

Right Here/ Right Now

Gloria Kimbwala • 04.13.2018

@gkimbwala

Game Time

- * Among your group decide with the following is a current truth, a past truth, or both.

Right Here/Right Now

- Justice is being perverted
- Opportunity is passing you by
- Someone got the wrong idea
- Oil companies and old men are in control
- Nothing is more expensive than regret
- The truth is being obscured
- Science is building a better tomato
- Pigs are becoming lunch
- Someone is working too hard for minimum wage
- Your parents miss you

Circa ...Van Halen 1992



Right Now, Hey

It's your tomorrow.

Right Now.

C'mon, it's everything.

Right Now

Catch a magic moment, do it

Right here and now

Its means everything

Catch a magic moment, do it!!

GLORIA WHO?



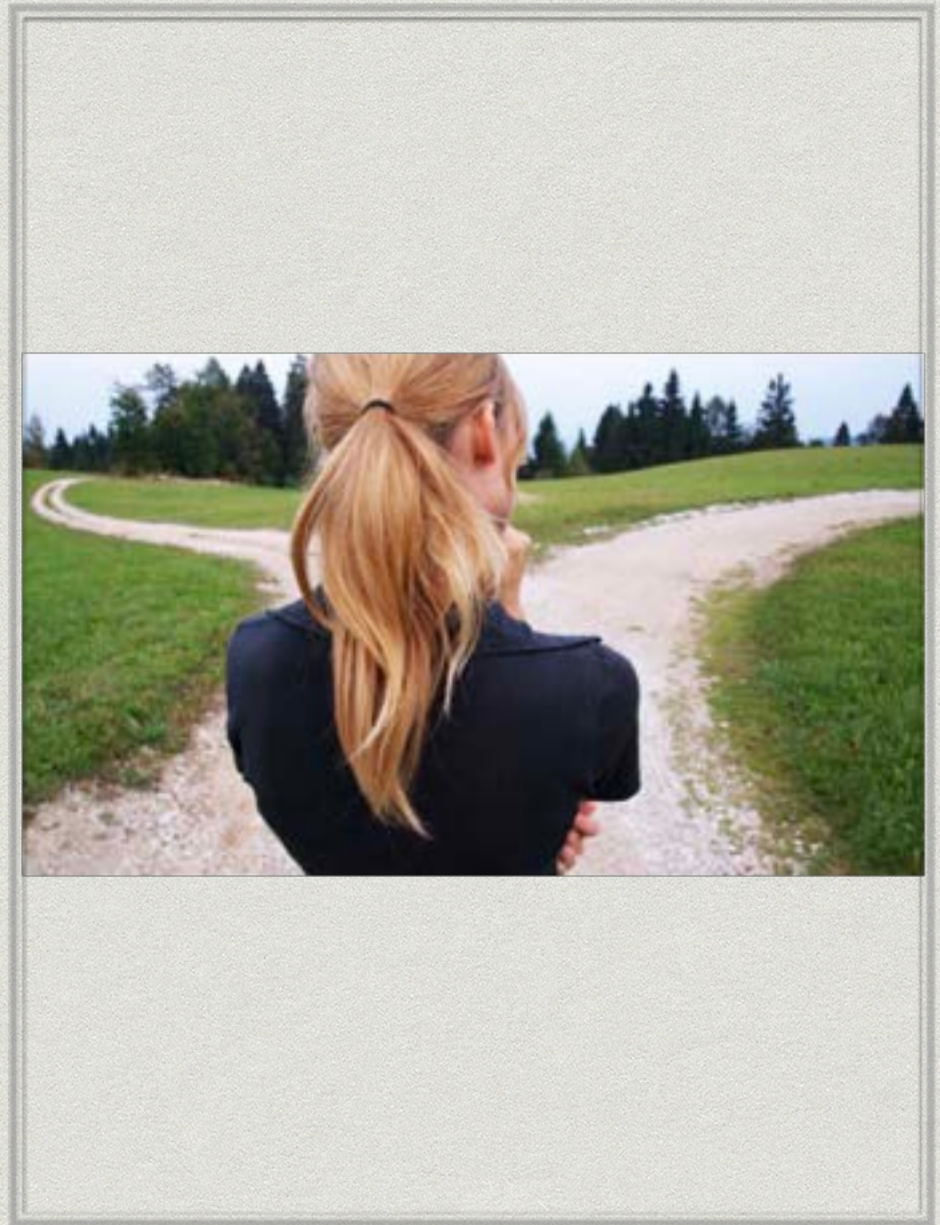
- * Daughter of immigrants
- * Mother of 2 children: Bentley- 8yrs & Bowie 9 mo.
- * Wife of almost 13 years
- * Former Community College Student
- * Mobile App Developer
- * Diversity And Inclusion Advocate
- * California native
- * Preferred pronoun her/ she



