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Connect to
Protect

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From Pigtails, to Prom, to a Cyber Career: What About Your Daughter?

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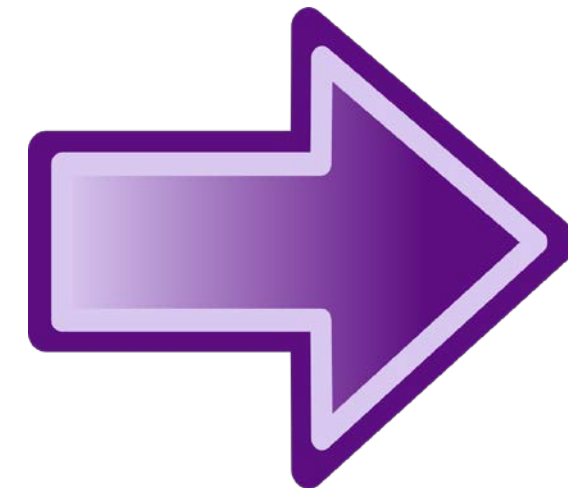
#brainbabe (brainbabe.org)

@DeidreDiamond

Let's Look At The Numbers

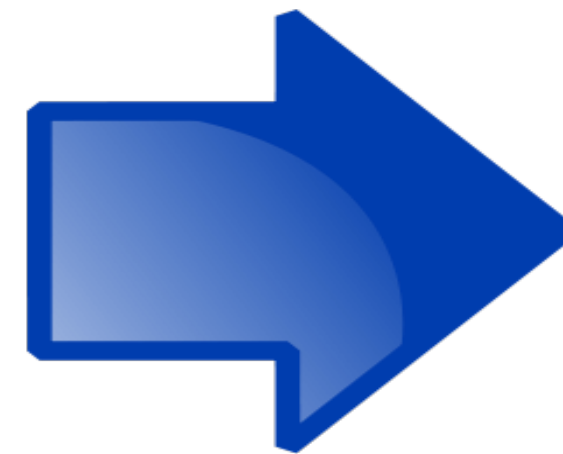


(ISC)² says women
only **10%** of
cyber security



53% of these
women leave

545k
Open Tech Jobs



Symantec says
1.5 mil shortfall by
2019

19th Amendment - Women first able to vote in **1920** election

