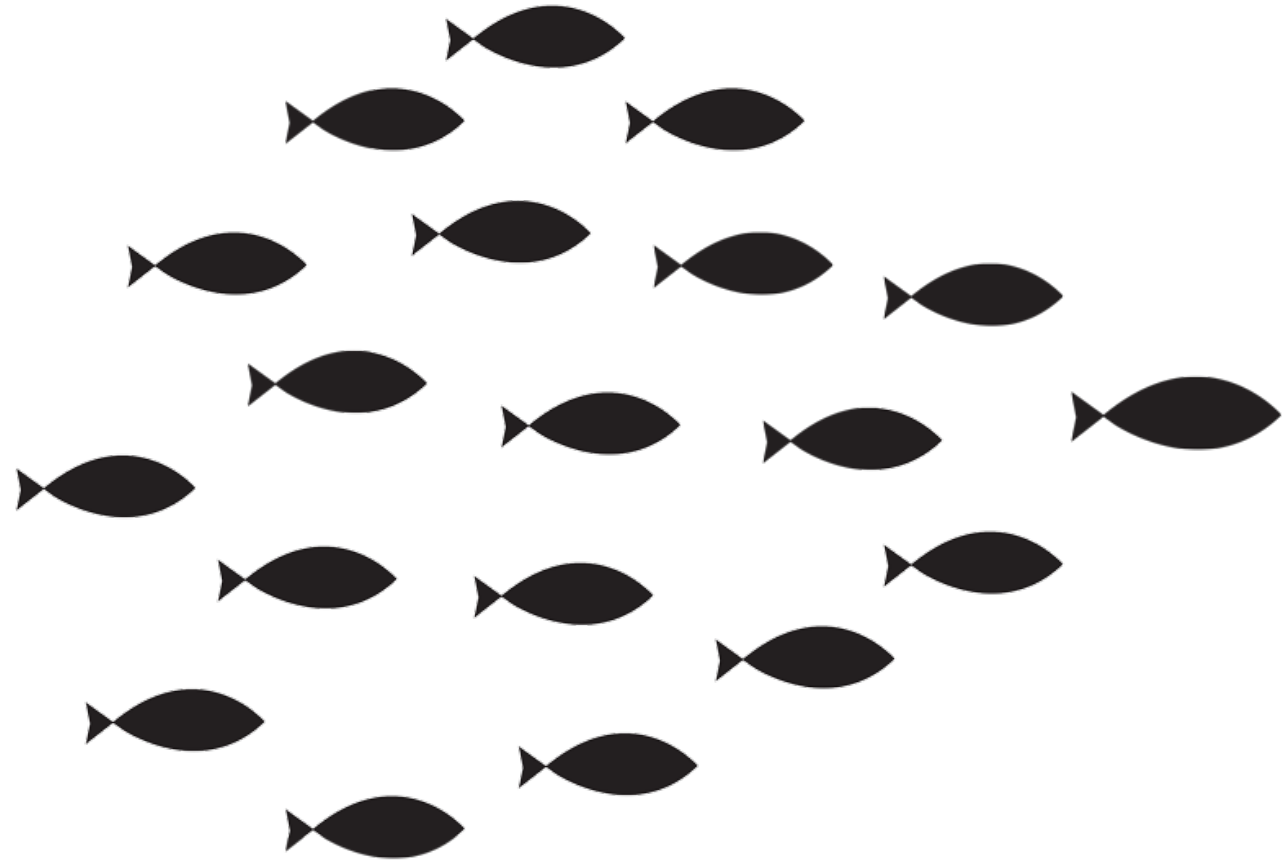


Inspire Inclusion & Belonging: 6 Concrete Action Items That Will Empower You

Mihae Ahn, MBA

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An iceberg floating in the ocean. The small tip above the water represents the conscious mind, while the much larger submerged part represents the subconscious and unconscious mind. The sky is blue with white clouds, and the water is a clear blue-green.

Conscious Mind 5%

- Planning
- Willpower
- Critical thinking
- Short-term memory
- Judgement/Decisions

Subconscious & Unconscious Mind 95%

- Habits and Patterns
- Automatic Body Function
- Creativity
- Emotions
- Personality
- Beliefs and Values
- Cognitive Biases
- Long-term Memory

Where we are now...

- 8% of CEO positions in the S&P 500 held by women.
- 5.4% of CEO positions globally held by women.
- In Canada, there are more CEOs named “Michael” than female CEOs.
- Only 11% of the Google image search results of "CEO" was women.
- The 100-million-word British National Corpus has 2:1 male to female pronoun ratio.
- The 520-million-word Corpus of Contemporary American English also has 2:1 male to female pronoun ratio.

