



# DIVERSITY AND INCLUSION IN TECHNOLOGY

Aalto University lecture series: The  
Future of Technology and Finland

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Founder, Inklusiiv

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**Inklusiiv is a community with a mission to advance diversity and inclusion in working life.**

In our community, we share knowledge and best practices, conduct research, organize events, and carry out different projects and campaigns on diversity and inclusion.



**Katja Toropainen**  
Founder, Inklusiiv  
Ex-Chief Curator at Slush



**What could be a solution to:**

- 1. Talent attraction**
- 2. Better tech products**
- 3. More successful businesses**

**What do we mean by Diversity and Inclusion?**

# Diversity

Means differences in, for example, age, gender, sexual orientation, nationality, religion, experience, education, life situation, physical limitations, and many other aspects. It simply means differences that appear throughout an organization:

- Demographic factors
- Experiential factors
- Cognitive factors

# Inclusion

**Inclusion is the achievement of a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the organization's success.**

**Inclusion fosters openness, psychological safety and a sense of belonging, welcoming new ideas and making sure that everyone's voice is being heard. Inclusion creates an environment where psychological safety enables vulnerability and constructive conversation.**

**"Diversity is being invited to the party, inclusion is being asked to dance."**

– Vernā Myers  
VP, Inclusion Strategist at Netflix





# Psychological safety is trending since Google study



Source: Google Aristotle project



# Why is D&I important?

**Diversity & Inclusion builds better  
organizations**

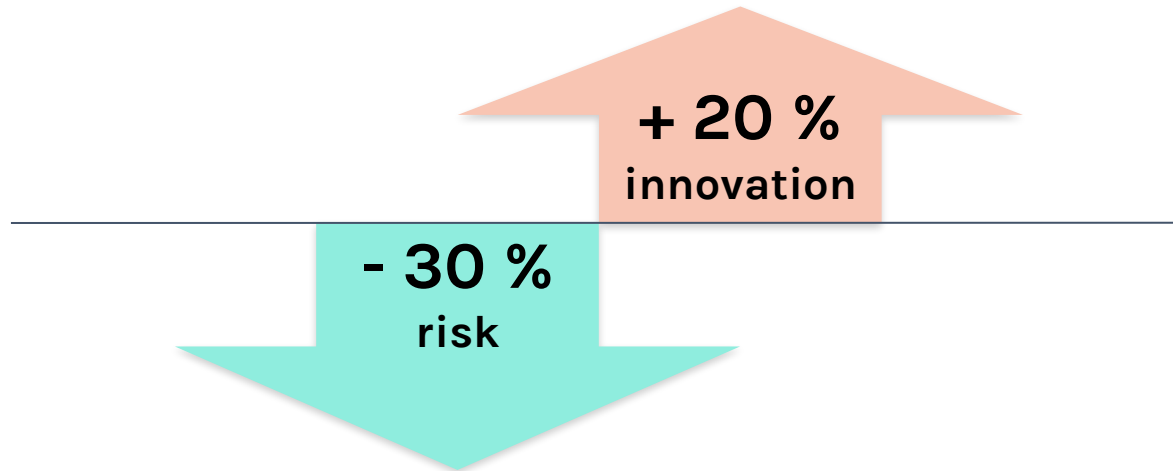
Global research proves that diversity increases innovation, improves decision-making, produces better financial results, and boosts effective problem solving

**Deloitte.**  
The Value of Diversity



**Forbes**

McKinsey  
& Company



# The case for an inclusive culture is strong

(Deloitte 2018)

Organizations with inclusive cultures are:



2x

as likely to meet or  
exceed financial targets



3x

as likely to be  
high-performing



6x

more likely to be  
innovative and agile



8x

more likely to achieve  
better business outcomes

Source: Juliet Bourke, *Which Two Heads Are Better Than One? How Diverse Teams Create Breakthrough Ideas and Make Smarter Decisions* (Australian Institute of Company Directors, 2016).

# The UN Sustainable Development Goals are directly linked to diversity and inclusion:

- Gender equality
- Wellness
- Climate change
- Non-discrimination



## Google Photos labeled black people 'gorillas'

Jessica Guynn | USA TODAY  
Updated 2:50 PM EDT Jul 1, 2015

## Even unicorns need a moral compass: Uber and the ultimate toxicity of sexism

By John Mancini • June 24, 2017

TECH • FORTUNE 500

## Leaked Emails Say Apple Has 'Sexist' and 'Toxic' Work Environment

By DON REISINGER September 15, 2016

## The deadly truth about a world built for men - from stab vests to car crashes

Crash-test dummies based on the 'average' male are just one example of design that forgets about women - and puts lives at risk

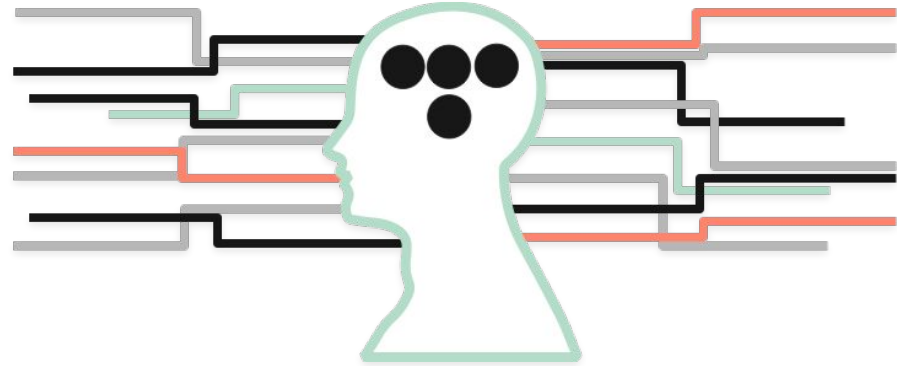




# Why are we still exclusive?

Cognitive filters allow the mind to **unconsciously prioritize, generalize, and dismiss** large volumes of input.

