

CREATING A CULTURE OF GENDER EQUITY

ID#: 7493

DATE: SATURDAY, SEPTEMBER 29, 2018

TIME: 4:30 PM - 5:45 PM

SERIOUSLY, WHAT DOES THIS MEAN?

- What is Bias?
- Shared Responsibility
- Self Advocacy, Agency & Allies

WHO

- **Christina Ferwerda**
*Exhibit Developer, Writer
Ferwerda Creative Services*
- **Erika Kiessner**
*Creative Director,
GSM Project*
- **Cynthia Brown**
*Senior Director, Projects
Phillip & Patricia Frost
Museum of Science*
- **Trent Oliver**
*Principal, Managing Director,
Blue Telescope*
- **Monica Montgomery**
*Founding Director, Museum of Impact
and co-founder of MuseumHue,
MuseumHue*

RECRUITMENT + HIRING

- **Christina Ferwerda**
Exhibit Developer, Writer
Ferwerda Creative Services



*“I’ll do what everybody does—
sell this startup just before we have
to hire a female employee.”*



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Schwaberman 1-5

"I see by your resumé that you have a life outside of work. I'm afraid that won't do."



The subject of tonight's discussion is: Why are there no women on this panel?

THE MEETING BATTLEFIELD

- Erika Kiessner
*Creative Director,
GSM Project*

THE MEETING BATTLEFIELD

- Meetings are a public forum for the exchange of ideas.
- Voices are undermined when they are talked over, when ideas are stolen, questions are unanswered, statements are unfinished.
- The issue is more than bad manners.

THE MEETING BATTLEFIELD



*Rosalind Franklin, an English chemist and a pioneer in the study of molecular structures including DNA.
(Photo: Jewish Chronicle Archive/Heritage Images
via [Wikipedia.org](https://www.wikipedia.org))*

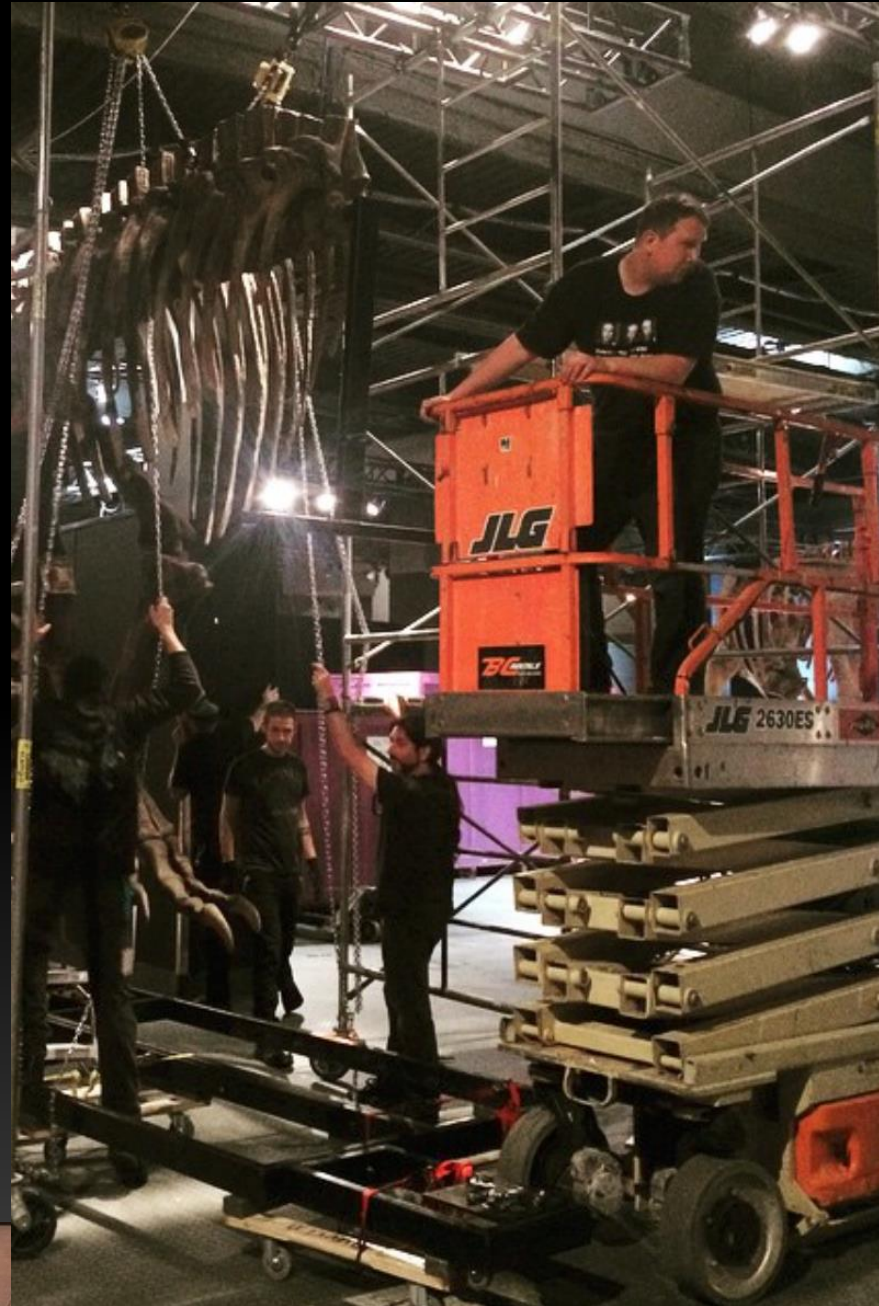
- Women: keep talking, support each other, use powerful language, draw and synthesize.
- Men: are you capable of the work it takes to be better?

