

# Creating Diversity & Equity for Women & Minorities in Information Security

## Diversity 2.0

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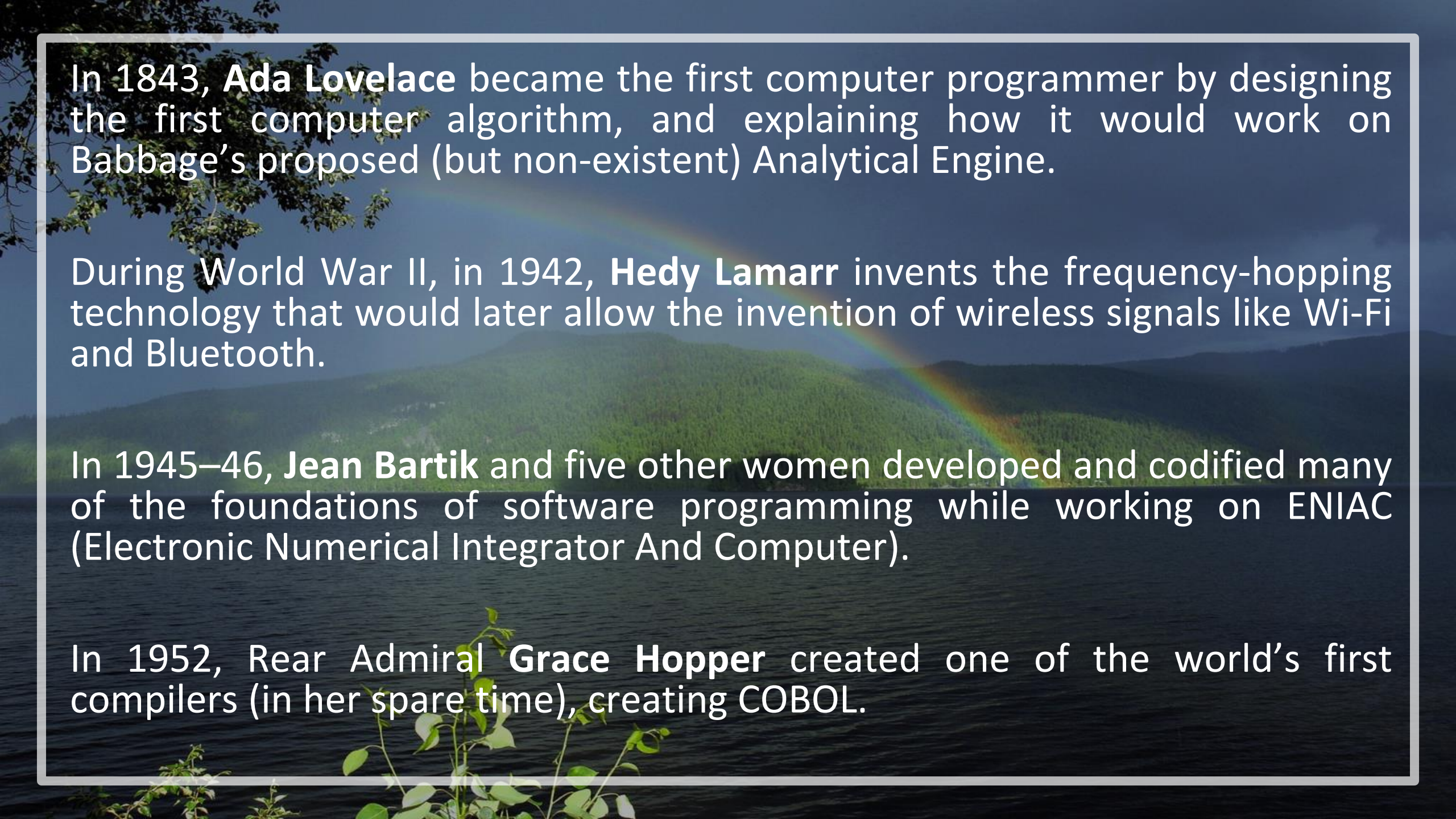


An aerial photograph of a river with white water rapids, surrounded by lush green foliage. The river flows from the top left towards the bottom right, with white foam from the rapids contrasting sharply with the dark green water and surrounding vegetation. The entire image is framed by a thin white border.

**“Pale,  
male,  
stale”**

**Sophie Harrison, Chief of Staff at Panaseer**






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 ISC<sup>2</sup> 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**





# 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

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

**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



A serene landscape featuring a wooden bridge with railings extending from a grassy shore into a calm lake. The sun is low on the horizon, creating a soft glow and reflecting on the water. The background shows dark, silhouetted hills and a dense forest. The entire scene is framed by a thin white border.

