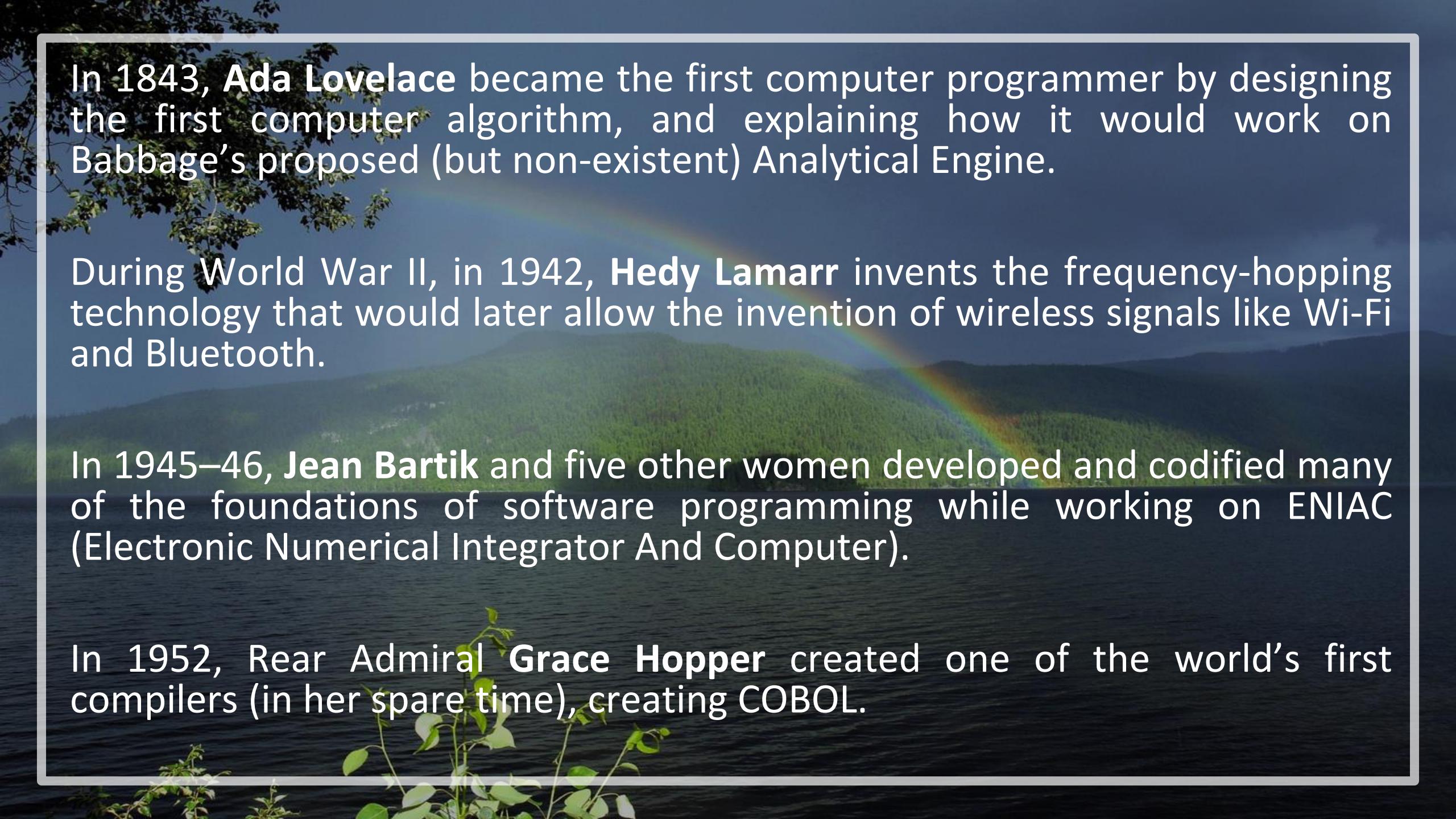
Marceline Cook

Mobile Endpoint Information Security & Gender Equity Analyst, BC Government



“Pale,
male,
stale”

Sophie Harrison, Chief of Staff at Panaseer

A landscape photograph featuring a vibrant rainbow arching across a dark, hilly terrain. The sky is a deep, dark blue, and the hills are covered in dense green forests. In the foreground, there are some dark, silhouetted branches and leaves. The overall mood is serene and historical.

In 1843, **Ada Lovelace** became the first computer programmer by designing the first computer algorithm, and explaining how it would work on Babbage's proposed (but non-existent) Analytical Engine.

