



Engineering Inclusion

Kevin Stewart, VP Engineering

Why Is This (Still) An Issue?

It's Almost 2018...

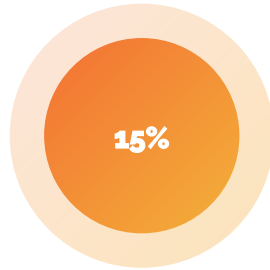


“The performance of your business will be better if you are more diverse because your company will be more representative of society as a whole. It better understands its customers, its community and its purpose.”

- Maynard Webb
Hiring Diverse Candidates Is Not Enough — It’s About Keeping Them

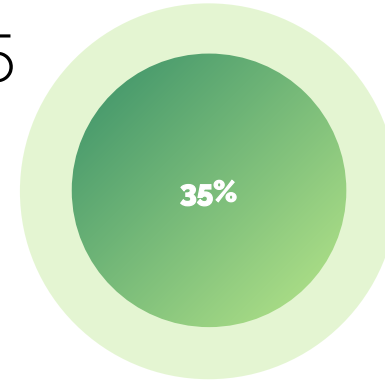
Why Diversity Matters

McKinsey & Company - January 2015



Gender-Diverse Companies

Racial and ethnic diversity has a stronger impact on financial performance in the United States than gender diversity, perhaps because earlier efforts to increase women's representation in the top levels of business have already yielded positive results.