Bentley and Bowie

Pivot!

- * What do I want my life to be like?
- * What happens if I try?
- * What do I have to loose?
- * What do I have to gain?
- * What price would I pay for my action?



Diversity Programs

- * STEPS/ CODE Camp/
HBCU Treks
- * Dedicated to changing the
landscape of tech industry
- * Developed diversity
programs from ideation to
success.



Life Motto



Bring intent into what you want to change with the world!

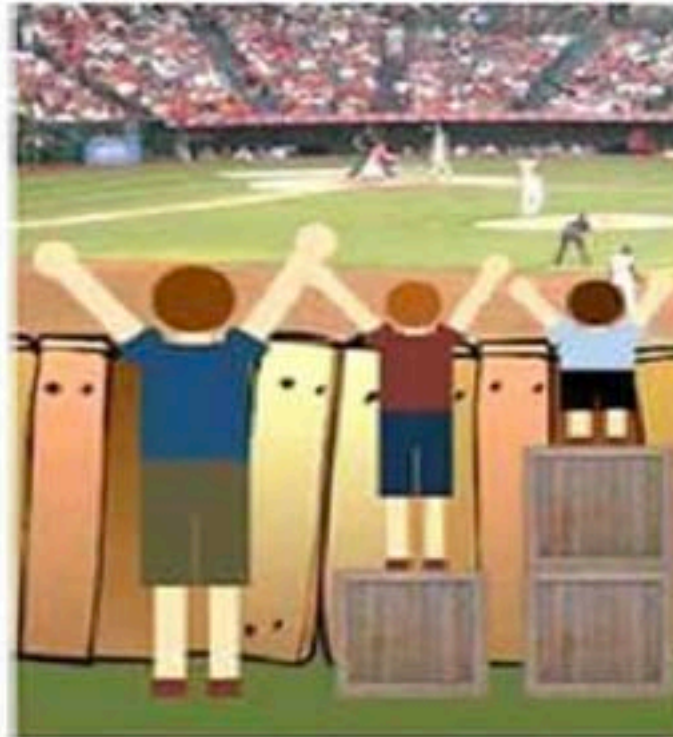
IMPORTANCE OF EQUITY

Equality vs Equity (Justice)

EQUALITY VERSUS EQUITY



In the first image, it is assumed that everyone will benefit from the same supports. They are being treated equally.



In the second image, individuals are given different supports to make it possible for them to have equal access to the game. They are being treated equitably.



In the third image, all three can see the game without any supports or accommodations because the cause of the inequity was addressed. The systemic barrier has been removed.

Creating Change

- * How we improved diversity and inclusion at Square?

Looked at our Environment



- * Important as a parent.
- * Important for business guest.
- * Important for employees.
- * Important for business decisions.

