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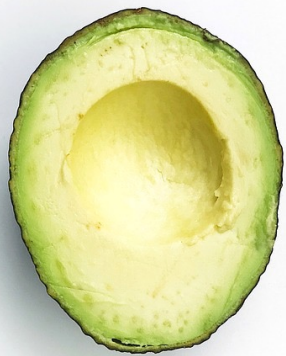
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The Diversity Nacho

Becoming an Inclusive Leader

Brian Reyes | UX & Inclusion Designer

September 26, 2017 | Washington, DC













Unemployed

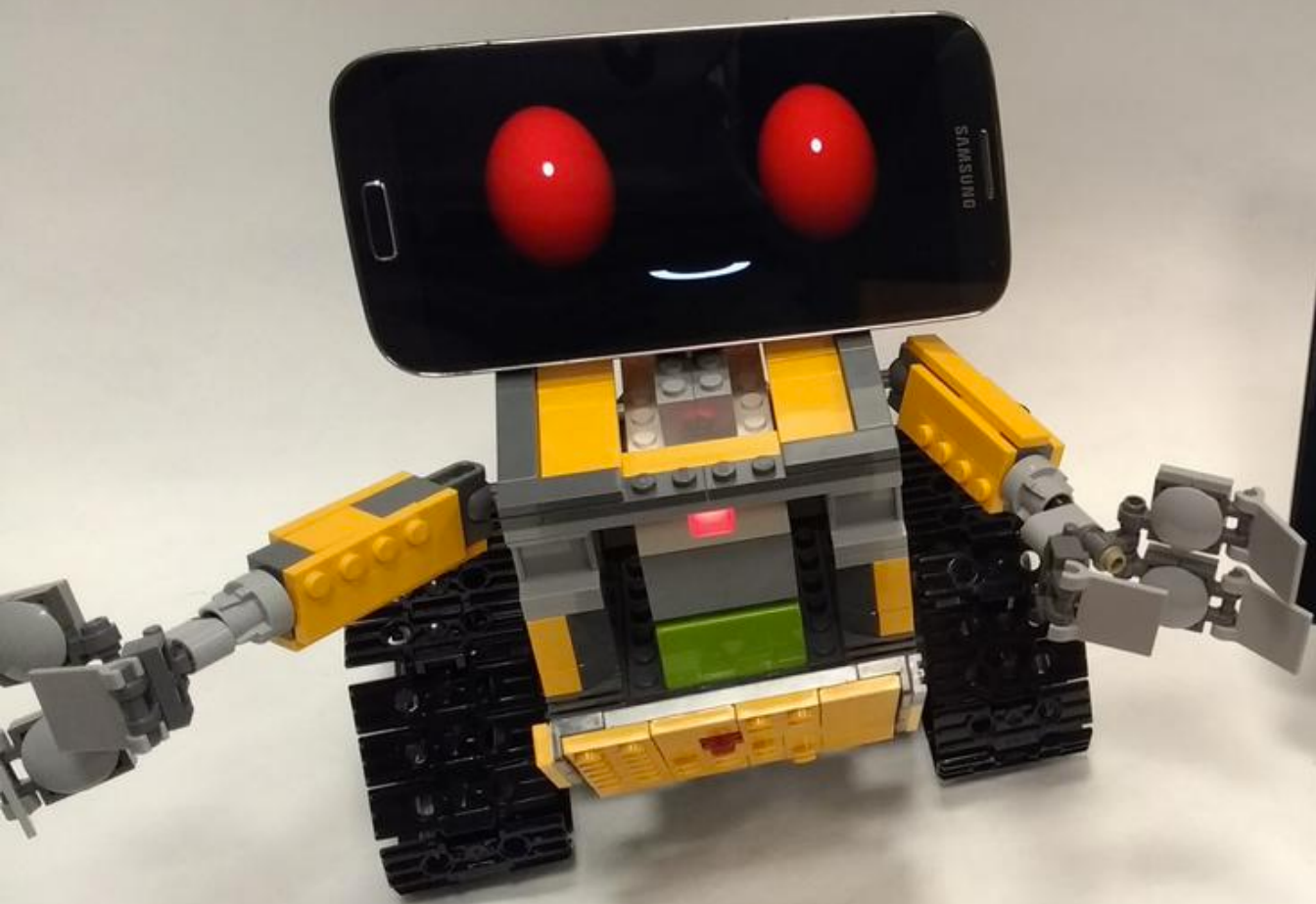
Users
Product Managers
Developers
Designers
Documentation Writers



