



GOTO Copenhagen 2018
Conference Nov. 19 - 21

The Need for Role Model Ladders

J. Nicole Bryan

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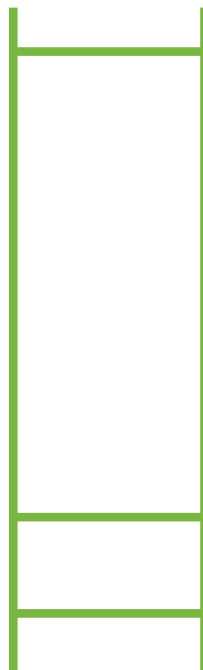
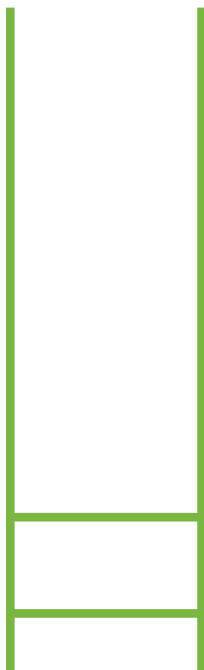
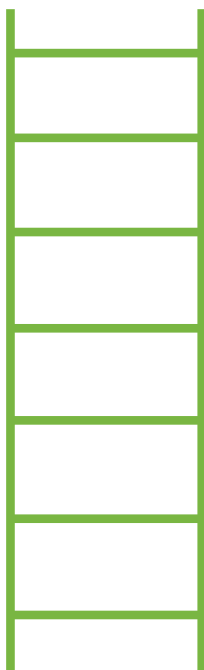
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Role Model Ladders

Concrete Steps to Attracting and Retaining Women in STEM Careers



“Duh, Captain Obvious”

Karen

Global Head of Client
Services for Recruiting
Company





Seeing is Believing!!!

Being With is Believing!!!

ATTAINABLE

Possible to Achieve





Bailey Hall #10

STAAR WRITTEN COMPOSITIONS
EXAMPLE OF LINED PAGE

11-15-1

Have you ever read a book & been totally inspired, but also like, um... how did one person pull that off? Well, when I tell you about Mara, that feeling will rush back into you. She is definitely my role model. Just to make this clear, I'm not doing this because I have to for the benchmark. She follows her dreams, she is super smart, & probably the sweetest person on the face of the earth.

As I mentioned before, Mara follows her dreams. She grew up in Latvia, & moved to America to pursue her life long love of golf. At UT, where she went to college, she was top of all her classes. Then, she got into computer science & BAM! Now she works with my mom in software, & she is my role model.

She is super smart. Not like, good for you, you got all As on your report card, smart. Like, Albert Einstein smart. In my last paragraph, I said she was top of her classes, meaning all classes, which, from what I've heard, is pretty hard to do.

I've never met anyone as sweet as Mara. She is always willing to help out. Even if the task at hand is NOT fun. One time, she took me & my brother to a hiking trail & at the top was this awesome view of the whole city. We didn't even ask her to do that. She is just the type of person who would do that.

Dream follower, kind person, & super smart. Really, nothing can beat that in my opinion. She is like the superhero in a book. It just so happens that we start & end with a comment about a book. Well, now you know....

"The Amazing Tale of Superhero Mara!"

STUDENTS MAY NOT WRITE OUTSIDE THE BOX





1



2





1



2

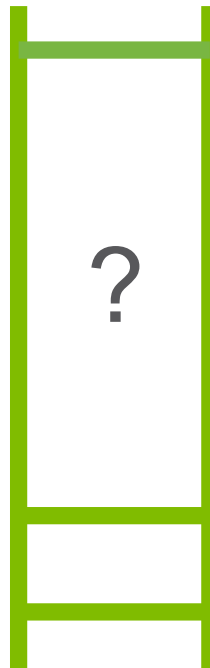


3



But that was two years ago

My new worry



You're convinced, right? But How?



Men can and should talk about it too!

Role Model Ladders





Conscious Focus

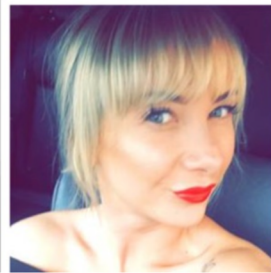
Role Model Ladders







WOMEN ROCK



AN INTRODUCTION TO WOMEN ROCK

CATEGORIES

The image features a horizontal row of four broad, overlapping paint strokes. From left to right, the colors are a soft purple, a light pink, a vibrant orange, and a deep teal green. The strokes are thick and textured, with visible brush marks and some blending between the colors. The text 'BROAD STROKES' is centered over the strokes in a white, serif font.

BROAD STROKES

SHEER VOLUME MATTERS



Role Model Ladders





Dig A Little Deeper in the Pile

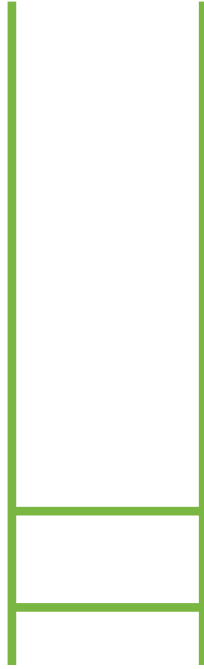
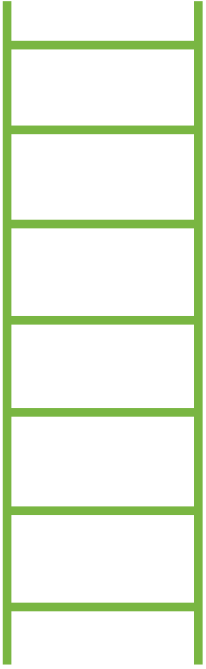
(It's NOT illegal !!!)

Find non-standard and untapped markets

Take random opportunities

Role Model Ladders





Sumi

QA Engineer, Tasktop



Lauren

Intern, Expero Inc.



Motherhood





Women in the
Middle Rungs...

Don't Do This!



Make Yourself Accessible



Men absolutely help too!

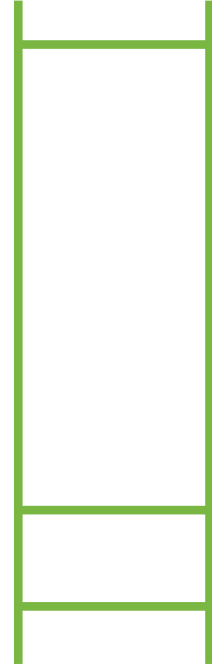
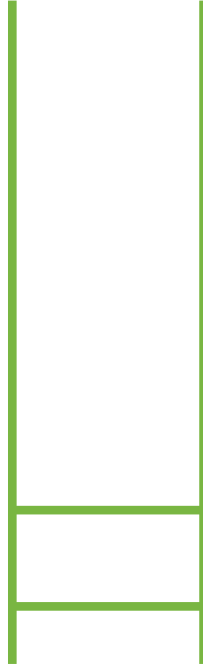
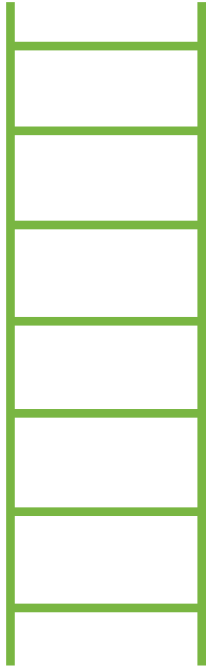
Let it be Personal

Tell Stories (Difficult Ones)

Be Real

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Thank you!



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