HALLWAY, COFFEE POT, CHATTER

THE SOCIAL SINEW OF MUSEUM WORK

- **Cynthia Brown**

*Senior Director, Projects
Phillip & Patricia Frost
Museum of Science*

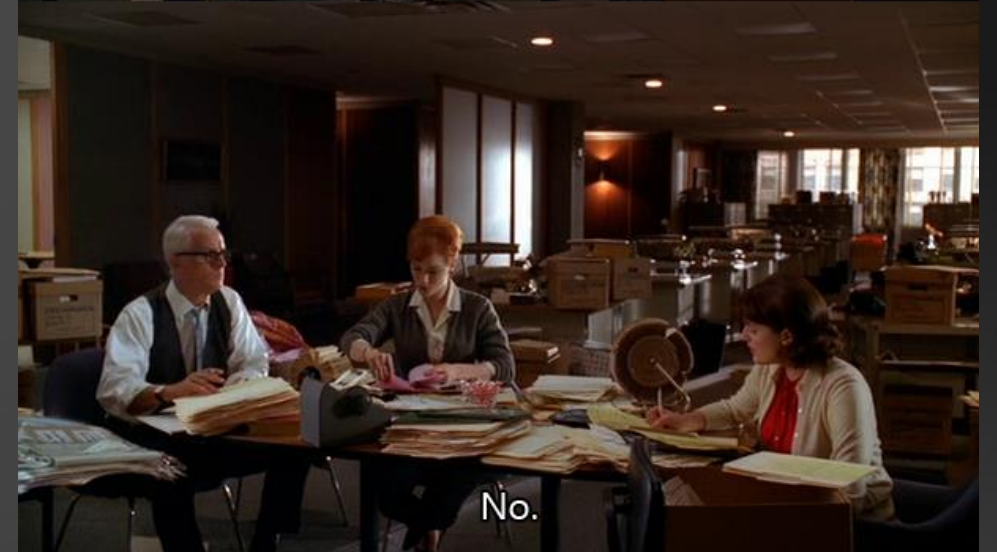




Women Bosses More Likely To Be Called 'Bitchy', 'Emotional', and 'Bossy', Hazel Sheffield. The Independent. March 6, 2015. <https://goo.gl/hS7Wbk>