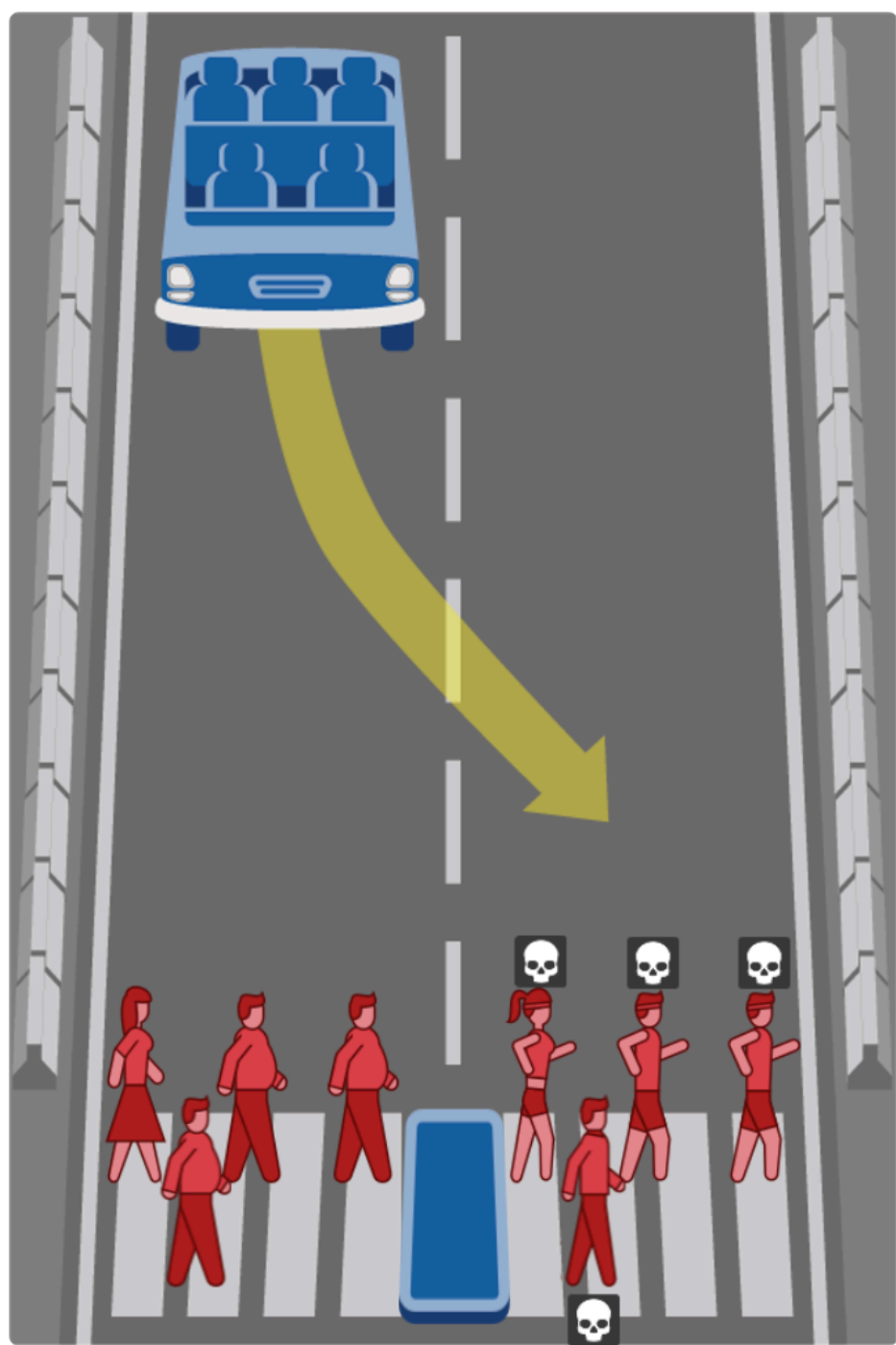
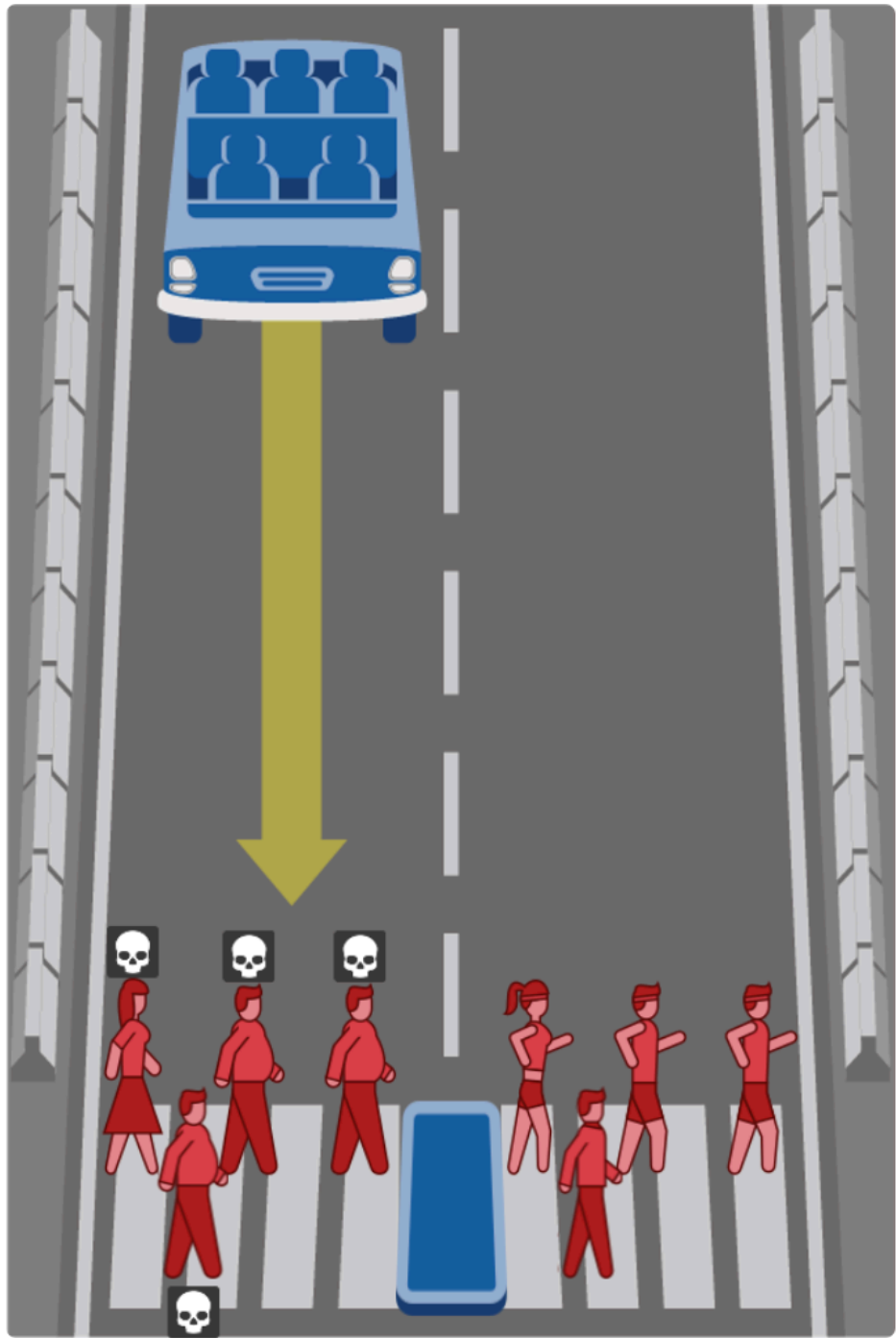
“Where do new ideas come from? The answer is simple: differences. Creativity comes from unlikely juxtapositions.”