The 6PM (6-Pillar Marketing) Framework



The Roof:
Working with your data

6. Analyze your data

The Rooms:
Creating & executing your marketing strategy

5. Grow with your delighted audience

4. Delight your engaged audience

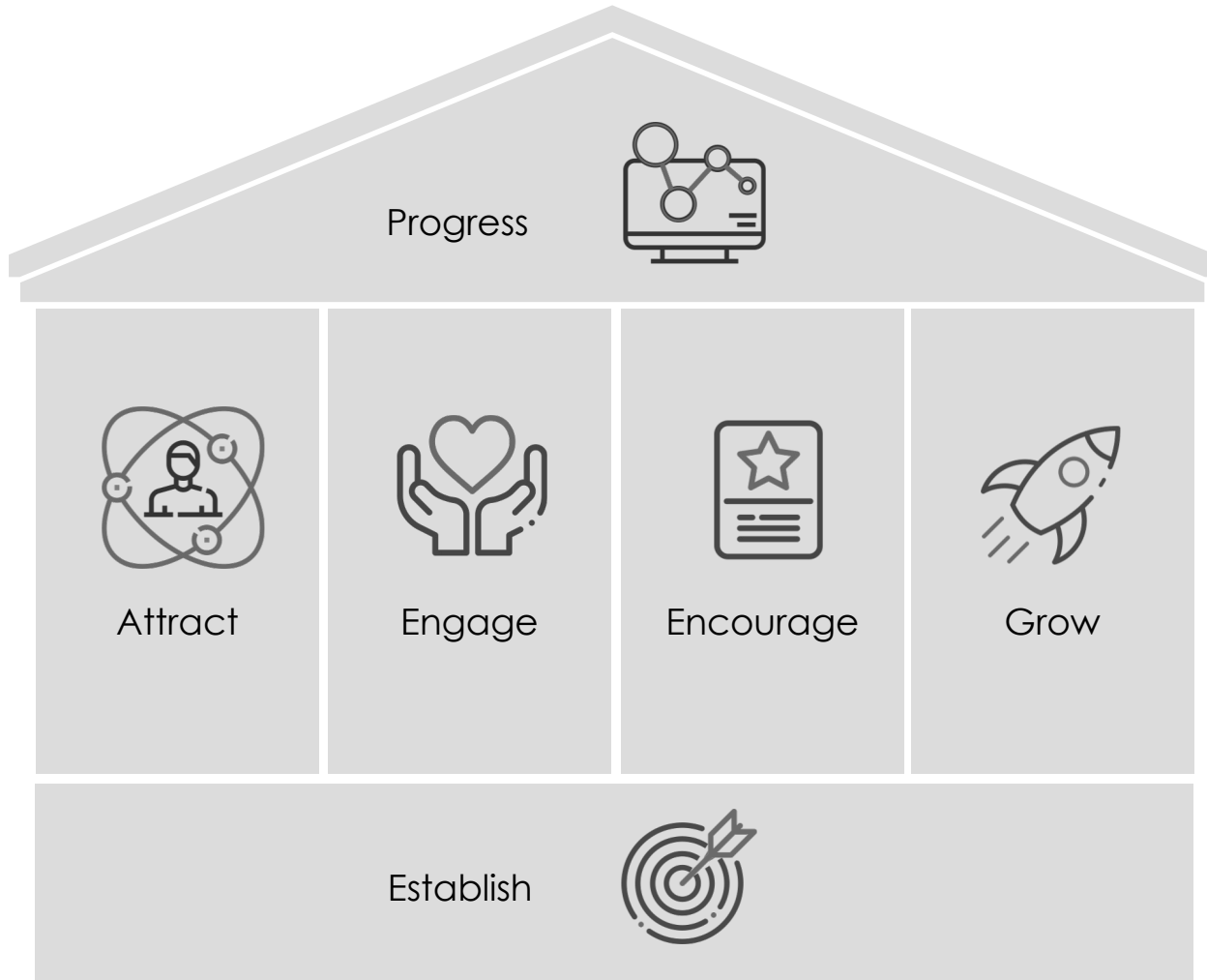
3. Engage your attracted audience

2. Attract your target audience

The Foundation:
Working on your branding

1. Establish desired perception

The 6-Pillar DEIBA Framework



Progress, Not Perfection

Grow Your Women

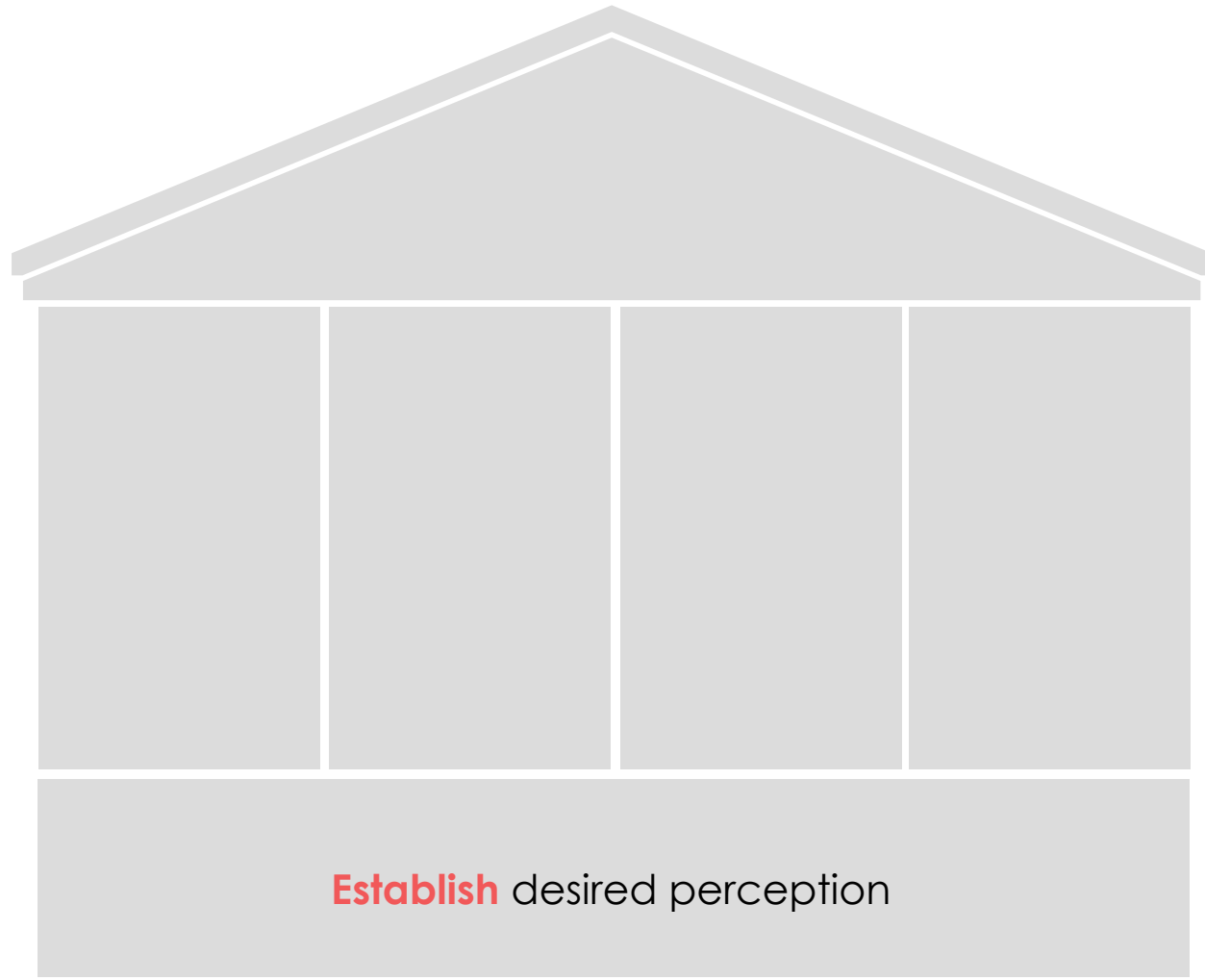
Encourage Belonging, Not Fitting In

Engage to Inspire Inclusion

Attract to Increase Diversity

Establish desired perception

The 6-Pillar DEIBA Framework

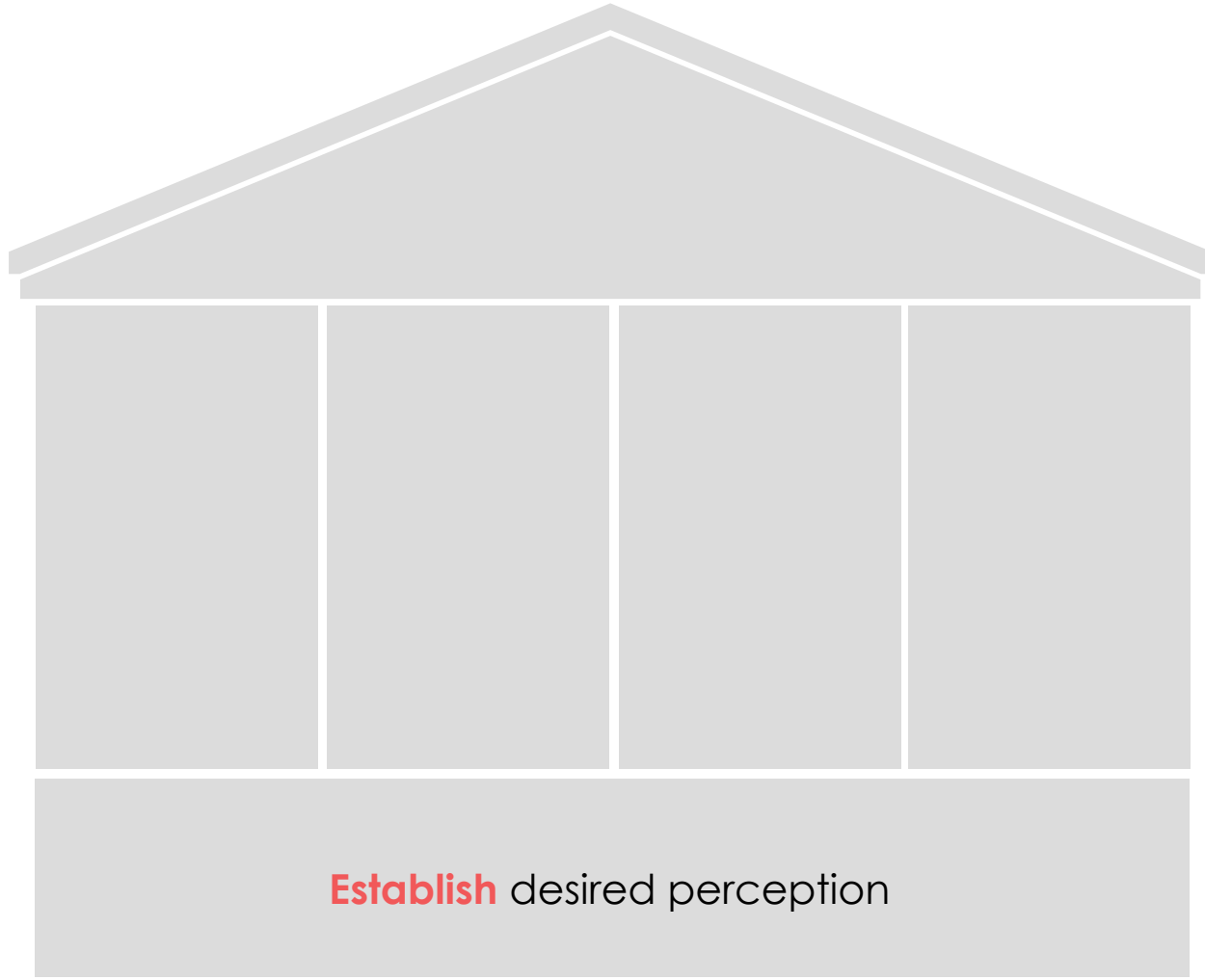




<https://shop.mattel.com/en-ca/pages/barbie-dream-gap>