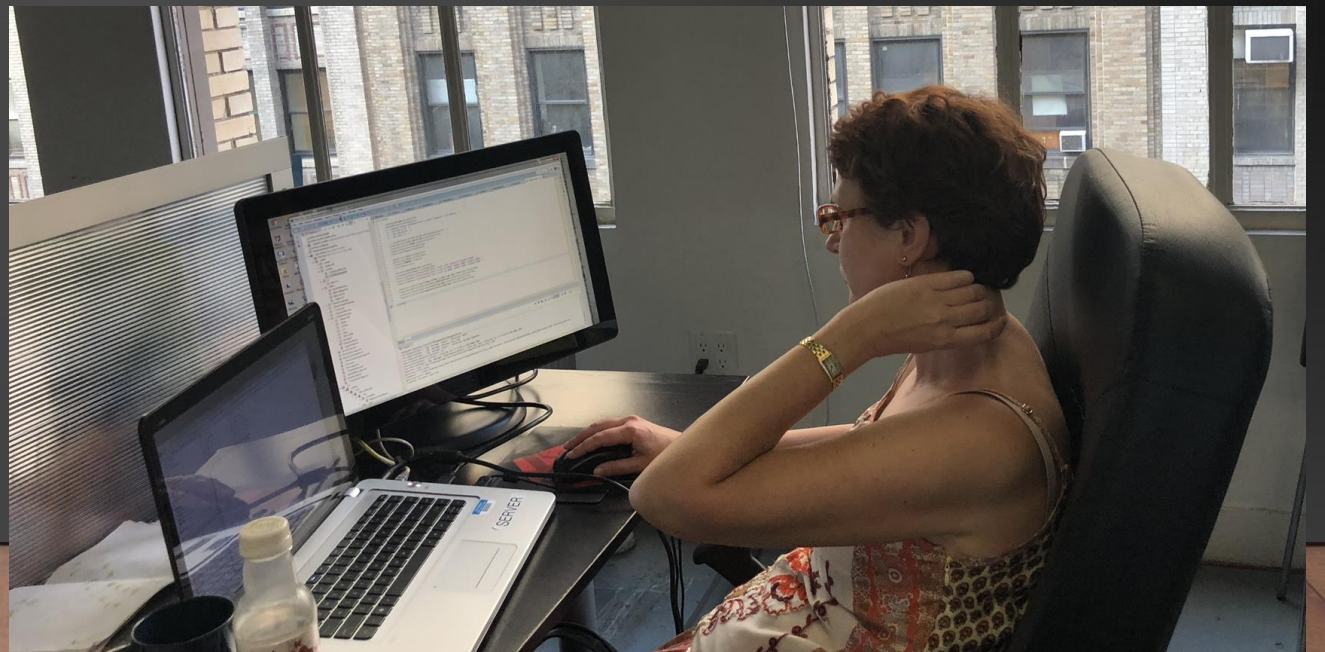
How To Deal And Create A Healthy & Equitable Work Environment

- Call it out.
- Predict and become a NINJA.
- It's okay to say NO.
- Make sure your actions match your words.
- Find your gang. Expand your network.



REVIEW, RAISE, PROMOTION, BENEFITS

- Trent Oliver
*Principal, Managing Director,
Blue Telescope*



REVIEW, RAISE, PROMOTION, BENEFITS

MUSEUM

- What is in it for the Museum?
- How can reviews be gender blind?

YOU

- How to ask for MORE
- Negotiating a raise - begin with a figure

	ASK YOURSELF:	REMEMBER:
The Buildup	<ul style="list-style-type: none"> • How do I feel? • Should I express my emotions? • How might the people across the table feel? • Are they likely to hide or express their emotions? • Should I recruit a third party to negotiate on my behalf? 	<ul style="list-style-type: none"> • It's normal to feel anxious and excited. • Try to avoid expressing anxiety. • Expressing forward-looking excitement may help build rapport. • In emotionally charged situations (such as a divorce), consider having a third party (such as a lawyer) negotiate on your behalf.
The Main Event	<ul style="list-style-type: none"> • What things could happen that would make me feel angry? • What things might I do that would trigger my counterparts to feel angry? • What might they do or ask that would make me feel anxious? 	<ul style="list-style-type: none"> • Be careful about expressing anger; it may extract concessions but harm the long-term relationship. • Avoid angering your counterparts; they are likely to walk away. • Preparing answers to tough questions is critical for staying calm in the moment.
The Finale	<ul style="list-style-type: none"> • What are the possible outcomes of the negotiation? What do I hope to achieve? What do I expect to achieve? • How would those outcomes make me feel? • Should I express those feelings? To whom? • How are my counterparts likely to feel about the possible outcomes? 	<ul style="list-style-type: none"> • To reduce disappointment, outline clear aspirations and expectations and adjust them throughout the negotiation. • When you feel pleased about an outcome, it may be wise to keep it to yourself. • The best negotiators create value for everyone, claiming the lion's share for themselves but making their counterparts feel that they, too, won.
FROM "EMOTION AND THE ART OF NEGOTIATION," DECEMBER 2015		© HBR.ORG

AUTHENTICITY, ANALOGIES, ALLYSHIP, AND FAIL

- **Monica Montgomery**
Founding Director, Museum of
Impact and co-founder of
MuseumHue, MuseumHue

AUTHENTICITY, ANALOGIES, ALLYSHIP, AND FAIL

- Unleashing effect - With the current climate people are looking for more space/allies to speak up when they feel dismissed/run over
- What this power dynamic looks like against our allies of color, and issues with male colleagues. Blind spots and gaslighting
- How to Say “I’m Sorry” and mean it