Nicholas Negroponte

Founder and Chairman of MIT's Media Lab







Diversity's Dividend

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ows NT 5.1; SV1; .NET CLR 1.1.4322) "GET /oldlink?item_id=EST-26&JSESSIONID=5D55L9FF1ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=5D55L9FF1ADFF3 HTTP 1.1"
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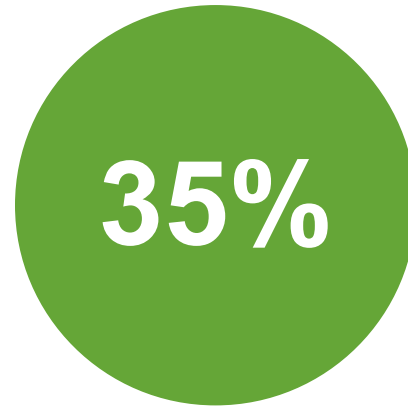


Top Quartile for Diversity vs Bottom Quartile



More likely to outperform

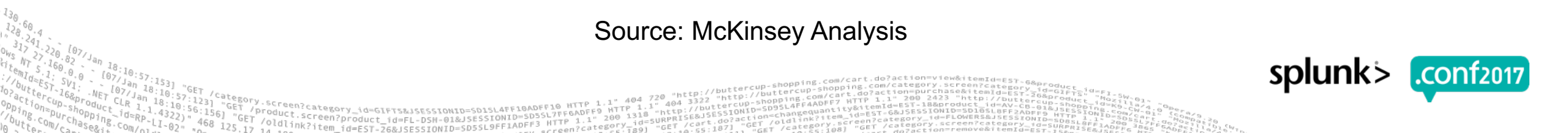
Gender-Diverse Companies



More likely to outperform

Ethnically Diverse Companies

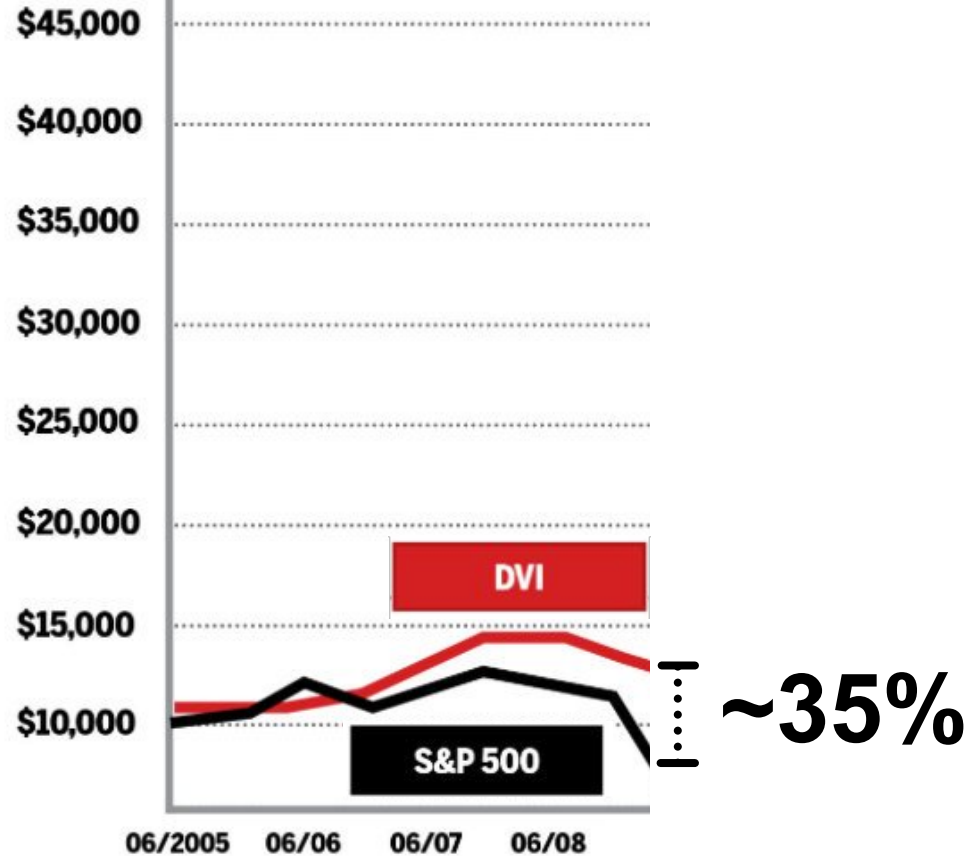
Source: McKinsey Analysis