“We need to see brilliant women being brilliant. And see how they got to where they are. To imagine ourselves doing what they do.”

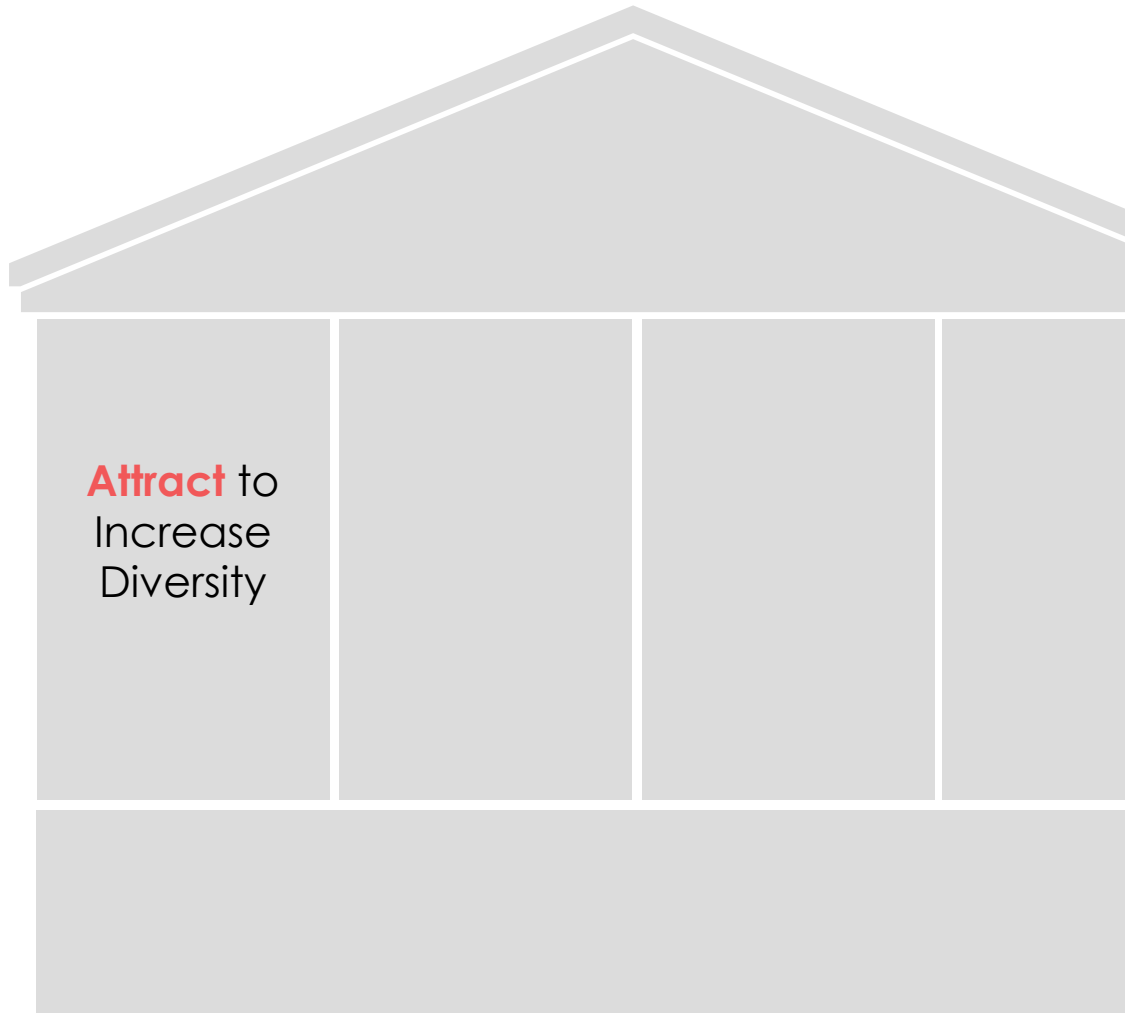
The 6-Pillar DEIBA Framework



Action Item:

Think about what stories you can share that can create connections and desired perception.

The 6-Pillar DEIBA Framework



Rekha Narang (She/Her) · 1st
Director, Partner Technology Microsoft
1w · Edited · 🌐

Excited to share that there is an opening in my team for a Business Applications Solution Architect!

This role will primarily be focused on driving the adoption of Power Platform through our partner ecosystem across LATAM, US and Canada.

There are many barriers that get in the way of inclusive hiring and I encourage you to not self-select out if you don't check all the boxes.

There has literally never been a more exciting time to be working at Microsoft - so grateful to be here!