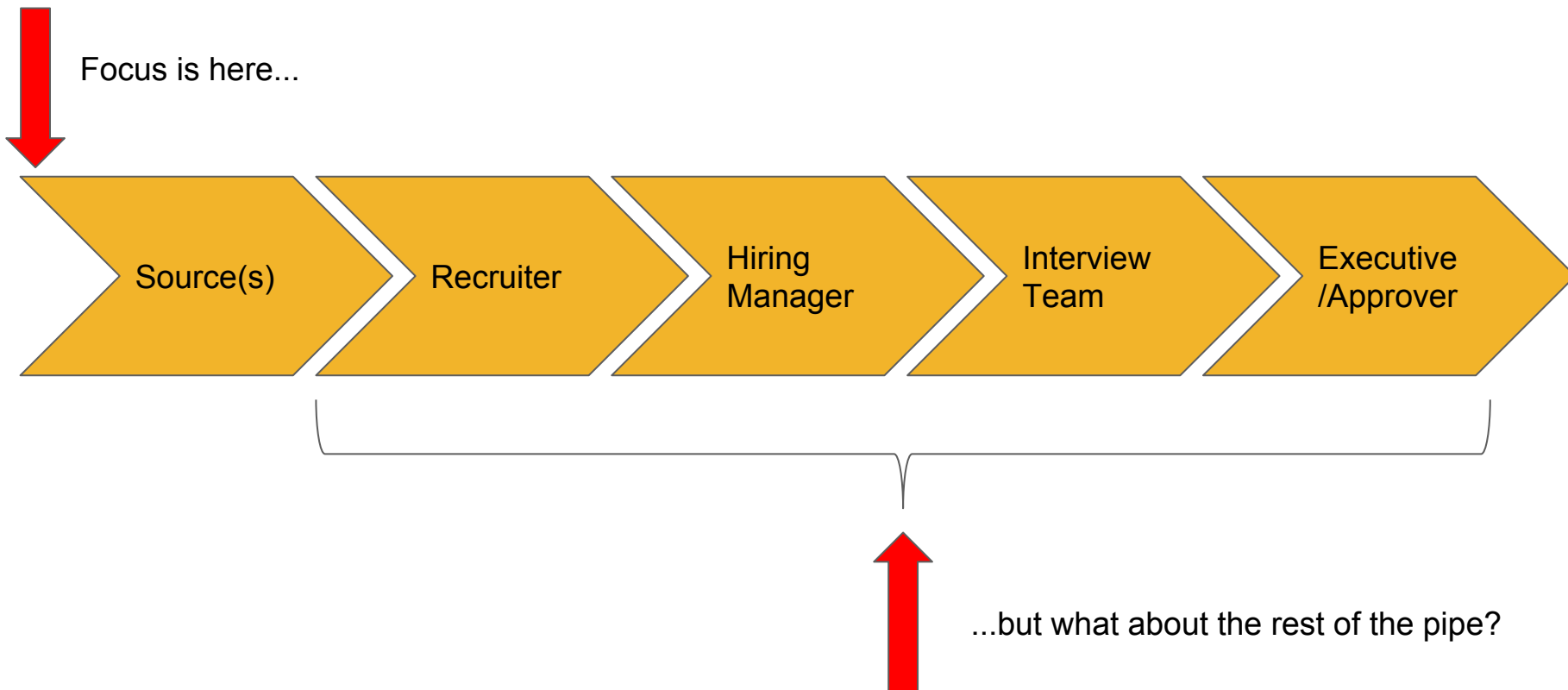
Ethnically-Diverse Companies

In the United States, there is a linear relationship between racial and ethnic diversity and better financial performance: for every 10 percent increase in racial and ethnic diversity on the senior-executive team, earnings before interest and taxes (EBIT) rise 0.8 percent.

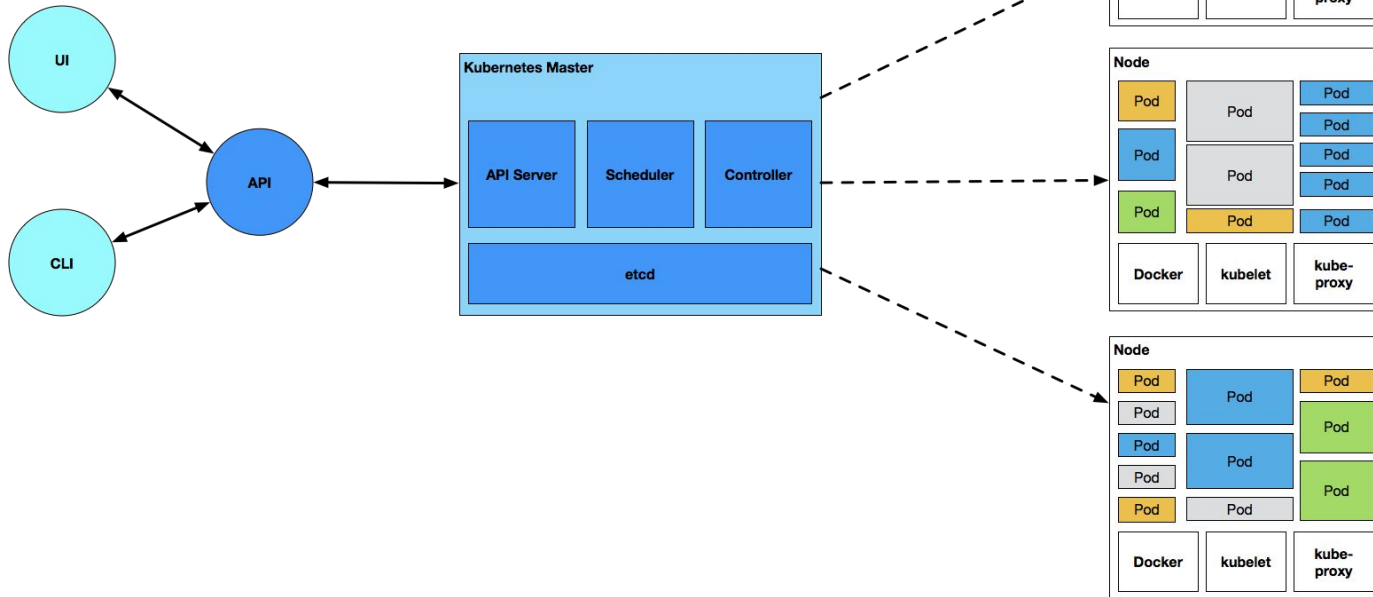
“For tech firms that did disclose, the numbers were particularly stark for executives. [Twitter](#), [Square](#) and [23andMe](#) did not report a single black, Latino or multiracial executive in 2016. Female executives who were black, Latina or multiracial were nonexistent at eight of the 23 companies, including Adobe Systems, Google and Lyft.”