Two Social Problems To Solve

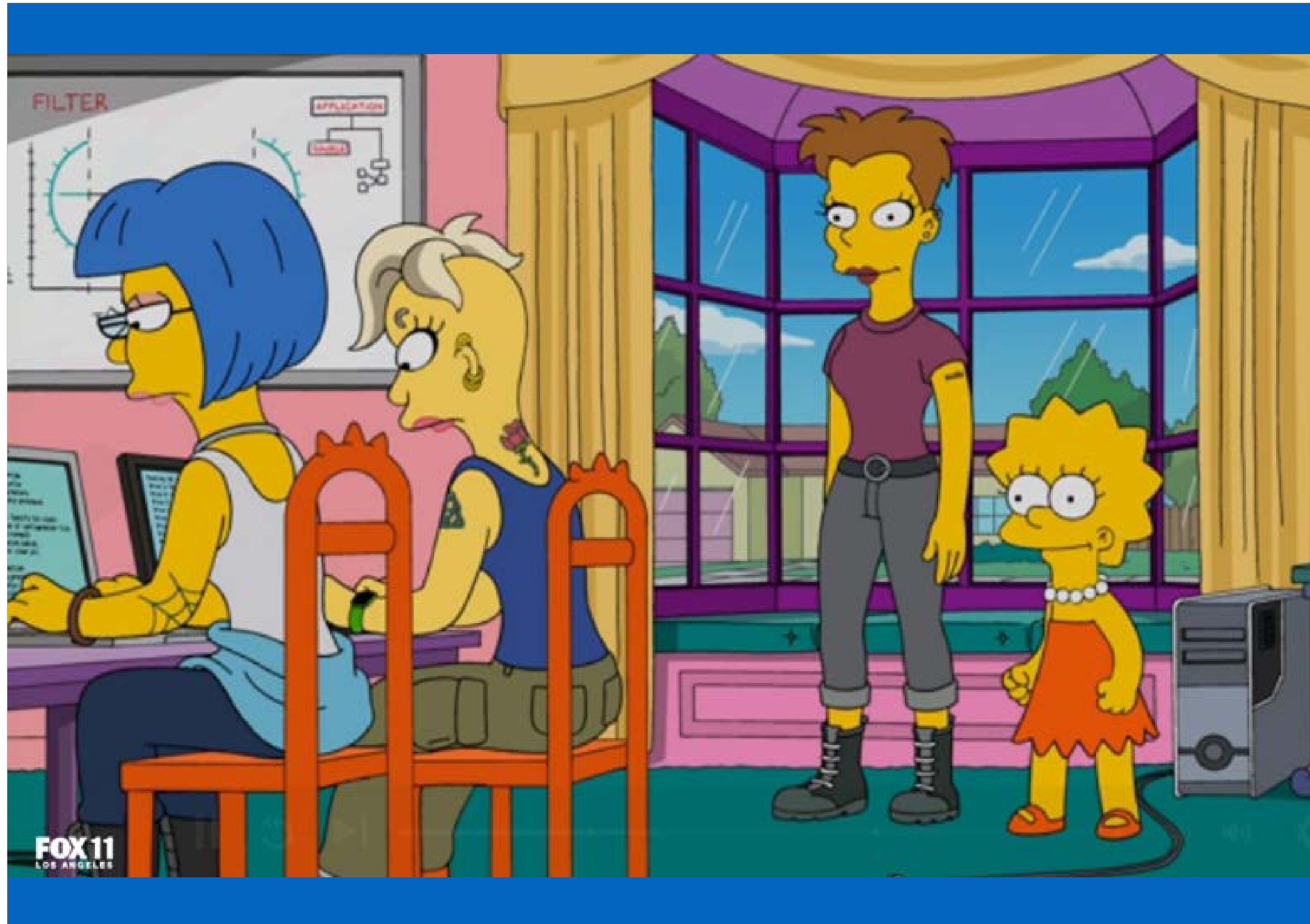


Narrow Stereotypes



Poor Communication and Cultures

Problem #1: A Narrow Stereotype



What About These Roles?



Founders
CEO, CTO, CIO, CISO
Directors and Managers

Cloud
Robotics

User Experience
Product Management
Project Management

GRC
Compliance, Privacy,
and Regulatory Law

IoT

Analysts

Finance, HR
Customer Success
Sales and Marketing

“65% of all jobs for children entering primary school today will go into job titles that don’t presently exist” - Alec Ross, Advisor to Secretary of State