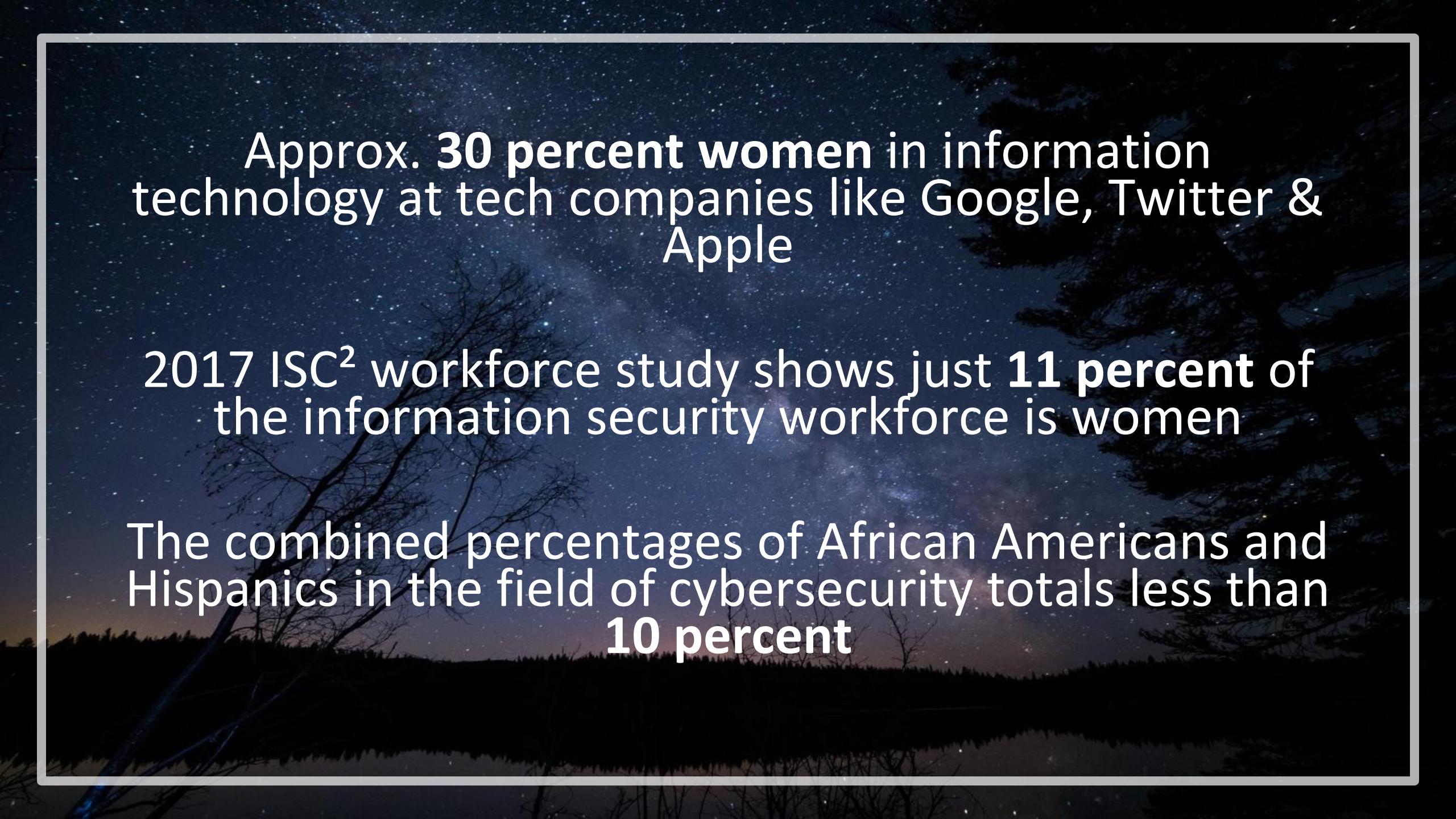
During World War II, in 1942, **Hedy Lamarr** invents the frequency-hopping technology that would later allow the invention of wireless signals like Wi-Fi and Bluetooth.

In 1945–46, **Jean Bartik** and five other women developed and codified many of the foundations of software programming while working on ENIAC (Electronic Numerical Integrator And Computer).

In 1952, Rear Admiral **Grace Hopper** created one of the world's first compilers (in her spare time), creating COBOL.

“Every year there are 300,000 computer science graduates; 3 percent go into security. Out of that 3 percent, **only 3 percent are minorities.**”

Larry Whiteside, Executive vice president of the International Consortium of Minority Cyber Professionals



Approx. **30 percent women** in information technology at tech companies like Google, Twitter & Apple

2017 ISC² workforce study shows just **11 percent** of the information security workforce is women

The combined percentages of African Americans and Hispanics in the field of cybersecurity totals less than **10 percent**

A scenic mountain landscape with a waterfall and a rocky foreground.