<https://lnkd.in/d5u85DPD>

[Swathi Guduru](#)

[#diverseworkforce](#) [#msftadvocate](#) [#careerintech](#) [#dreamjob](#)
[#dreamteam](#) [#ItsTime](#)

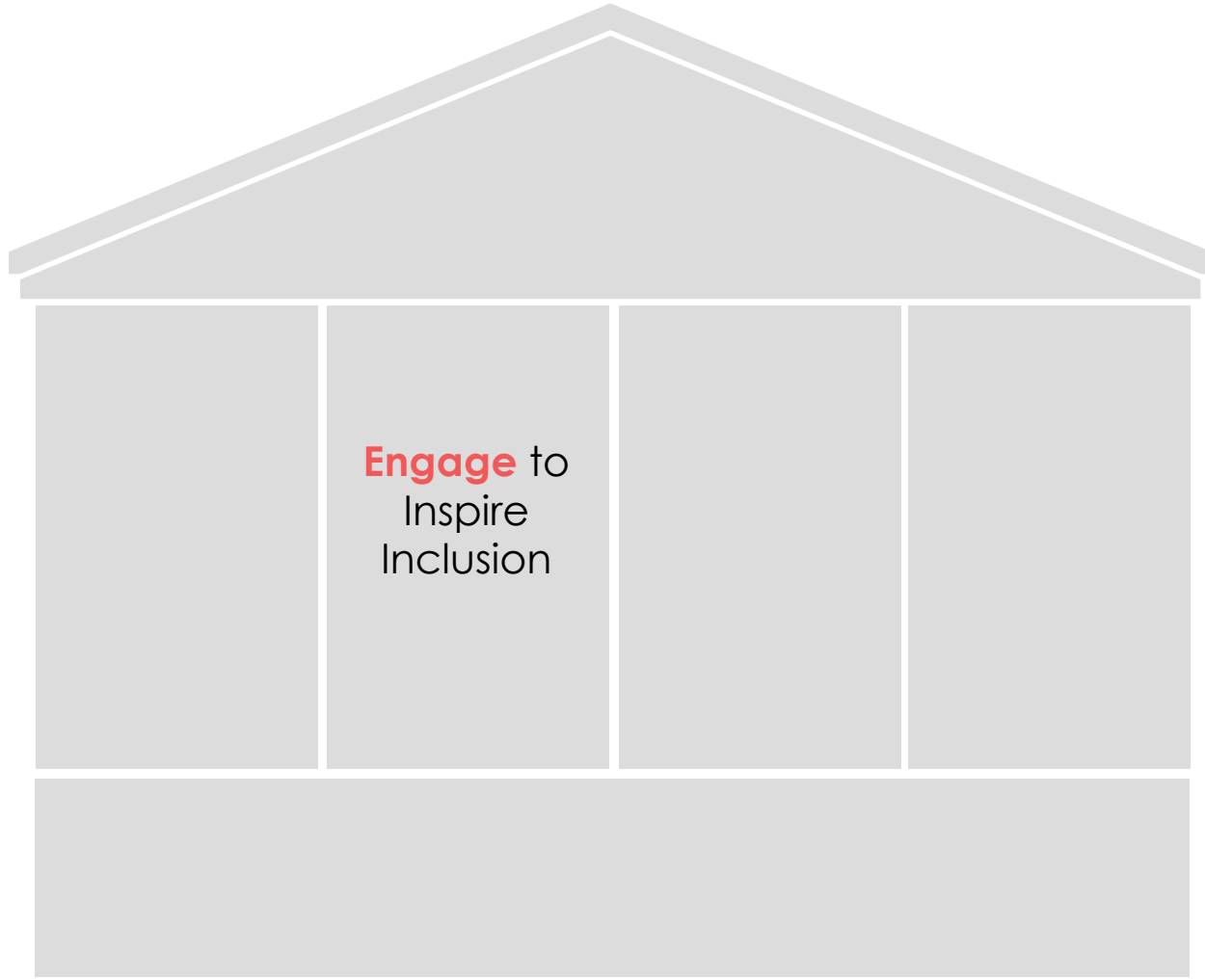
The 6-Pillar DEIBA Framework



Action Item:

What intentional language can you use in your professional and personal life to aspire the changes you'd like to see?