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



A serene landscape photograph of a sunset over a calm lake. The sky is filled with vibrant orange and red clouds, with the sun's glow visible on the horizon. The lake's surface reflects the warm colors of the sky. In the foreground, the dark silhouettes of evergreen trees are visible on the left and bottom. In the background, dark mountain ranges are silhouetted against the bright horizon. A white rectangular border is centered over the image, containing the text "Diversity 1.0".

# 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



A scenic landscape featuring a gravel path that leads from the foreground into the distance. The path is flanked by tall green grass and various trees, including some evergreens on the right. The sky is blue with scattered white clouds, and a bright sunburst effect is visible in the upper right quadrant. A white rectangular box is superimposed over the center of the image, containing the text "Diversity 2.0".

# 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**



A scenic landscape featuring a lush green field in the foreground, several trees, and a range of mountains in the background. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall atmosphere is peaceful and natural.

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

Use Diversity & Equity experts **not** HR

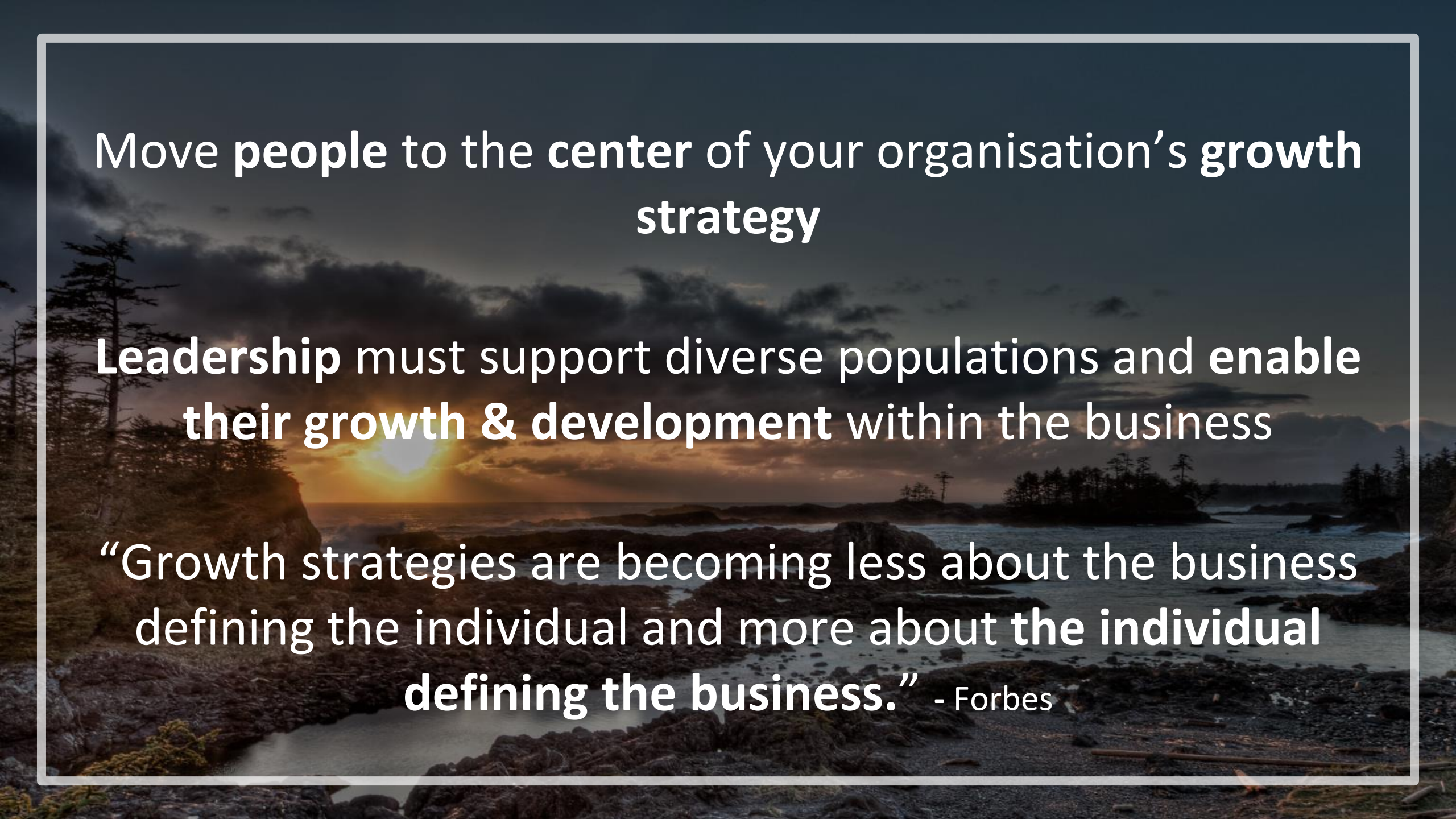




**Diversity 2.0 places the focus on:**

**People  
Self Awareness  
Action**





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





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 wooden dock extends from the foreground into a calm lake at dusk. The water reflects the sky and the surrounding landscape. In the background, there are dark, silhouetted mountains under a deep blue sky. The overall mood 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