**Unconscious bias** are social stereotypes formed outside of our conscious awareness. They stem from our tendency to organize social worlds by categorizing.





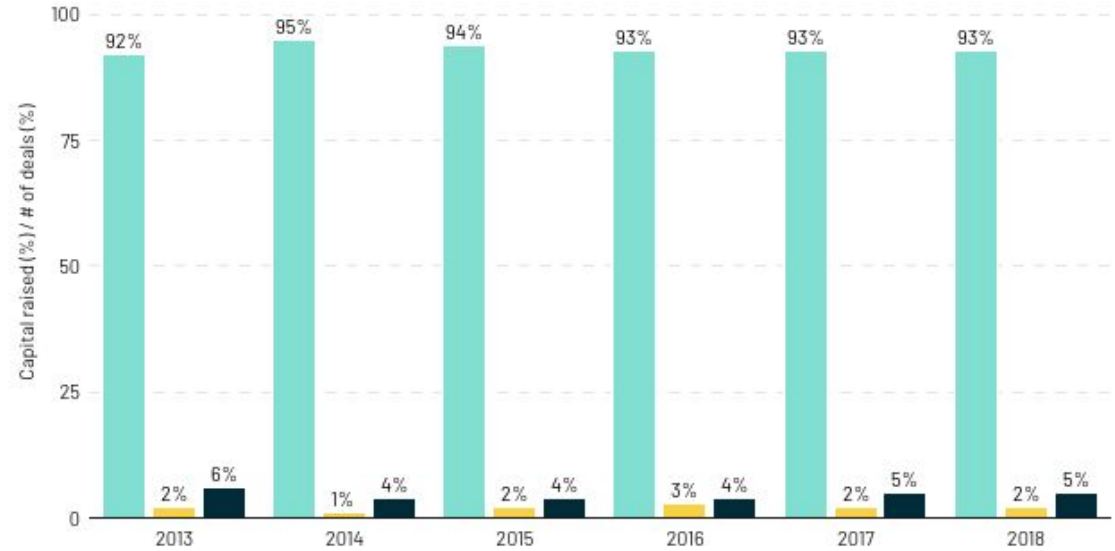
## Capital raised and # of deals by founding team gender (%)

### DATASET

Capital raised

### LEGEND

- Male
- Female
- Mixed



**92% of all capital in European tech went to all-men founding teams in 2019**

Source: State of European Tech 2019

**50% of women in tech leave the industry by the age of 35.  
37% cite the non-inclusive work culture as the primary reason.**

**Resetting Tech Culture 2020 by Acceenture and Girls who Code**

News 29.11.2018 14:50 | updated 29.11.2018 14:50

## **Finland among most racist countries in EU, study says**

Compared to 11 other European countries, Finnish residents with African backgrounds experience the most racism, according to a new EU report.

Source: Yle

## **Finnish labour markets are unusually gendered, says professor**

FINLAND / 10 APRIL 2019

Source: Helsinki Times

News 5.1.2017 17:42

## **Study: Close to two-thirds of Finnish girls reject future career in science or technology**

New findings suggest that a majority of Finnish girls are interested in maths, physics and technology, but do not wish to study them in higher education or pursue them as a career.

Source: Yle



# What can we do?

**Inclusion is not just a state of  
mind – it requires concrete  
actions from individuals and  
organizations.**

# Building inclusion requires **active** efforts in every function of the organization. Both internally and externally. Including:

HR practices and processes

Data, measurement, goals

Awareness and education

Strategy

Culture and values

Marketing & comms  
(internal and external)

Accessibility

Inclusive leadership

**"If you cannot talk about gender, ethnicity and other different aspects of diversity and inclusion, you cannot lead in five years. If you are not having difficult conversations about hard topics that make you uncomfortable, that is the definition of privilege."**

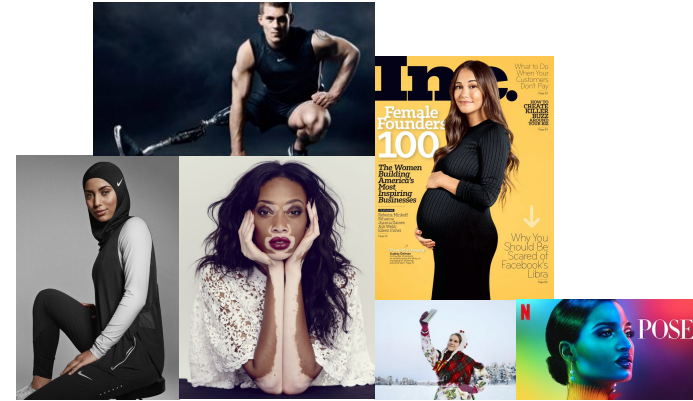
Brené Brown

*Nordic Business Forum Fall 2019*



# A few steps to get started

1. Start the conversation and raise awareness about the topic
2. Learn about unconscious biases
3. Hire culture adds, not culture fits
4. Consider diversity of product development teams
5. Pay attention to inclusive brand, visuals and communications
6. Advance inclusion, otherwise the diversity will walk away



**I want to imagine a future where tech products work for all people and  
where all people can work in tech.**



# Thank you!

Find out more: [inklusiiv.org](https://inklusiiv.org)



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