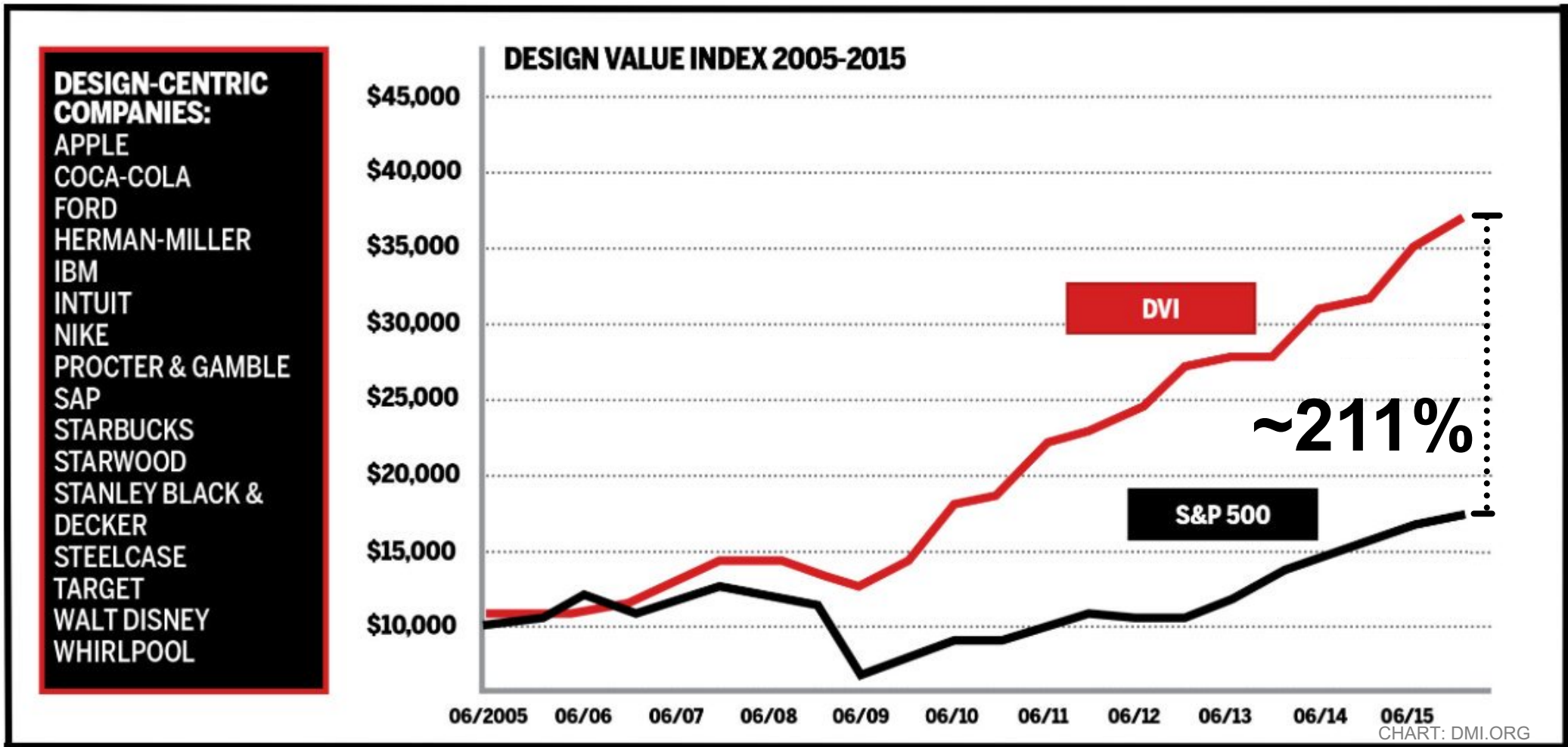


DESIGN-CENTRIC COMPANIES:

- APPLE
- COCA-COLA
- FORD
- HERMAN-MILLER
- IBM
- INTUIT
- NIKE
- PROCTER & GAMBLE
- SAP
- STARBUCKS
- STARWOOD
- STANLEY BLACK & DECKER
- STEELCASE
- TARGET
- WALT DISNEY
- WHIRLPOOL

DESIGN VALUE INDEX 2005-2015





Design → Success

Inclusion → **Success**

- 4. Strengthen our business through outside partnerships and acquisitions
- 5. Increase margins by improving price realization and company-wide productivity
- 6. Improve overall organizational excellence, diversity, engagement, and innovation
- 7. Advance a powerful commitment to sustainability and corporate social responsibility