Job listings with gender-neutral wording get **42%** more responses



**JOB LISTING
RESPONSE RATE**

**12
RESPONSES**

Listing
that uses
gendered
wording

**17.6
RESPONSES**

Listing
that uses
gender-
neutral
wording



Gendered wording means words associated with feminine or masculine stereotypes,* such as:

FEMININE

Support
Understand
Affectionate

MASCULINE

Leader
Aggressive
Ambitious

SOURCE: *Gaucher, D., Friesen, J., & Kay, A. C. (2011). Evidence that gendered wording in job advertisements exists and sustains gender inequality. *Journal of Personality and Social Psychology*, 101(1), 109-128;
Job Listing Response Rate: ZipRecruiter Internal Data

Hiring Process

- * Mandatory Unconscious bias training for all interviews.
- * Established community groups and gave them an executive sponsor.
- * Widened the network of where we posted jobs.
- * Utilized Taleo

Results

- * Diversity Report
- * Change in Career Page
- * Increase diversity in intern software engineers
- * Move visibility to communities inside of Square and with out sellers.

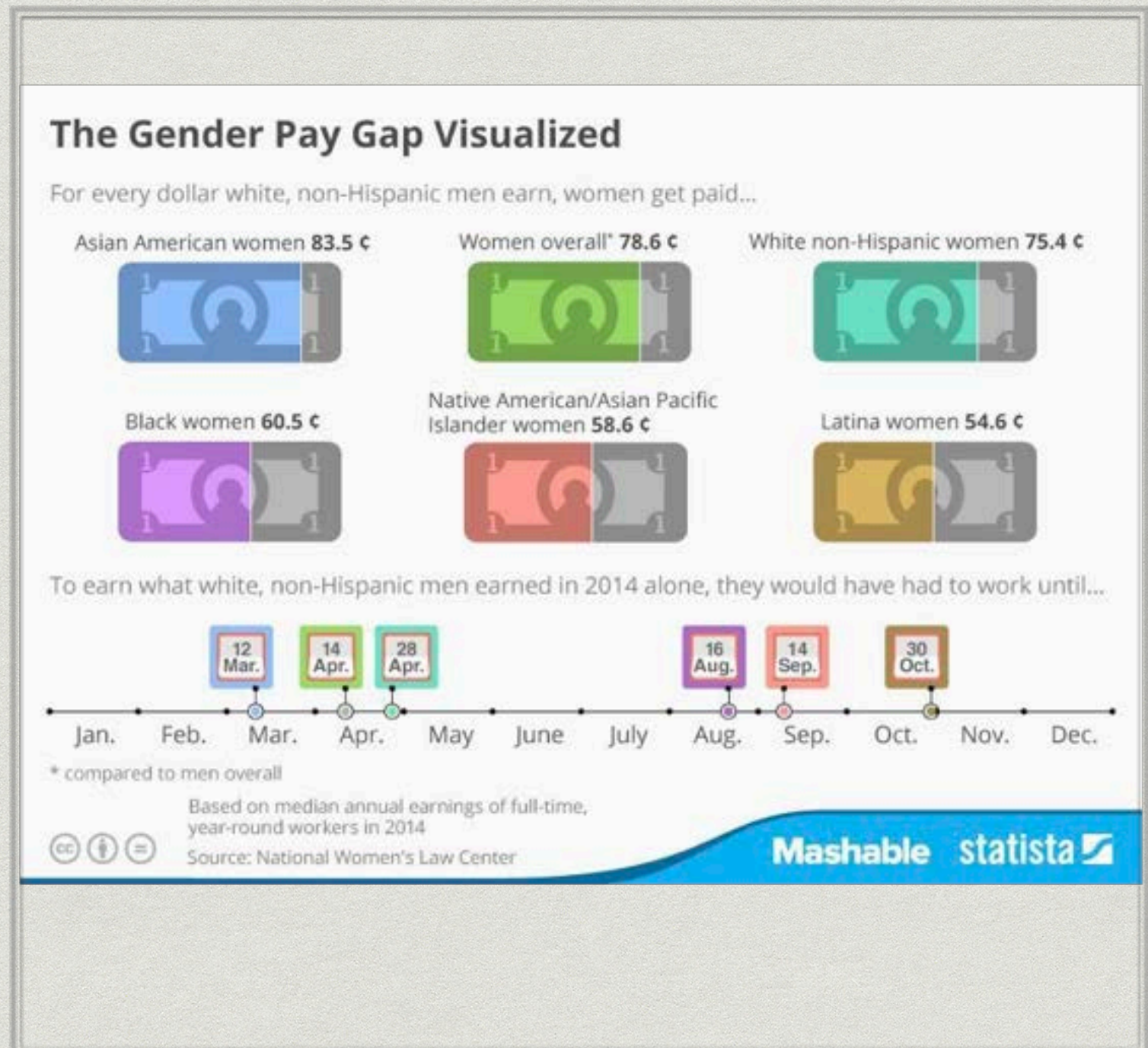
ECONOMIC EMPOWERMENT

PAY DISPARITY



What is Gender pay disparity?

