The Diversity Nacho
Becoming an Inclusive Leader

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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
Top Quartile for Diversity vs Bottom Quartile

15% More likely to outperform
Gender-Diverse Companies

35% More likely to outperform
Ethnically Diverse Companies

Source: McKinsey Analysis
Design → Success
Inclusion ➔ Success
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
Resources

- Project Implicit: implicit.harvard.edu/implicit
  - Test yourself and learn about your biases

- Project Include: ProjectInclude.org
  - Lots of good articles online

- Jennifer Brown Consulting: JenniferBrownConsulting.com
  - Consultant for businesses for D&I, published a book and several white papers

Q & A
Thank You

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