THE SHOT

JOPE BRYANT

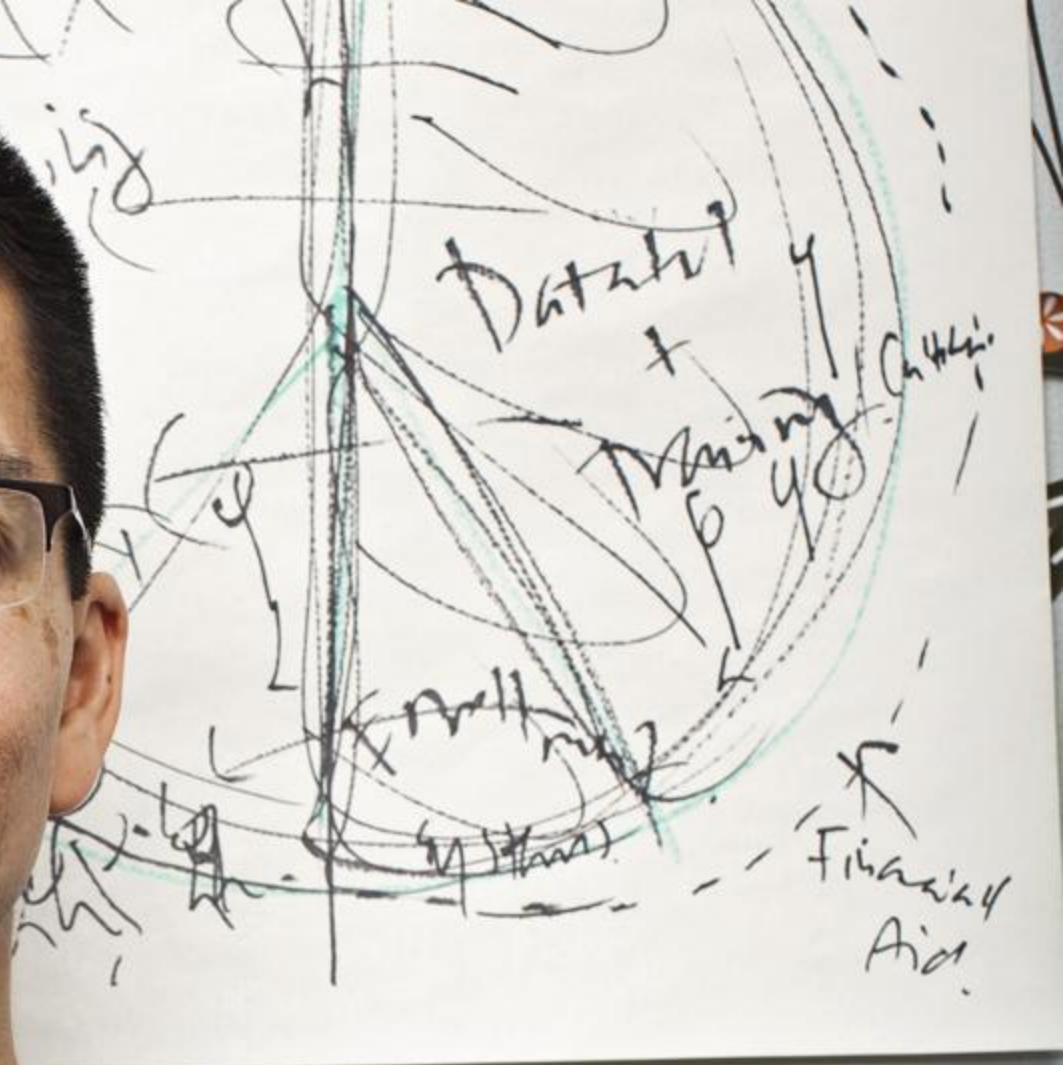
Age of Learning Pays Dividends

Financial literacy a new civil right will give millions of Americans a shot at prosperity and the U.S. economy a world of good

Financial literacy is the new civil right. It's the key to economic mobility, and it's the key to a more prosperous and resilient U.S. economy. It's the key to a world of good.

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Financial literacy is the key to economic mobility, and it's the key to a more prosperous and resilient U.S. economy. It's the key to a world of good.



Are our customers satisfied? Like all businesses, colleges and universities have a range of stakeholders, and the perceptions they maintain about the institution are important to maintain because they will strongly affect whether the stakeholders continue to relate to and invest in us. Among the key stakeholders from whom we must work with information are students, potential students and their parents, employers, civic opinion leaders, and members of the public in the regions we serve. Periodically reviewing stakeholder perceptions and opinions can help tailor our product and anticipate emerging needs.

Do we have the right "mix" of products? Like businesses that typically offer diverse "product mixes," colleges and universities have a diverse mix of products and services in many fields and provide instruction in many disciplines. Regardless of the kinds of outcomes achieved by students, the products, services, and programs we offer must be aligned with the needs of our "product purchasers" — students, parents, employers, and the marketplace. This means we must be able to make the right change at the right time and in the right place.

PHOTO: AMPLIFY.COM

Team Performance Curv

2010
STAT

IQ + EQ + CQ = inclusive leader

**Treat Others How You
Want To Be Treated**

Treat Others How **They
Want To Be Treated**

Key Takeaways

Power of Diversity and
Inclusion

1. Inclusion makes individuals successful
2. IQ + EQ + CQ = inclusive leader
3. Inclusion makes companies successful

Thank You

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