Broaden Stereotype



Change Social Norms



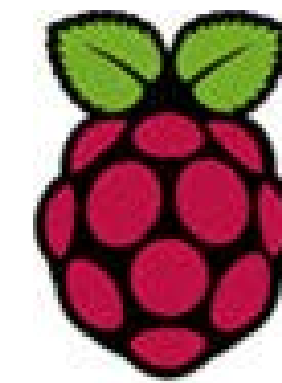
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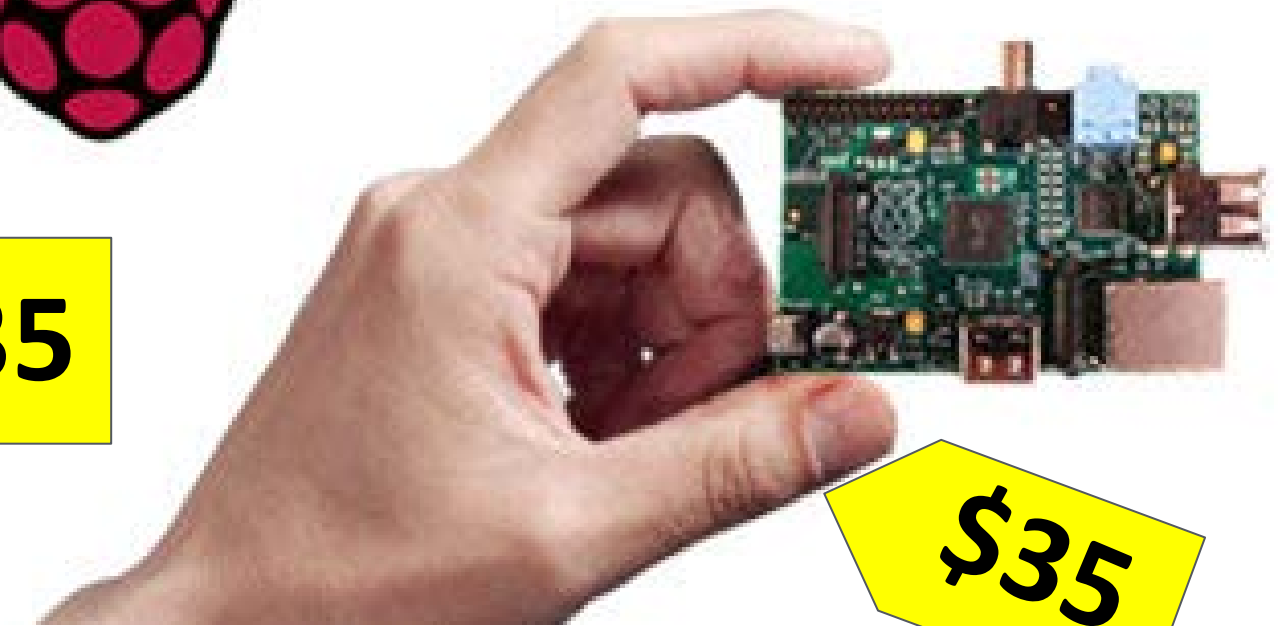
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\$15-109



Raspberry Pi™



\$35

\$35

\$149



Problem #2: Poor Communication And Cultures



Three reasons women leave jobs more than men

1. Poor leadership or management:
44% women vs. 39% men
2. Unhappy with work environment/culture:
41% women vs. 34% men
3. Lack of work/life balance:
26% women vs. 21% men

Source: LinkedIn: "Why and How People Change Jobs"



1. Making Measurable Agreements



2. Lean Language



You Will Make The Difference



Imagine If Roles Were Reversed



Take Aways



Broaden Stereotype



Make Measurable Agreements



Lean Language



Image Sources



Slide 3: Image 1: FOX Networks -Image 2: Shutterstock

Slide 4: Image 1: FOX Networks - Image 2: Lisbeth Salander - Wikipedia.org - Image 3: Kelly Osbourne -TVGuide.com - Image 4: Mr. Robot: USA Networks - Image 5: Penelope Garcia: CBS Networks

Slide 6: Image 1: Carolyn Duran - linkedin - Image 2: Kimberly Bryant - Marieclair.com - Image 3: Reshma Saujani: wsj.com - Image 4: Adi Tatarko - techcrunch.com - Image 5: Nadine Harik: businessinsider.com - Image 6: Elena Zannoni: girlsintech.it - Image 7: Deidre Diamond

Slide 7: Image 1: Barbie Dreamhouse: walmart.com - Image 2: Toy Kitchen: potterybarnforkids.com - Image 3: Zuppie: walmart.com - Image 4: Raspberry Pi 2 - webgeometrics.com - Image 5: Kano: wired.com - Image 6: Juicy Coture: j-mockery.com - Image 7: Monsters High Dolls: walmart.com

Slide 8: Image 1: Men arguing: rantlifestyle.com

Slide 9: Image 1: Pie chart: www.free-management-ebooks.com - Image 2: Man sleeping: gabrielcatalano.com

Slide 10: Men talking: shoppersbase.com - Image 2: Woman: professionaltips4collegewomen.wordpress.com

Slide 11: Women walking: pixabay.com - Image 2: Silhouette of man: clipshrine.com