3.5 million
shortfall of IS staff
by 2021

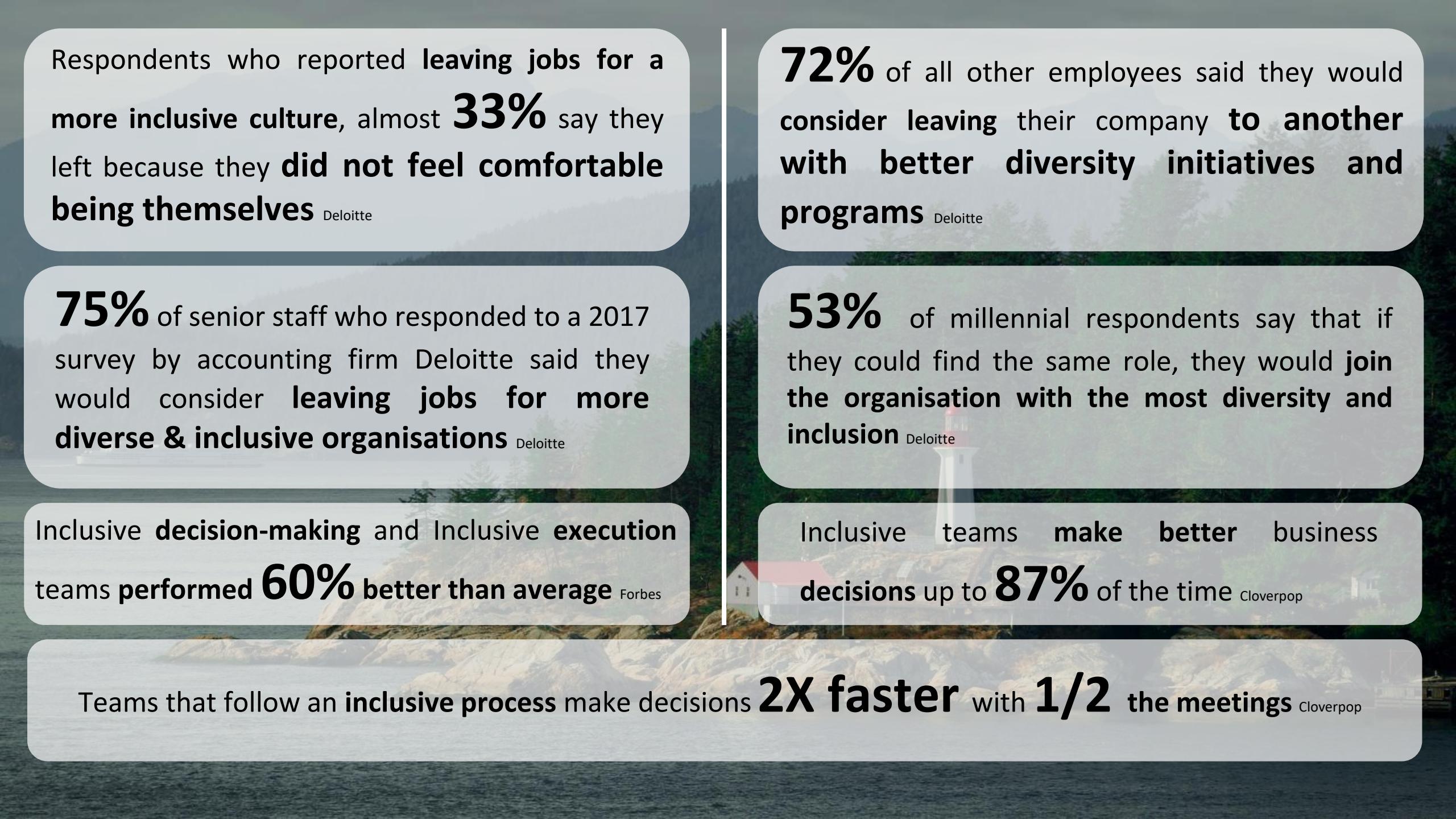
Cybersecurity Ventures



Diverse companies had 2.3 times higher cash flow per employee over a three-year period than non-diverse companies - Deloitte

Companies with diverse management are more likely to introduce **new product innovations** than their homogenous counterparts – Economic Geography Journal, London

Companies in the top quartile for racial and ethnic diversity are **35% more likely** to have financial returns above their respective national industry medians - McKinsey Research