THANK YOU



General reading:

Big Magic by Elizabeth Gilbert - <https://www.elizabethgilbert.com/>

Blind Spot: Hidden Biases of Good People, Mahzarin R. Banaji and Anthony G. Greenwald. February 2013. <https://goo.gl/xMWxsM>

Driven by Difference: How Great Companies Fuel Innovation Through Diversity. David Livermore, Ph.D. AMACOM, February 17, 2016. <https://goo.gl/DvftVD>

Feminist Fight Club: An Office Survival Manual for a Sexist Workplace, Jessica Bennett. September 2016. <https://goo.gl/u9N5V9>

Harvard Kennedy School's Women and Public Policy Program's Gender Action Portal is a clearinghouse for academic articles that provides scientific evidence—based on experiments in the field and in the laboratory—on the impact of policies, strategies and organizational practices aimed at closing gender gaps in the areas of economic opportunity, politics, health, and education to help translate research into action and take successful interventions to scale. (their language) <http://gap.hks.harvard.edu/>

Inclusion Dividend: Why Investing in Diversity and Inclusion Pays Off. Mark Kaplan. Routledge, June 7, 2013. <https://goo.gl/AQU57f>

Microaggressions in Everyday Life: Race, Gender, and Sexual Orientation. Derald Wing Sue. Wiley, March 8, 2010. <https://goo.gl/7CjTdb>

Project Include has a variety of resources and recommendations for companies and startups at a range of sizes and scales. While focused on the tech industry, their work is comprehensive and applicable to themed entertainment. <http://projectinclude.org/>

Reset: My Fight For Inclusion and Lasting Change, Ellen Pao. Spiegel & Grau, September 19, 2017. <https://goo.gl/9sZzht>

Ten examples of gender bias you may encounter in the workplace, Jack Wallen. Tech Republic, May 7, 2015. <https://goo.gl/P32sXw>

Ten sexist scenarios that women face at work. Laura Bates. The Guardian, July 30, 2014. <https://goo.gl/cnXHCD>

What Gender Barriers Do Millennial Women Face in the Workplace? Kaytie Zimmerman, Forbes, August 18, 2016 <https://goo.gl/KYsGga>

When Talking About Bias Backfires. Adam Grant and Sheryl Sandberg. The New York Times, December 6, 2014. <https://goo.gl/YKqT4V>

Woman/Trans/Femme in the Museum. Journal of Museum Education, Volume 43, Issue 3, 2018. <https://www.tandfonline.com/doi/abs/10.1080/10598650.2018.1488926>

Recruitment/Hiring

Project Include's guidelines on hiring: <http://projectinclude.org/hiring#>

10 Interview Questions to Determine If a Company Is As Inclusive As It Claims, Emily Moore. Fast Company, February 23, 2017. <https://goo.gl/DGgFdu>

Hiring Toolkit, Faculty of Arts and Sciences, Harvard University. <https://goo.gl/RLXwSx>

How To Increase Workplace Diversity. The Wall Street Journal. <https://goo.gl/tuuYZ7>

Rethinking Hiring: Walking the Walk. Elizabeth Merritt. The Center for the Future of Museums blog. AAM July 7, 2016. <https://goo.gl/DFsq7R>

The Labor of Diversity. Nicole Ivy, Ph.D. Museum (AAM). January/February 2016. <https://goo.gl/STqE1J>

Why Women don't Apply for Jobs Unless They're 100% Qualified, Tara Sophia Mohr. Harvard Business Review, August 25, 2014. <https://goo.gl/HgrtGT> (paywall)

<http://gap.hks.harvard.edu/evidence-gendered-wording-job-advertisements-exists-and-sustains-gender-inequality> (good for potential activity at table, if needed/possible)

Gender Decoder for job advertisements: <http://gender-decoder.katmatfield.com/results/f341cc1b-29cc-4745-8a4d-03b292c7f14c>

The Meeting Battlefield

How Not To Be 'Maninterrupted' In Meetings, Jessica Bennett, Time Magazine, January 20, 2015. <https://goo.gl/svmwst>

Quiet: The Power of Introverts in a World That Can't Stop Talking. Susan Cain. Crown. January 24, 2012. <https://goo.gl/R6uAX8>

Speaking While Female, Sheryl Sandberg and Adam Grant. The New York Times, January 12, 2015. <https://goo.gl/tMLe5r>

Why Women Apologize More Than Men: Gender Differences in Thresholds For Perceiving Offensive Behavior, Karina Schumann and Michael Ross. Psychological Science, Volume 21: Issue 11. September 20, 2010. <https://goo.gl/NPKc19>