The 6-Pillar DEIBA Framework

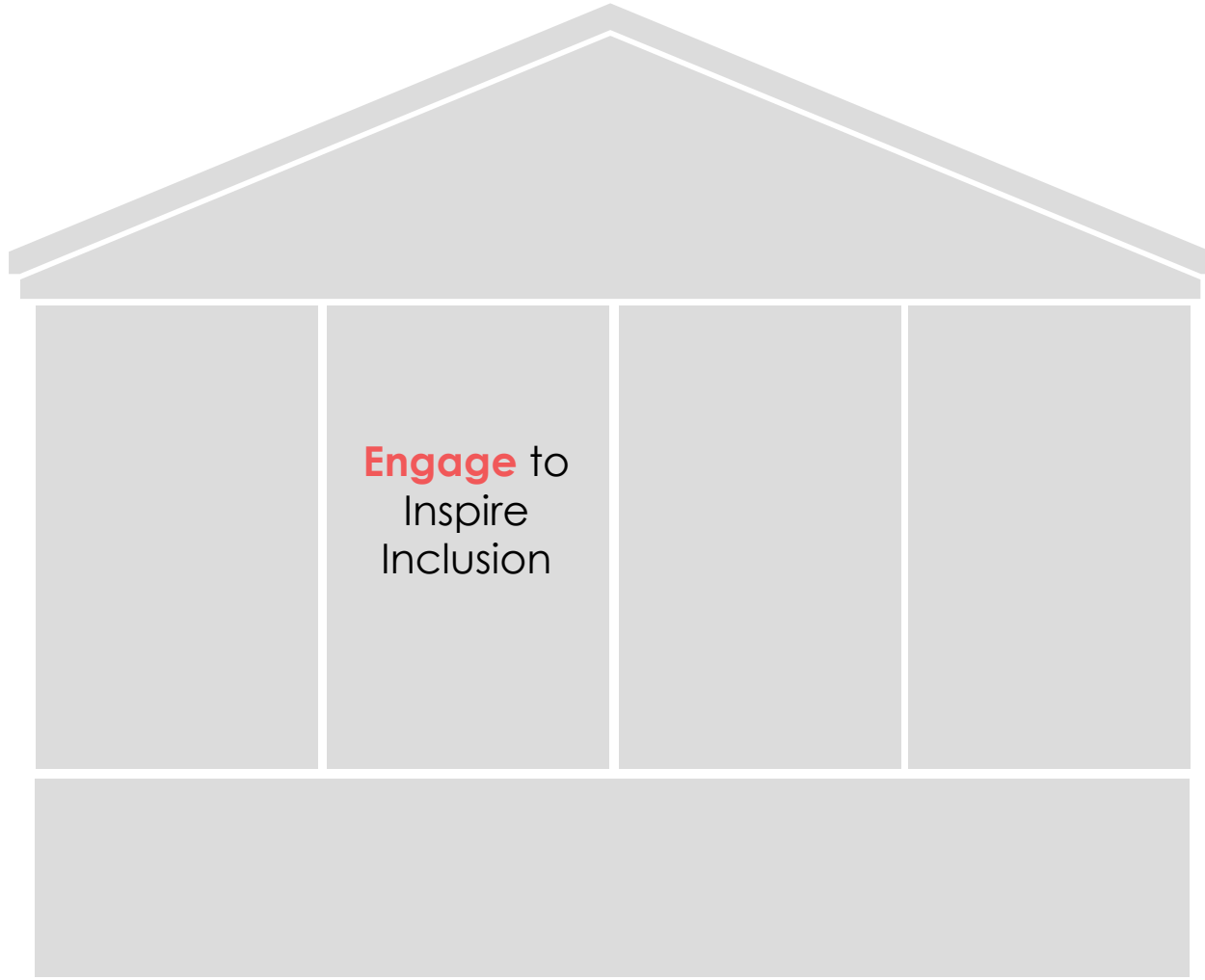


*“Diversity is being asked to
the party, Inclusion is being
asked to dance. ®”*

Vernā Myers

Former VP of Inclusion Strategy, Netflix
Best Selling Author

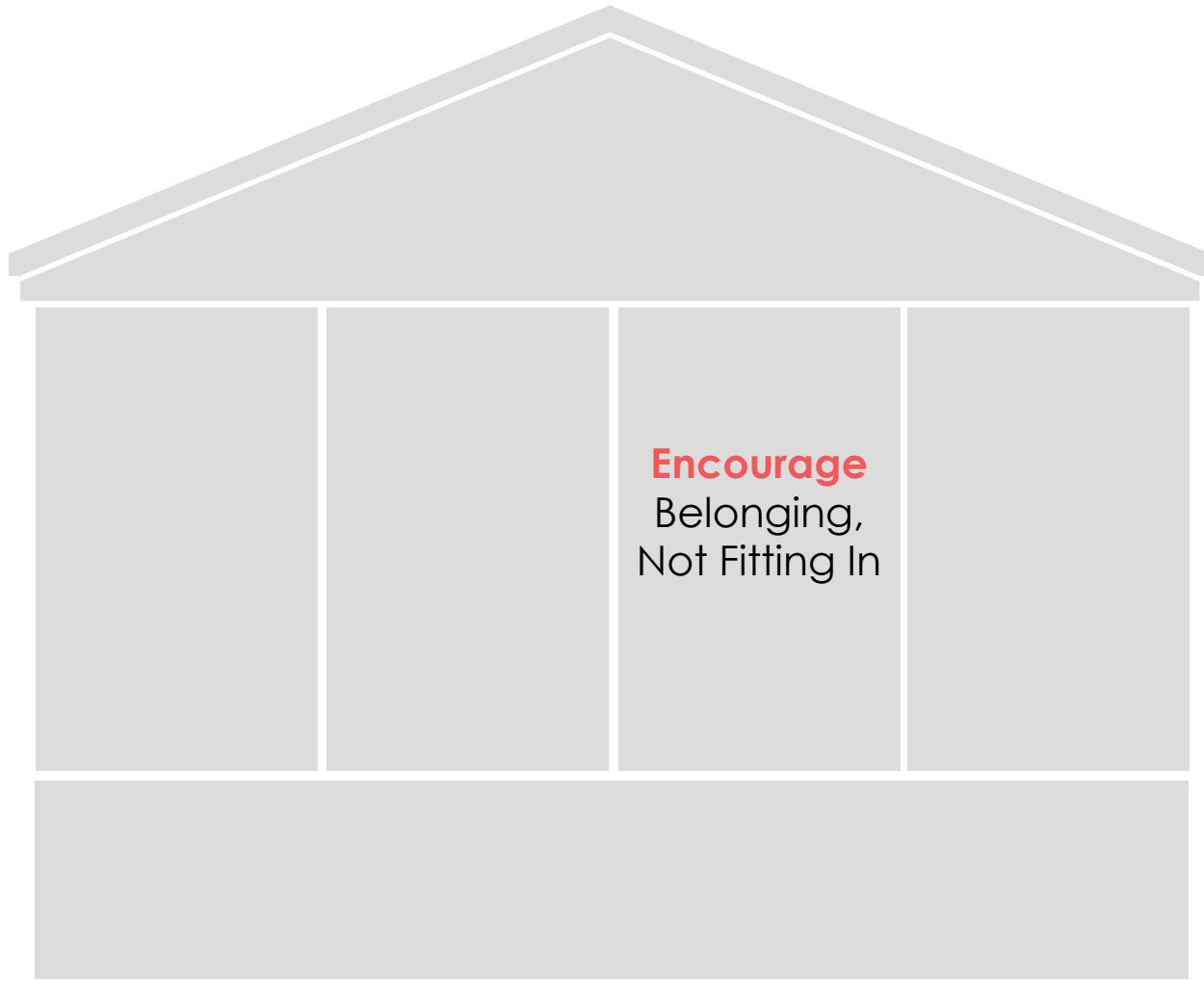
The 6-Pillar DEIBA Framework



Action Item:

What actions can you take to be inclusive and avoid making certain group of people feel excluded?

The 6-Pillar DEIBA Framework

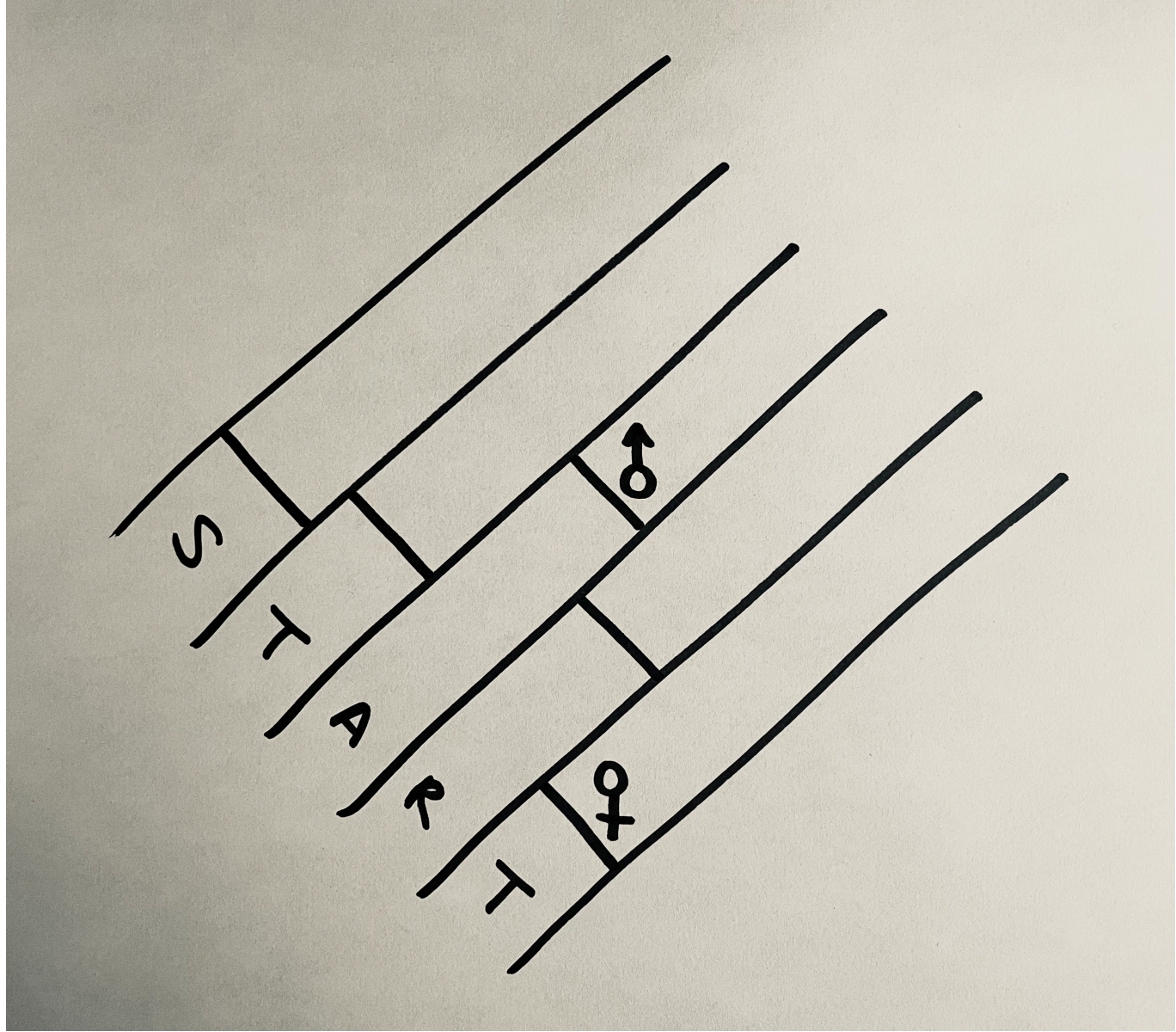


“Fitting in is about assessing a situation and becoming who you need to be in order to be accepted.”