Respondents who reported **leaving jobs for a more inclusive culture**, almost **33%** say they left because they **did not feel comfortable being themselves** Deloitte

75% of senior staff who responded to a 2017 survey by accounting firm Deloitte said they would consider **leaving jobs for more diverse & inclusive organisations** Deloitte

Inclusive **decision-making** and Inclusive **execution** teams performed **60%** better than average Forbes

72% of all other employees said they would consider **leaving their company to another with better diversity initiatives and programs** Deloitte

53% of millennial respondents say that if they could find the same role, they would **join the organisation with the most diversity and inclusion** Deloitte

Inclusive teams make better business decisions up to **87%** of the time Cloverpop

Teams that follow an **inclusive process** make decisions **2X faster** with **1/2** the meetings Cloverpop

A photograph of a wooden pier extending into a dark lake at night. The pier is illuminated from below, and the background shows silhouettes of mountains and trees against a dark sky.

Teams need to be culturally and intellectually diverse

Diverse solutions evolve a more **robust outcome**

If a team is all from the same background, and thinks in the same way, **solutions** may not **evolve** past their first inception



Diversity 1.0



Your Diversity Program ran into a problem and had to restart. We're just collecting some error info from you, then we'll do the same thing all over again.

If you'd like to know more, you can search online later for this error: PRIVILEGE_IN_THE_WORKPLACE

How to fail Diversity & Equity 101:

1. Make it mandatory
2. Talk about the law
3. Provide training to just managers

- Create & implement a program without using **diverse staff or diversity & equity experts**
- Having a **non-diverse team** make a **decision** that has to be **executed by a diverse group**, this combination **underperforms** by 15% - Forbes

A company **lacking** in gender and ethnic diversity is more likely to **underperform** their industry peers on profitability by **29%** - McKinsey



Diversity 2.0



A Diversity & Equity Program that **works**:

Allow staff to **volunteer** to join the Diversity & Equity program, & offer **incentives**

Do not use a Diversity & Equity program as a **punishment**



When new staff join have them
participate in your organisations
Diversity & Equity program

Use Diversity & Equity experts **not HR**



Diversity 2.0 places the focus on:

People
Self Awareness
Action

A wide-angle photograph of a coastal landscape at sunset. The sky is filled with dark, heavy clouds, with a bright orange and yellow glow from the setting sun on the horizon. In the foreground, there's a rocky shore with some low-lying vegetation. In the middle ground, a dense forest of tall evergreen trees is silhouetted against the bright sky. The ocean waves are visible in the background, crashing against the rocks.

Move people to the center of your organisation's growth strategy

Leadership must support diverse populations and enable their growth & development within the business

“Growth strategies are becoming less about the business defining the individual and more about the individual defining the business.” - Forbes

Concentrate on building a culture of diversity

“If we believe that everyone around us is trying hard to fight against stereotypes and prejudices, we’ll do the same.”

- Brian Welle, director of people analytics at Google

A landscape photograph of a lake at sunset. The sky is a warm orange and yellow, reflected in the dark water. In the background, there are dark, silhouetted mountains. The foreground is a dark, grassy field.

We all carry **bias**
The majority of us are actively trying to fight
our bias

The bias you carry is **not your fault**

How you act on your bias is
your responsibility

A photograph of a wooden dock extending into a dark lake at night. The lake reflects the surrounding forested hills and the sky. The dock is made of wooden planks and has a metal railing. The overall atmosphere is peaceful and contemplative.

Diversity

Inclusion of a range of differences that make up
humans

Equality

Equality through removing barriers to success

Inclusion

Making space for minorities

A photograph of a wooden boardwalk extending from the foreground across a dark, calm lake towards a dense forest and mountains in the background. The sky is dark, suggesting dusk or dawn. The text is overlaid on this image.