# Diversity

The spectrum of differences that make up humans

## Equity

Equality through affirmative action

## Action

Actively including all humans, at all levels

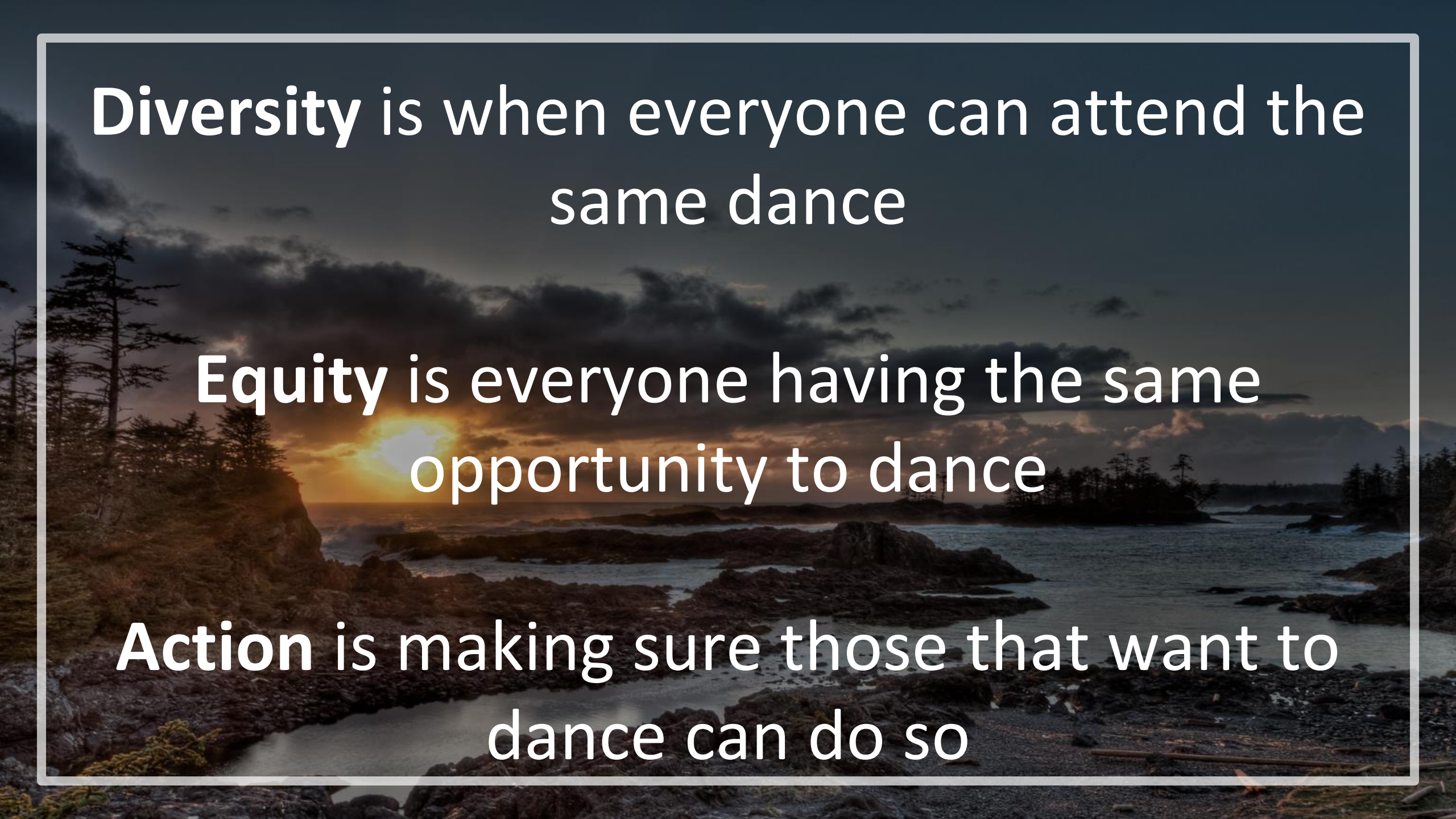


A dramatic sunset over a rocky coastline. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. Dark, silhouetted evergreen trees are visible on the left and right sides of the frame. The foreground consists of dark, wet rocks and a small pool of water. The overall mood is serene and contemplative.