Belonging ... doesn't require us to change who we are; it requires us to be who we are.”

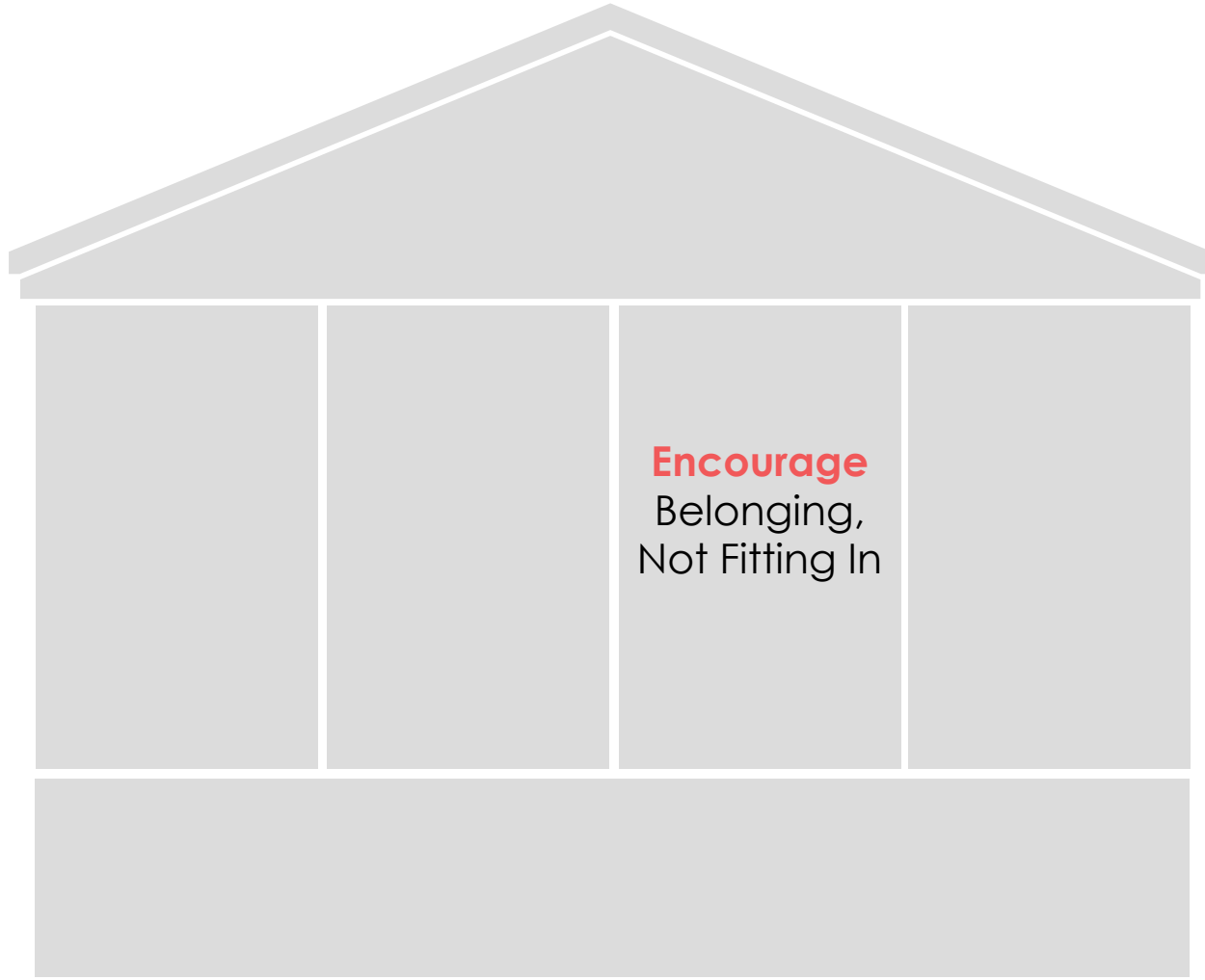
Brené Brown

#1 New York Times Best Selling Author



72% of women said they have worked for a company where “bro culture” is “pervasive,” while only 41% of men said the same.

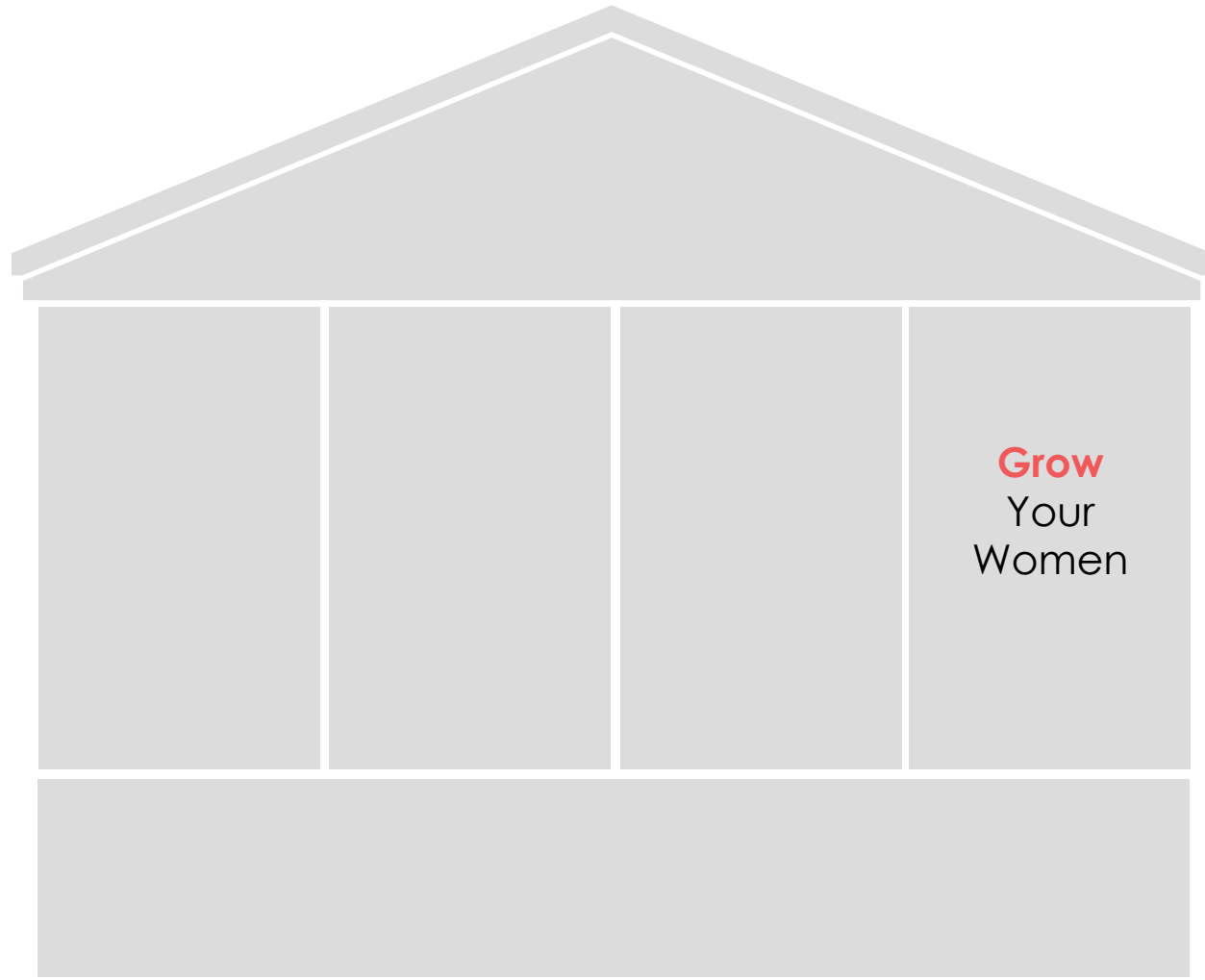
The 6-Pillar DEIBA Framework



Action Item:

Who are your allies and how can you invite them to your cause? And who can you be an ally for? How can you help create the sense of belonging for them?

