

I AM NOT A CULTURAL FIT

One Black Woman's Journey Through Tech

ASH COLEMAN

Head of Diversity & Inclusion
Formerly, Engineering Manager in Quality
@AshColeman30



From the beginning



THERE I WAS, A YOUNG TESTER, READY TO CHANGE THE WORLD!

WAS I SURPRISED AT THE
LACK OF DIVERSITY I WAS
EXPERIENCING IN MY ORG?

YEP!

BUT WAS THE LACK OF
DIVERSITY IN TECH
UNCOMMON?

NOPE!



IN FACT, IT WAS SO COMMON, I COULD LOOK IT UP.

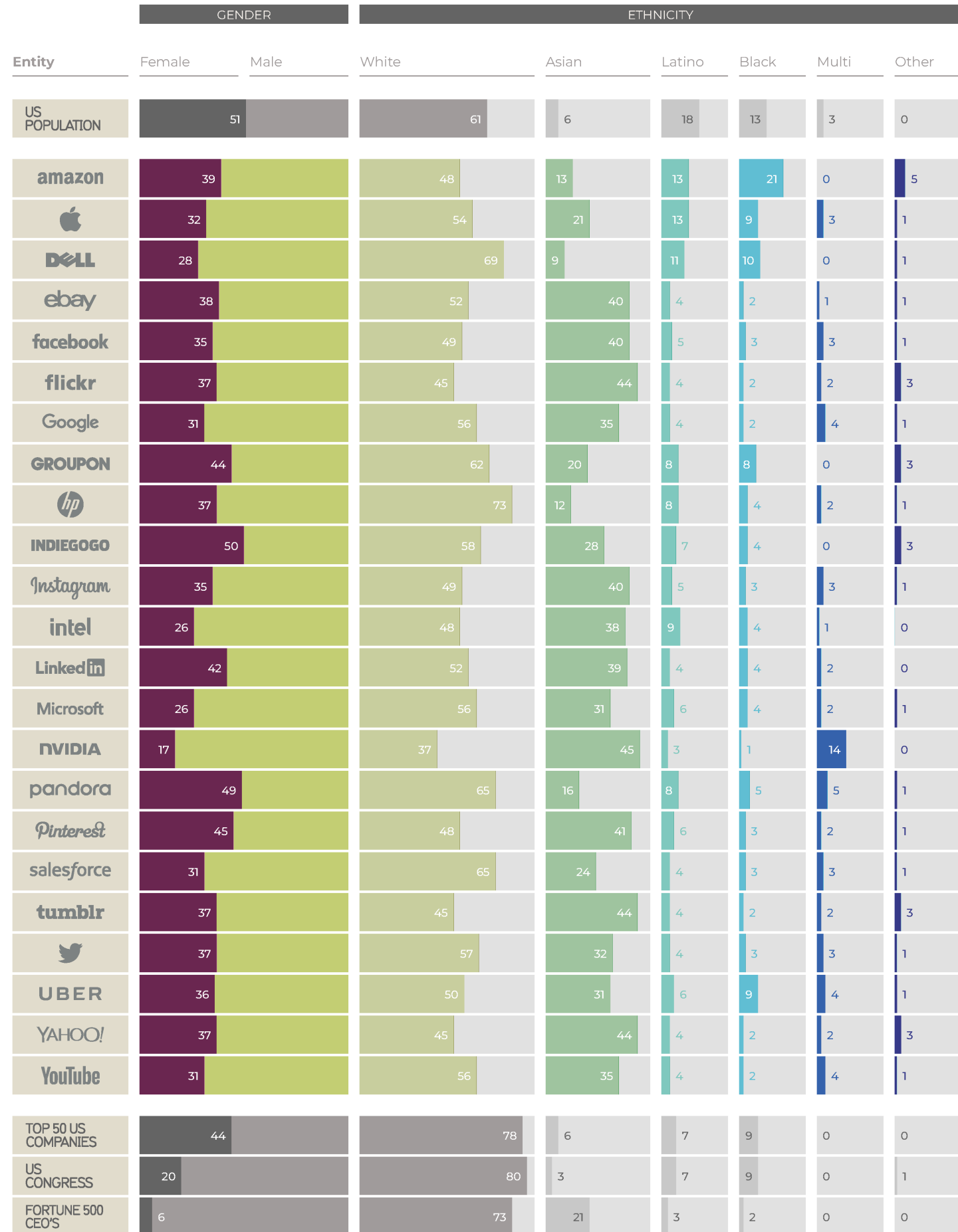
Diversity in Tech

Employee breakdown of key technology companies

 year on year change

YEAR: 2014 2015 2016 **2017**

sort by



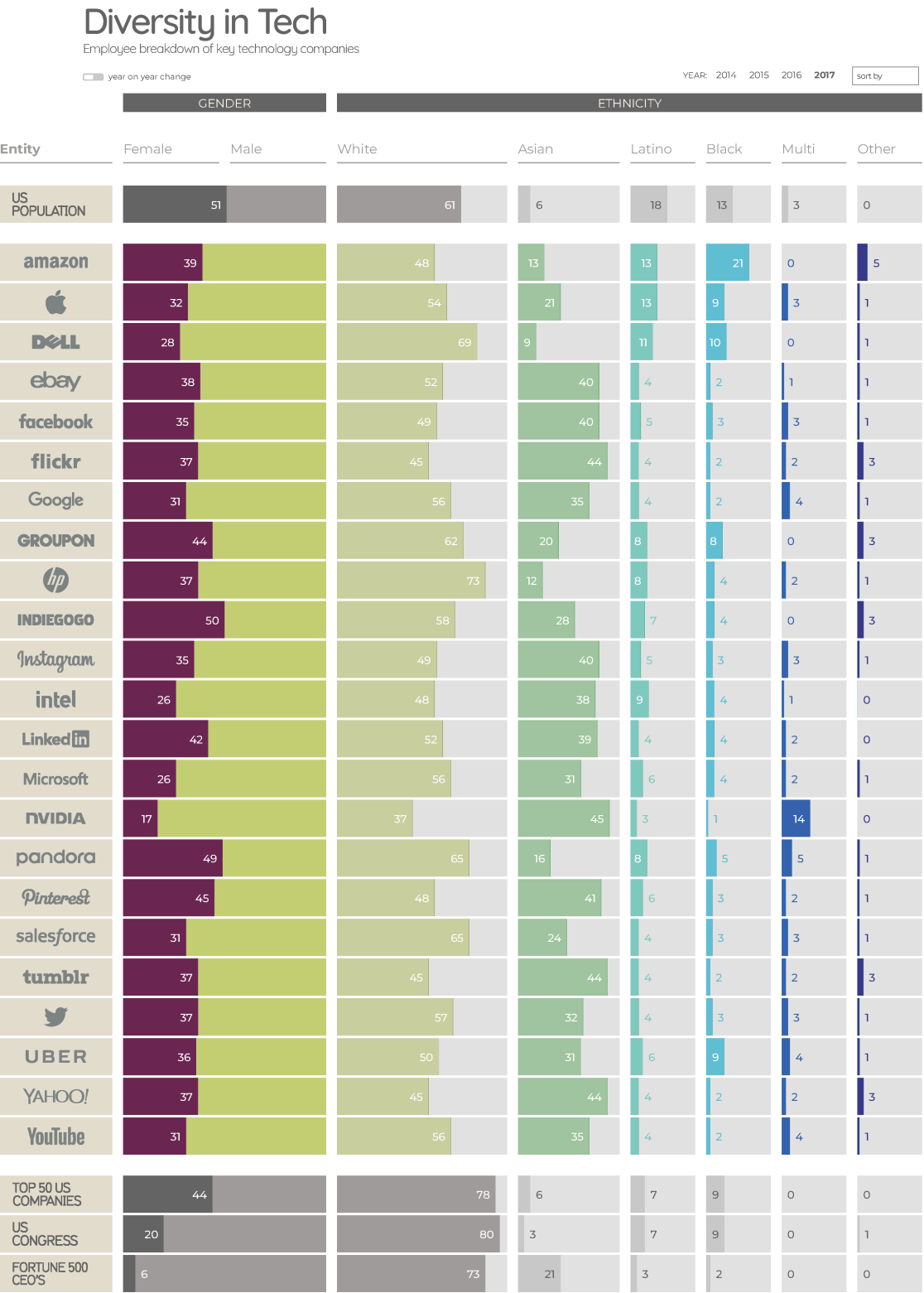
SO, I DID WHAT ANY OTHER TESTER WOULD DO, I DOVE DEEPER.

THE CULTURE OF TECHNOLOGY IS A PROBLEM TO BE SOLVED (US)

- Upwards of 55% of tech is male with numbers reaching 80% + in some organizations
- Race representation displays disparity from geographic location
- Talent is scoped from top 25 schools, preferring CS Degrees
- “Young people are just smarter.” -Mark Zuckerberg
- Opportunities once hired are low, leading to attrition at high rates for the underrepresented
- Tech Culture showing preferential for the represented


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DIVERSITY PROBLEM STATEMENT



➤ Tech is diverse and inclusive when the populations of the public are indicative of the teams who create their products.

AND SO, MY JOURNEY BEGAN.



**THE ONLY THING THAT SEPARATES WOMEN OF
COLOUR FROM ANYONE ELSE, IS OPPORTUNITY.**