- Will Evans and Sinduja Rangarajan
Hidden figures: How Silicon Valley keeps diversity data secret

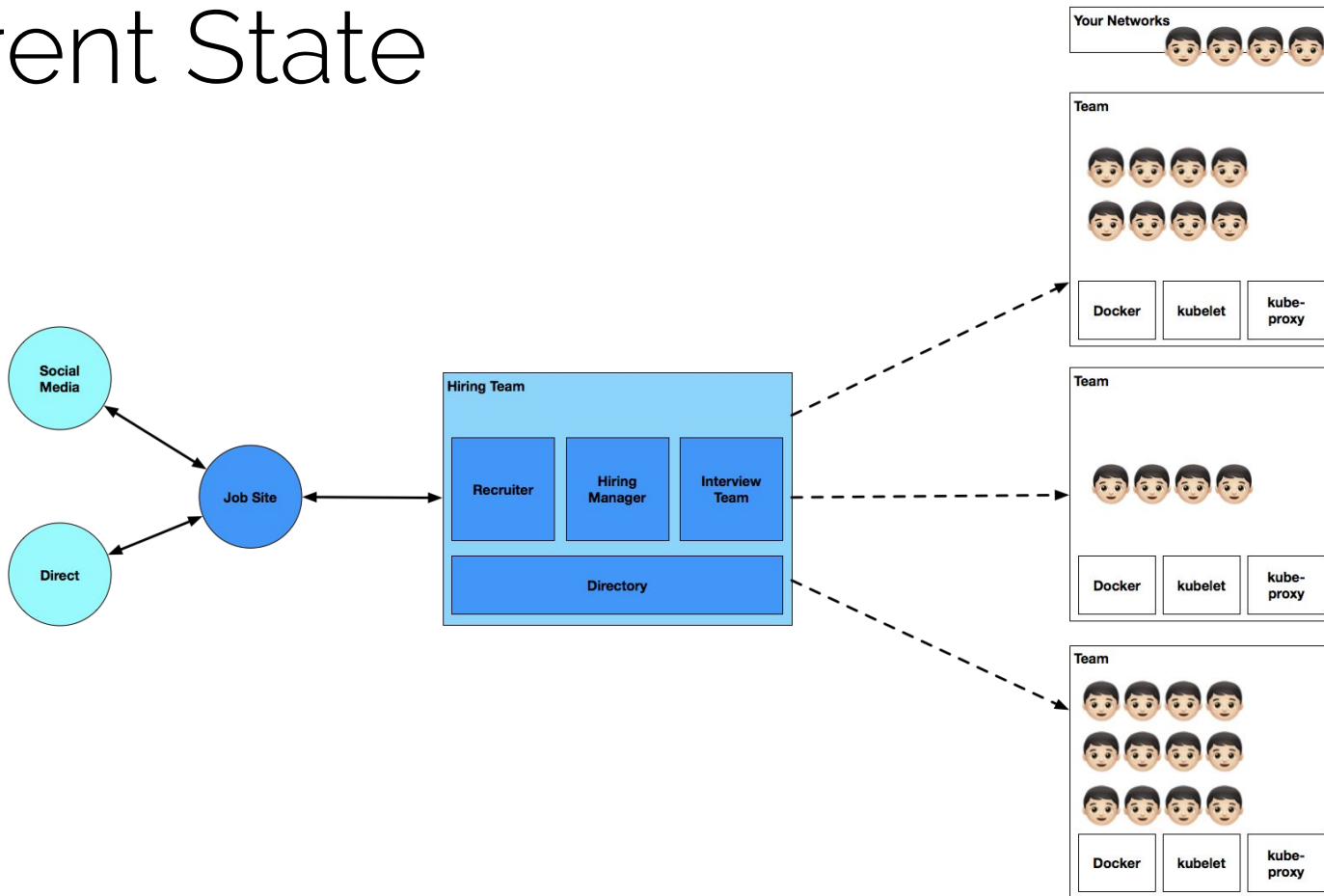
The “Pipeline Problem”