- * Wage gap.
- * Gender Wage Gap
- * Gender Pay Gap



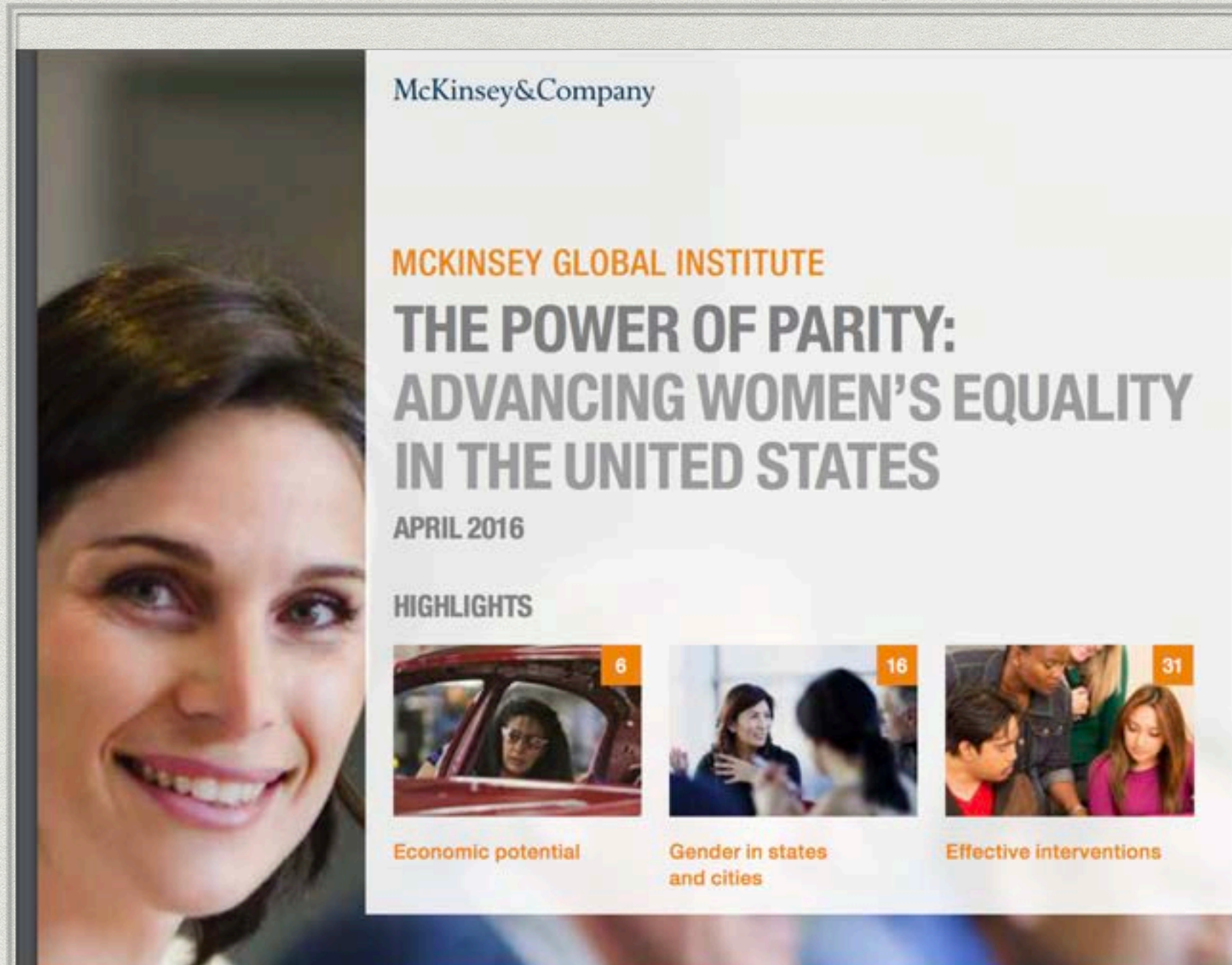
McKinsey Global Institute

- * 8 facts on Gender Parity

Stand out stats

- * 100 yrs to change the C suite
- * 12 trillion added to the US GDP
- * Women make 1/2 the population but only 37% of the GDP -McKinsey Global Institute

McKinley Global Institute



Income Mobility Charts for Girls, Asian-Americans and Other Groups. Or Make Your Own.

By EMILY BADGER, CLAIRE CAIN MILLER, ADAM PEARCE and KEVIN QUEALY MARCH 27, 2018

Last week we [wrote](#) about a sweeping new study of income inequality, which followed 20 million children in the United States and showed how their adult incomes varied by race and gender. The research was based on data about virtually all Americans now in their late 30s.

This first animated chart illustrates one of the study's main findings:

White boys who grow up rich are likely to remain that way, while black

~~boys raised in similarly wealthy households are more likely to fall to the~~

[HTTPS://WWW.NYTIMES.COM/INTERACTIVE/2018/03/27/UPSHOT/MAKE-YOUR-OWN-MOBILITY-ANIMATION.HTML](https://www.nytimes.com/interactive/2018/03/27/upshot/make-your-own-mobility-animation.html)

Personal Pay Gap

- * $\text{Salary} * \text{deficit} * (65 - \text{current age})$
- * \$1.2 Millions if I retired at 65 and never got a raise.

ACTION PLAN

Be an Ally

- * “She said ‘Octavia, we are going to get your paid on this film... You and I are going to be tied together. We are going to be favored nations. We are going to get paid the same thing’ Fast forward to last week, We are making five times what we asked for.”- Octavia Spencer