Diversity

The spectrum of differences that make up humans

Equity

Equality through affirmative action

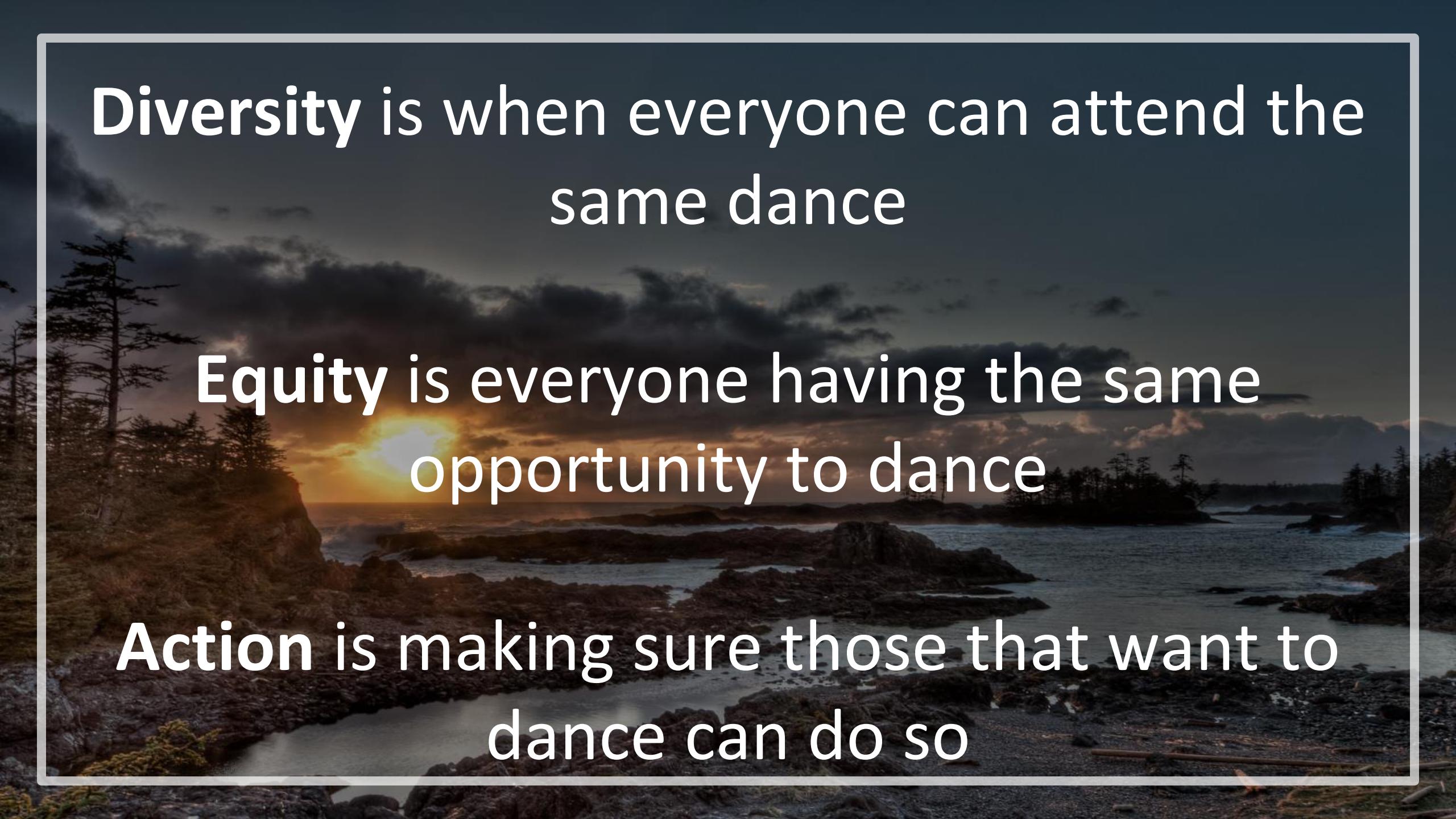
Action

Actively including all humans, at all levels

A wide-angle photograph of a coastal landscape at sunset. The sky is filled with dark, heavy clouds, with a bright, glowing sun partially obscured on the left side. The horizon shows a line of trees and a rocky shoreline. The overall mood is somber and contemplative.

Diversity is being
invited to the party;

Inclusion is being
asked to dance



Diversity is when everyone can attend the same dance

Equity is everyone having the same opportunity to dance

Action is making sure those that want to dance can do so

Washing one's hands of the conflict between the powerful and the powerless means to side with the powerful, not to be neutral.

- Paulo Freire

At Information Security Conferences:

85% of women have experienced discrimination

50%+ of women have been sexually harassed

The background image shows the ornate, light-colored stone facade of the British Columbia Parliament Building. The building features multiple green domes, arched windows, and a prominent central entrance with a wide set of stone steps. It is set against a clear blue sky. In the foreground, there is a paved walkway leading towards the building, flanked by manicured green lawns and small trees. The overall atmosphere is formal and historical.

20th Annual Privacy & Security Conference:

Men are speaking 99 times
Women are speaking 49 times

A scenic landscape featuring a calm lake in the foreground, framed by a dense forest of evergreen trees on the left and a pine branch in the lower right. In the background, a range of mountains with snow-capped peaks stretches across the horizon under a clear blue sky.

All photographs used in this presentation are open source photographs of British Columbia, mostly taken on Vancouver Island

ANY QUESTIONS?

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