I STARTED TO SEEK OUT DIFFERENT OPPORTUNITIES

LIGHTBULB MOMENT

When you work for an organization that doesn't represent who you are, there is less awareness of what your needs are.

- Less opportunities for promotion
- Less acknowledgement of your work
 - More work
- Discrimination
- Microaggressions



I QUIT

*I became a consultant to
explore*

TECH NEEDS DIVERSITY

TITLE: A FULLY DIVERSE TECH TEAM

DESCRIPTION: FINDING PARITY IN GENDER, RACE, AGE, BACKGROUND, AND SKILL

VALUE STATEMENT: DIVERSE TEAMS BUILD ROBUST AND RESILIENT PRODUCTS

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Acceptance Criteria:

- Gender 50/50
- Race resembles that of geographic population
- Age representation of those >34 years equivalent to that <35
- 20% or higher representation from each University, Bootcamps, and Nontraditional backgrounds
- *Intersectional: LBGTQIA, Accessibility, Neuro
- Culture of Values not Characteristics

HOW DO WE TEST FOR THIS?

AND MORE IMPORTANTLY, WHO OWNS THE FIX?

“

The fascinating part about diversity is you not only get to test it, you are also the one to fix.

-Jon Bach

**WE TALK ABOUT QUALITY BEING
EVERYONE'S RESPONSIBILITY.**

**WELL, DIVERSITY IS
EVERYONE'S RESPONSIBILITY.**



THE PURPOSE OF THIS TALK IS NOT TO PICK ON ANYONE,

IT'S TO BUILD AWARENESS...

AND ENCOURAGE ACTION.

“

Once you know some things, you cant
unknow them. It's a burden that can
never be given away.

-Alice Hoffman

THANK YOU.

@AshColeman30