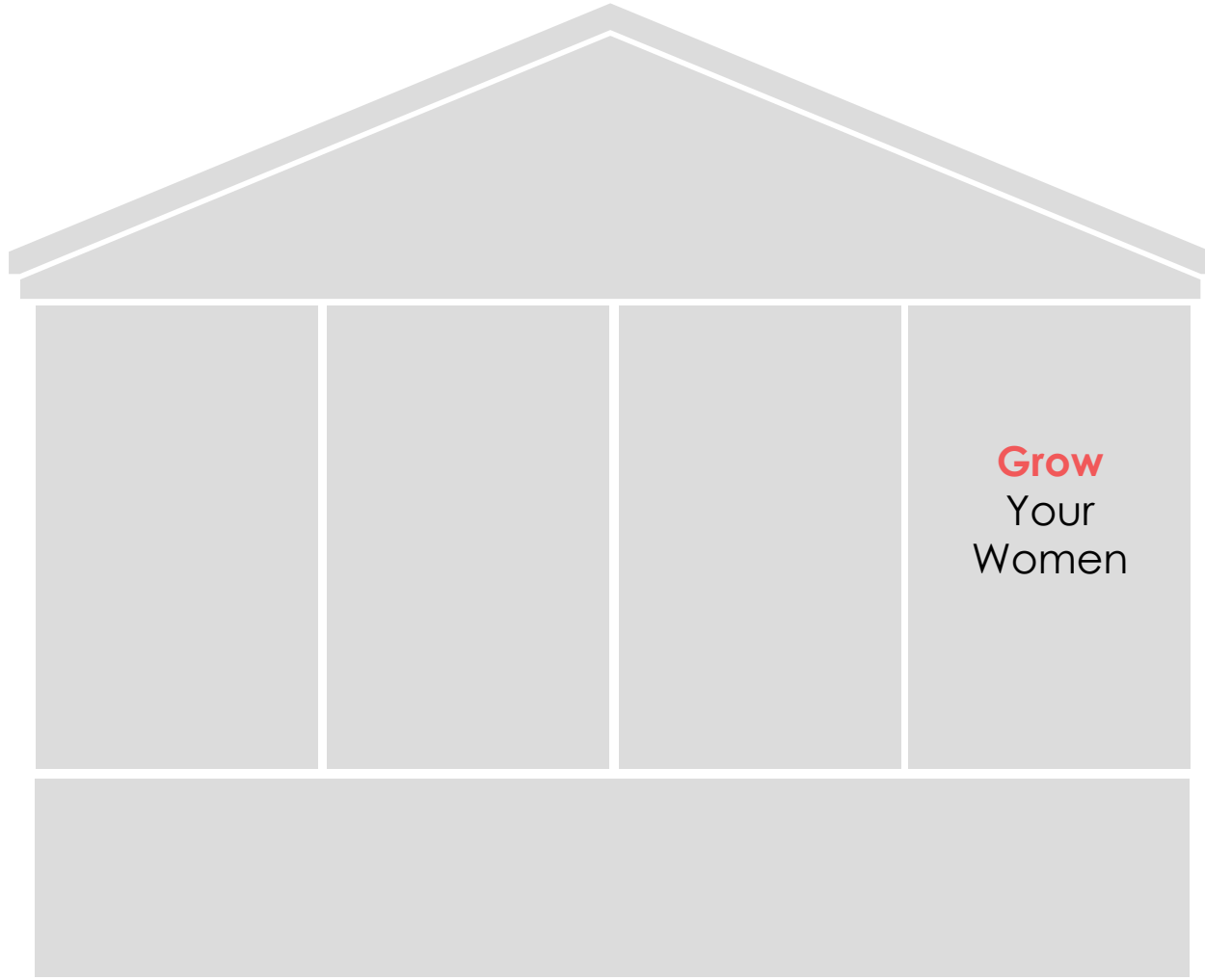
The 6-Pillar DEIBA Framework



Where we are now in the tech industry...

- For every 100 men promoted to Manager, only 87 women get the same promotion.
- None of the 'Big Five' US tech firms—Alphabet, Apple, Meta, Amazon, and Microsoft—have had a female CEO.
- Only 25% of C-level leaders are women, and a mere 5% represent racial minority females.