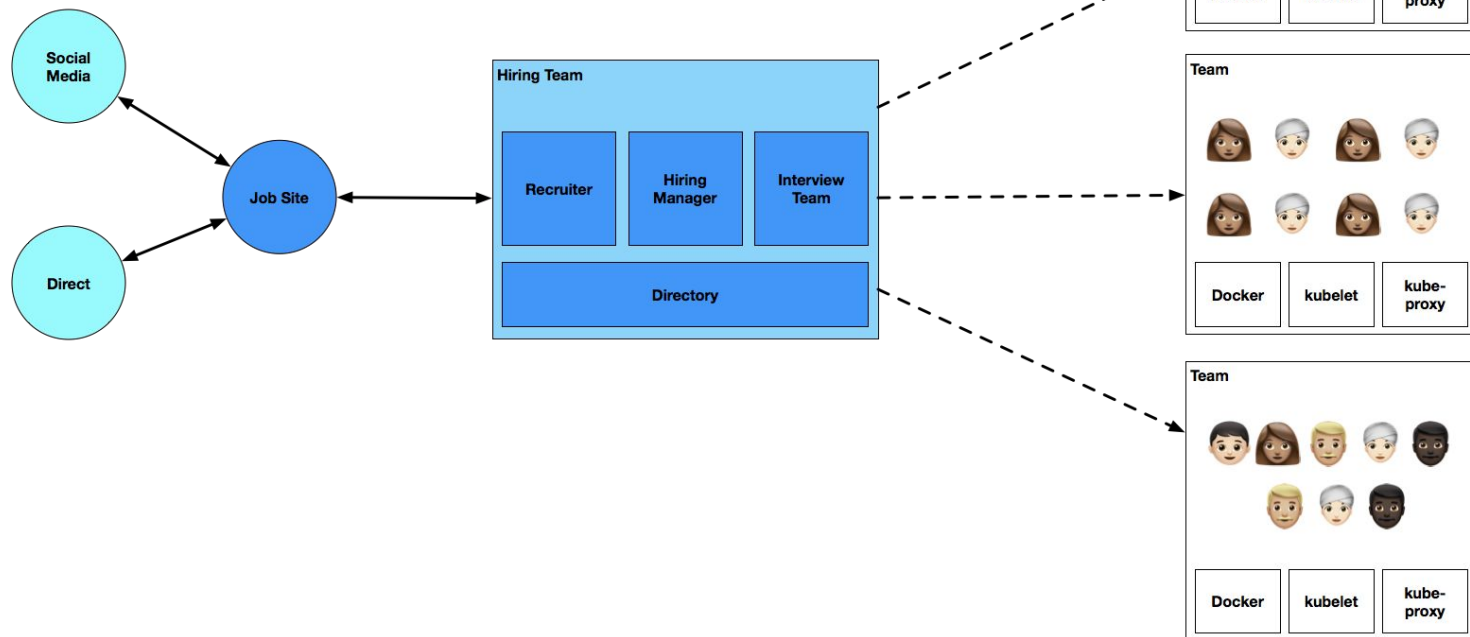
Kubernetes Architecture



Current State



Desired State



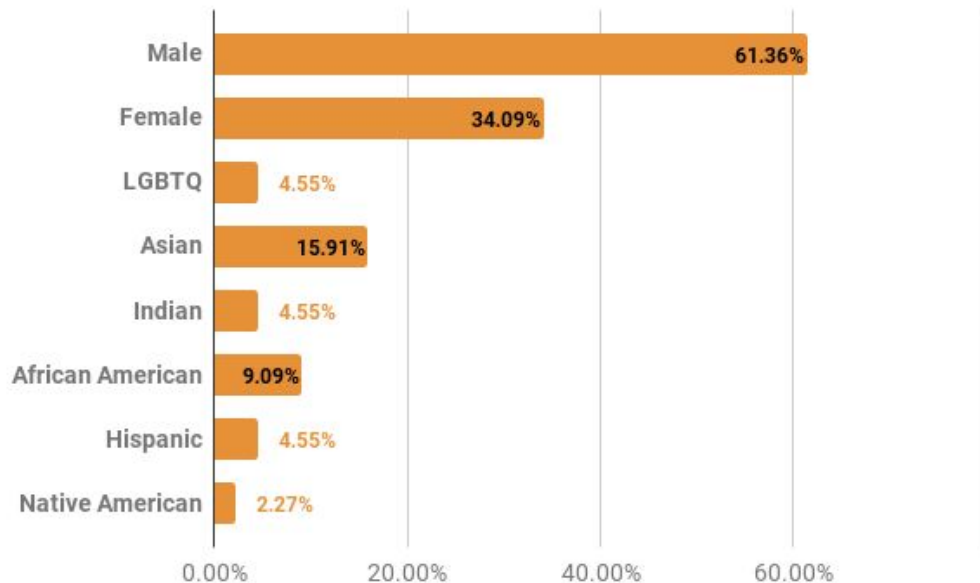
Our Numbers

Good, Not Great



“Right now Heptio is, essentially, two middle aged white dudes. **We need to change that.** Both Craig and I are committed to building a company that welcomes everyone. I can’t say we have cracked the code here (has anyone?) but we will do our best to build the company we want vs accepting the industry default. We will also welcome ideas, input and criticism as we continue to learn.”

- Joe Beda, CTO @ Heptio
Another Leap: Heptio



A close-up, chest-up portrait of the character Deadpool. He is wearing his iconic red and black tactical suit and mask. His eyes are white and slanted. He has two black swords crossed behind his back. His right hand is raised, showing a black gauntlet with a textured grip. The background is a plain, light color.

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A white rectangular sign is suspended from a black wrought-iron bracket. The sign features the text "YOUR CULTURE IS YOUR BRAND" in a bold, black, sans-serif font. The sign is mounted on a light-colored, textured wall. The background shows architectural details like window frames and a decorative scroll on the bracket.

**YOUR CULTURE
IS YOUR BRAND**



**HERE IS
MY HOME**