**Diversity** is being  
invited to the party;

**Inclusion** is being  
asked to dance



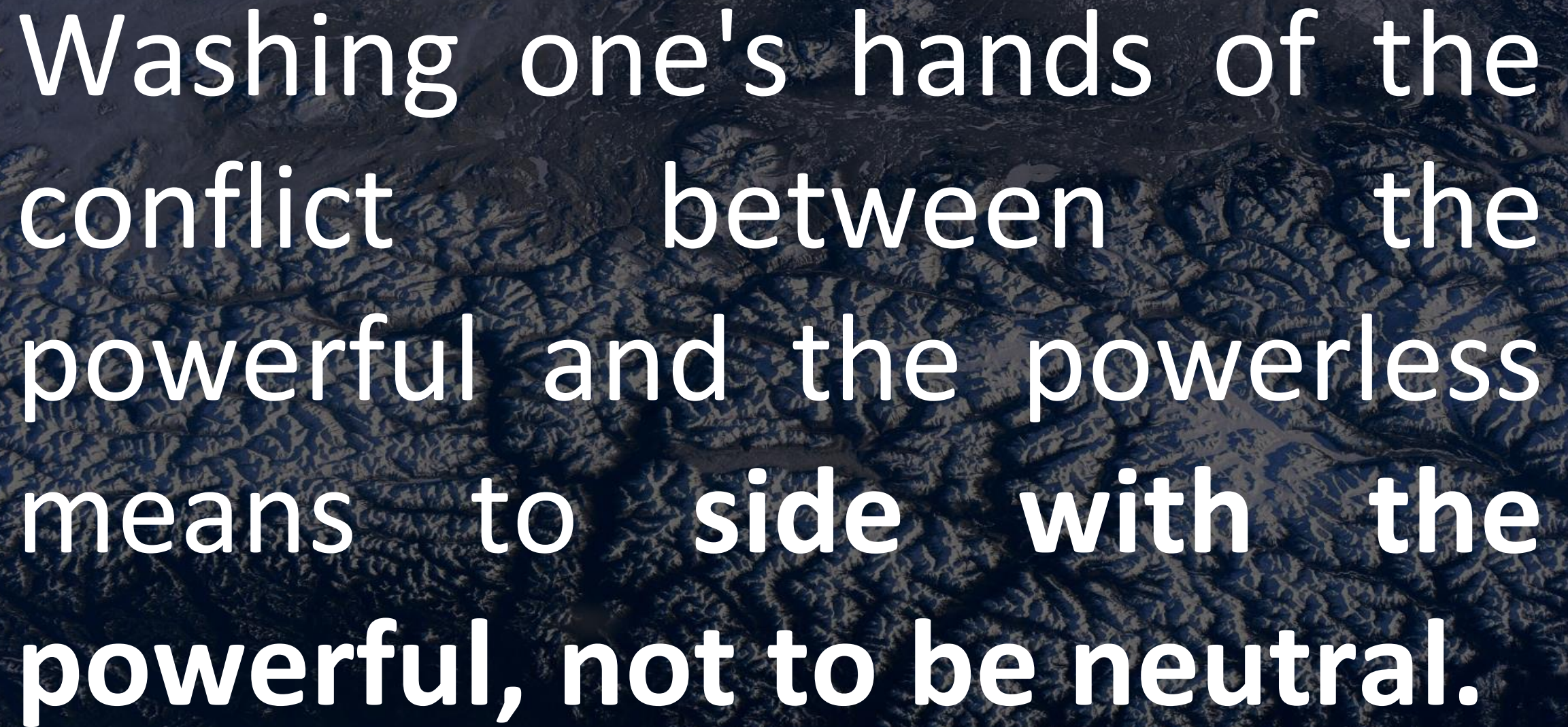


**Diversity** is when everyone can attend the  
same dance

**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**

<http://pages.endgame.com/rs/627-YBU-612/images/Endgame%20Cybersecurity%20Workforce%20Retention%20Research%20White%20Paper.pdf>



The background of the slide is a photograph of the British Columbia Parliament Building in Victoria. The building is a large, ornate stone structure with a prominent central dome and several smaller domes. It is surrounded by a green lawn and trees. A paved path leads from the bottom center towards the building. The text is overlaid on the image in white, bold, sans-serif font.

# 20<sup>th</sup> Annual Privacy & Security Conference:

Men are speaking 99 times  
Women are speaking 49 times





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

**ANY QUESTIONS?**

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