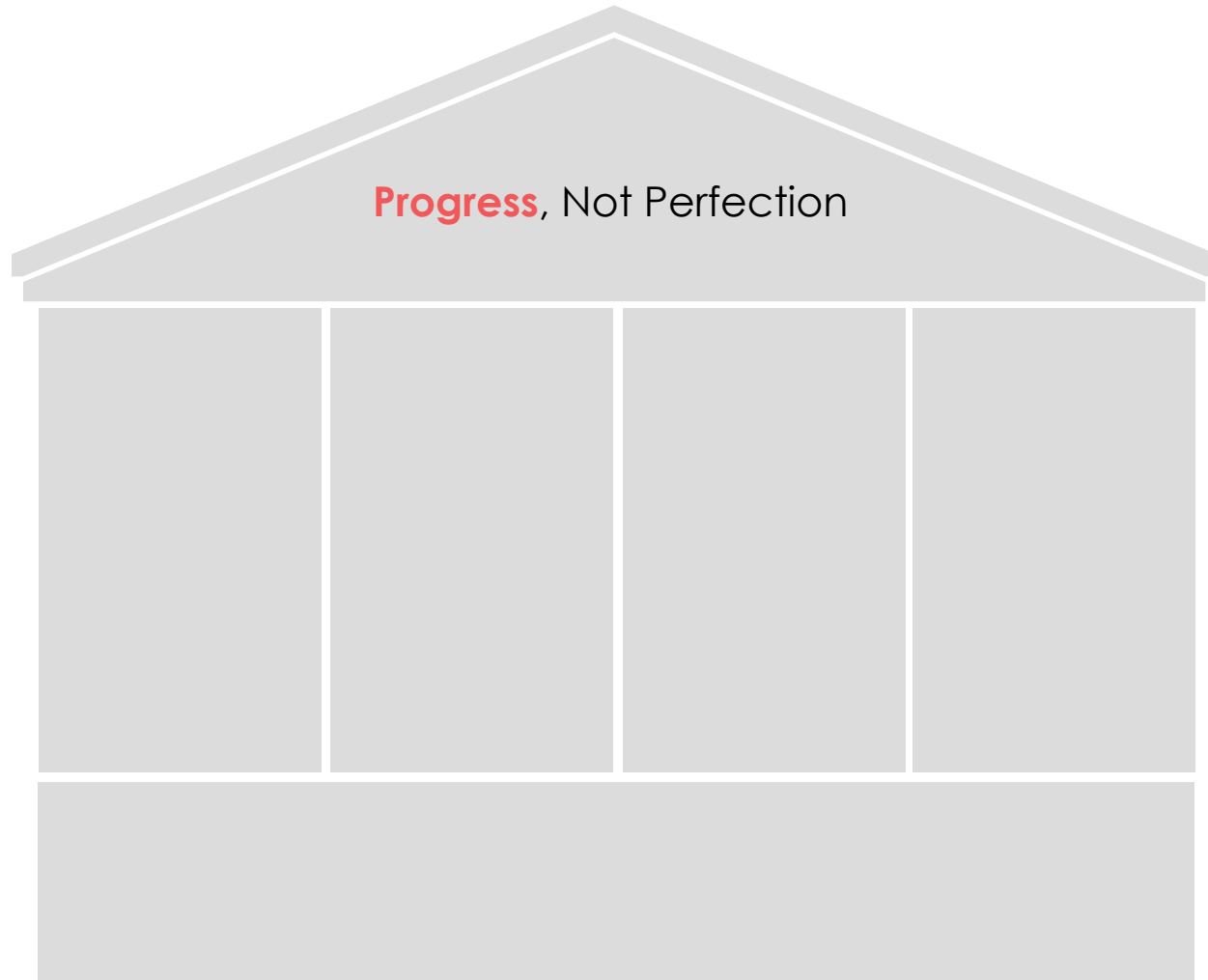
The 6-Pillar DEIBA Framework



Action Item:

How we can support each other to grow in their career and life in general?

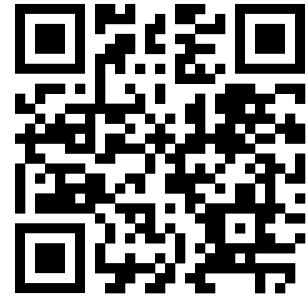
The 6-Pillar DEIBA Framework



Action Item:

Celebrate the progress, no matter how small they are.

The 6-Pillar DEIBA Framework



Progress, Not Perfection.

Celebrate the progress, no matter how small they are.

Increase Diversity.

What intentional language can you use in your professional and personal life to aspire the changes you'd like to see?

Inspire Inclusion.

What actions can you take to be inclusive and avoid making certain group of people feel excluded?

Encourage Belonging.

Who are your allies and how can you invite them to your cause? And who can you be an ally for? How can you help create the sense of belonging for them?

Grow Your Women.

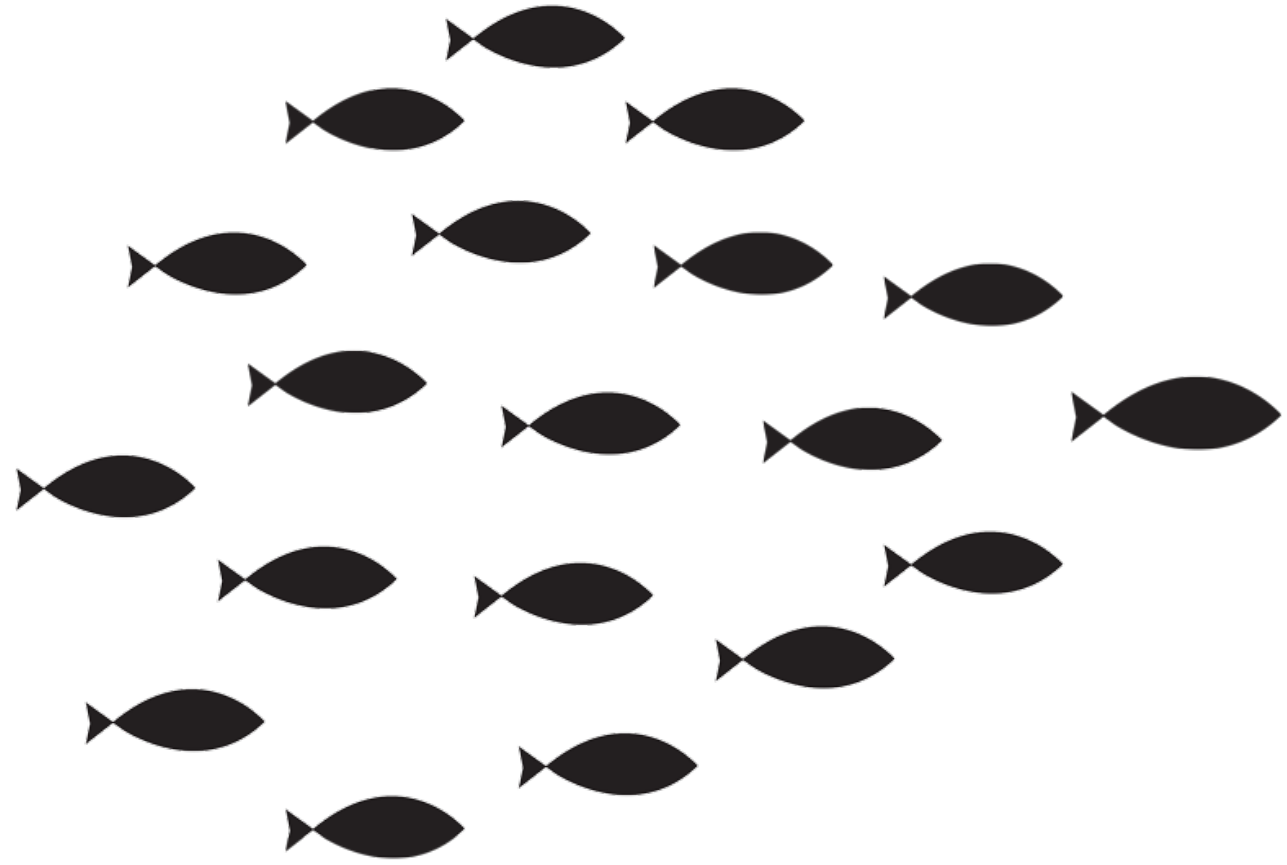
How we can support each other to grow in our career and life in general?

Perception is not reality.

Think about what stories you can share that can create connections and desired perception.

Resources

- The Dream Gap Project by Barbie/Mattel
 - <https://shop.mattel.com/en-ca/pages/barbie-dream-gap>
- Be One of Many – Campaign by Mercedes-Benz in celebration of International Women's Day
 - <https://youtu.be/sb852rvF3R0?si=qInNmQ8HHGjsKIEq>
 - <https://youtu.be/jE1IVpTGTzg?si=dgBMIL0gPTUOvbYx>
- [Women in the Workplace 2023](#) – Research Report by McKinsey and LinkedIn.Org
- [Women in Tech Stats 2024](#) – Research findings by WomenTech Network
- [Invisible Women](#) by Caroline Criado Perez
- [Daring Greatly](#) by Brené Brown
- [Just Work](#) by Kim Scott
- [Hood Feminism](#) by Mikki Kendall
- International Women's Day official website: <https://www.internationalwomensday.com/>





<https://www.mihaeahn.com/books>



Mihae Ahn, MBA is Vice President of Marketing at ProServeIT Corporation, a technology consulting firm based in Greater Toronto Area, Canada. With her interest and commitment for equity, diversity, inclusion, and belonging (EDIB), she has also assumed an unofficial role of Chief Diversity Officer. During the day at work, Mihae partners with technology giants like Microsoft and Meta to help organizations adopt cutting edge technologies, and leads various EDIB initiatives. In the evening, she spends time with her daughter and husband, and works on her next book.

www.proserveit.com