Share your experience

- * [glassdoor.com](https://www.glassdoor.com)
- * HR team
- * LinkedIn Reviews / Endorsements
- * Review Resumes

Always Negotiate!!!

- * “I’m really excited about the offer but based on my research it seems low.”
- * “What’s the salary range for this position?”
- * "What is the job budgeted for?"

Invest in yourself

- * Toot your own horn!
- * Keep a running list of your accomplishments
- * Make micro-investments in yourself.
- * Don't take no for an answer
- * Share your story!

THE TIME IS NOW!!!

“Right here, Right Now
There is no other place I want to be
Right Here, Right Now
Watching the world wake up from
history”-

Jesus Jones 1990

Me Too Movement

- * Started by Tarana Burke to promote “empowerment through empathy”
- * Tweeted 500K times by the next day.
- * Facebook says the hashtags was used by more than 4.7million people in 12 million post.



March For Our Lives

- * Student led demonstration
- * Over 800+ sibling events though out the US and the World
- * One of the largest protest in US history

The logo for March For Our Lives is displayed within a white rectangular box. It features the words "MARCH", "FOR OUR", and "LIVES" stacked vertically in a bold, sans-serif font. "MARCH" and "LIVES" are in blue, while "FOR OUR" is in black. To the right of the word "LIVES" are four black silhouettes of people of varying heights standing side-by-side.