Women at work: How to make yourself heard, Podcast hosted by Sarah Green Carmichael, Harvard Business Review, JANUARY 30, 2018 <https://hbr.org/ideacast/2018/01/women-at-work-make-yourself-heard>

Women keep getting interrupted in meetings. Here's how to stop it, Monica Torres, The Ladders, Mar 7, 2017 <https://www.theladders.com/career-advice/finally-good-advice-women-can-handle-getting-interrupted-meetings>

The Social Sinew of Work

Are After-Work Drinks A Conspiracy Against Women?, Lauren Collins. The New Yorker, September 6, 2016. <https://goo.gl/5PZLG5>

15 Microaggressions Women Face On a Daily Basis, Because They All Add Up To an Unequal Society, Suzannah Weiss. Bustle, October 26, 2015. <https://goo.gl/qWR8fD>

The Power Of Spoken Words, Dr. Hyder Zahed. Huffpost, February 13, 2015. <https://goo.gl/REnyao>

Things You Think Aren't Sexist But Really Are. Ruth Burr. Blog. March 25, 2013. <https://goo.gl/Sppmbp>

Violence Against Women: It's a Men's Issue. Jackson Katz. TED Talks. Originally filmed November, 2012. <https://goo.gl/LqWdhn> See also Valentina Katz' Fortune Article about his language flip with regards to sexual violence against women, at <https://goo.gl/XGhJuv> Both have discussions regarding gendered language and its impact. (Content warning for both references)

Women Bosses More Likely To Be Called 'Bitchy', 'Emotional', and 'Bossy', Hazel Sheffield. The Independent. March 6, 2015. <https://goo.gl/hS7Wbk>

Review, Raise, Promotion, Benefits

<https://aamd.org/our-members/from-the-field/gender-gap-report-2017>
<https://www.nytimes.com/2017/03/22/arts/design/gender-gap-persists-at-largest-museums.html>
https://nmwa.org/sites/default/files/shared/getthefacts_master-statistics_5womenartists.pdf

The abrasiveness trap: High-achieving men and women are described differently in reviews. Kieran Snyder. Fortune, August 26, 2014. <https://goo.gl/Sq1GL3>

The new subtle sexism towards women in the workplace, Eric Jaffe. Fast Company. June 2, 2014. <https://goo.gl/3MM3P1>

Finally, More Women Are Asking For Raises, But There's a Catch. Michelle Ma. The Wall Street Journal. October 10, 2017 <https://goo.gl/UoiEij>

As Women Take Over a Male-Dominated Field, the Pay Drops. Claire Cain Miller. The New York Times. March 18, 2016. <https://goo.gl/7wbmKn>

Nice Girls Don't Ask. Linda Babcock, Sara Laschever, Michele Gelfand, and Deborah Small. Harvard Business Review. October, 2003. <https://hbr.org/2003/10/nice-girls-dont-ask>

Bias Suit Could Boost Pay, Open Promotions For Women At Google. Nitasha Tiku. Wired. September 14, 2017. <https://goo.gl/azctEU>

12 things employers can do to improve gender equality at their workplace. Oliver Staley. Quartz. June 22, 2016. <https://goo.gl/CMfjX4>

Your Benefits Can Reduce Gender Inequality in the Workplace. Anthony Jeanetta. The Olson Group (blog). April 4, 2017. <https://goo.gl/8mkyQn>

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Authenticity, Allyship, and Failure

A TV Executive Sexually Assaulted Me: A Critic's Personal Story, by Maureen Ryan. Variety, October 18, 2017. <https://goo.gl/ZNQ9k3>

Gaslighting at work – when you think you are going crazy. Samantha Young. LinkedIn. July 22, 2016. <https://goo.gl/t9pbbS>

Harvey Weinstein, Milo Yiannopoulos, and the era of unleashing. Ezra Klein. Vox. October 6, 2017. <https://goo.gl/oQPzak>

Unleashed. Cass R. Sunstein. SSRN. August 22, 2017.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3025749

Why do women bully each other at work? Olga Khazan. The Atlantic. August 2, 2017 <https://www.theatlantic.com/amp/article/534213/>

How to Apologize, a Guide for Men Eve Peyser. Vice. November 13, 2017
https://www.vice.com/en_us/article/3kv4aj/how-to-apologize-a-guide-for-men

Gender Decoder for job advertisements: <http://gender-decoder.katmatfield.com/results/f341cc1b-29cc-4745-8a4d-03b292c7f14c>