“Real culture is about the underlying behavior of not just management but everyone at the company. It is about the way employees, vendors, partners, and customers are treated and whether or not real, open communication is happening. It is about honest business practices and solving problems that employees care about solving.”

- Shanis Windland, VP Operations @ Heptio
Real Culture, Not Snacks



References



Why diversity matters by Vivian Hunt, Dennis Layton, and Sara Prince

<https://www.mckinsey.com/business-functions/organization/our-insights/why-diversity-matters>

Hiring Diverse Candidates Is Not Enough -- It's About Keeping Them by Maynard Webb

<https://www.forbes.com/sites/maynardwebb/2017/10/30/hiring-diverse-candidates-is-not-enough-its-about-keeping-them/#3aaga41b5b7c>

“You can’t just hit the diversity button” by Laura Gómez

<https://medium.com/projectinclude/you-cant-just-hit-the-diversity-button-94b7043372a9>

Why Diversity on the Adobe XD Product Management Team Matters by Elaine Chao

<https://medium.com/thinking-design/why-diversity-on-the-adobe-xd-product-management-team-matters-87eb6661ede5>

Hidden figures: How Silicon Valley keeps diversity data secret

<https://www.revealnews.org/article/hidden-figures-how-silicon-valley-keeps-diversity-data-secret/>

Real Culture, Not Snacks

<https://blog.heptio.com/real-culture-not-snacks-g1b75b13e6c9>