**MARCH
FOR OUR
LIVES** 

The Women's March

- * 3.3 - 5.3 Million people participated in the US
- * Marches happened on all 7 continents
- * Started with Teresa Shook creating a Facebook event and inviting her friends.

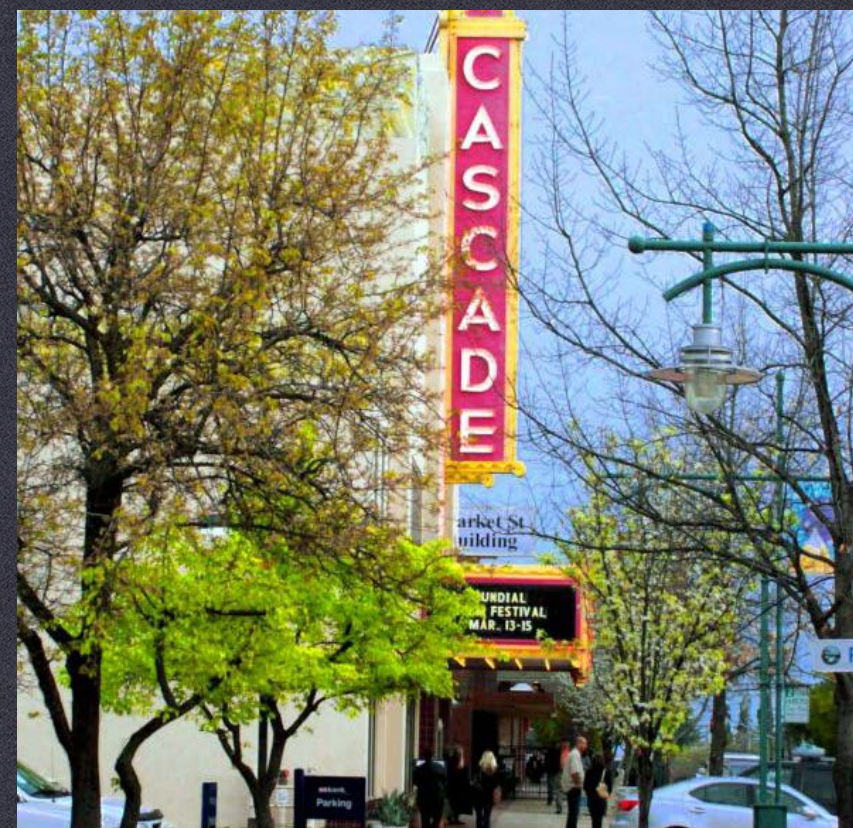


Use Your voice Now!!

- * “When people come to Twitter and they want to express something in the world, the technology fades away. Its them writing a simple message and them knowing that people are going to see it.”- Jack Dorsey



- * “It only takes a spark to get a fire going”
- * Say it Loud, Say it Proud,
Say it Now!!!
- * Find your tribe!!!



GET INVOLVED RIGHT HERE RIGHT NOW

- * Have a Global Focus with a HyperLocal action plan.
- * Start in your own backyard first!
- * If you build it they will come!



PROJECT

REDDING WOMEN'S MARCH

SMALL BUT MIGHTY

DATE

2017 -2018

CLIENT

REDDING, CALIFORNIA

Tools



Twitter



Go Fund Me



Facebook



Meetup



Instagram

Key Local Stakeholders

- * Redding Women of Vision
- * Shasta Venture Hub
- * StartUp Weekend
- * McConnell Foundation
- * Norcal OUTreach Project

Connect Nationally

- * US State of Women
- * Human Rights Campaign
- * She Should Run

Shasta County Economic Forecast 2016

“Between 2016 and 2021, the largest employment gains will be observed in leisure and hospitality, education and healthcare, and professional business services. Combined, these sectors will account for 69 percent of net job creation in the county.”

QUESTIONS

CONTACT INFO

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