PAVING THE WAY: THE EDITED WOMEN ERG 2021/22 REPORT
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Welcome to the first annual EDITED Women ERG report! We’re thrilled to be able to share with you an insight into our progress during 2021/22. It’s been a busy few months, from launching in early March (check out our Medium article here) and hosting our first International Women’s Day (IWD) event, to our recent domestic abuse session with Emily Fei.

As some of our work is behind the scenes, we wanted to produce a transparent report on our progress, so that we can not only be held accountable, but celebrate some of our lesser known achievements. We’re also taking the opportunity to share some of our favourite women-related content and personal highlights of the year.

Following what has been a challenging 2 years, the ERG strives to look to a more positive future that, with your support, showcases a more empathetic, diverse and inclusive workplace. We hope you find the report an interesting read and as always, please feel free to reach out to us via our Slack channel #edited-women.

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MESSAGE FROM OUR SPONSOR

It’s been a real privilege to participate as Executive Sponsor for such an impactful and important group over the last year. Firstly, I commend Rosie Hood for creating and taking the leadership position on this ERG, as it is such a critical initiative for us all. I would also like to thank everyone who contributed and participated throughout the year to bring content and visibility to so many worthwhile topics.

As a father of three daughters, I know first-hand the imbalance that exists in society and the workplace. Hence, through greater visibility, collaboration and education, EDITED Women proves an invaluable opportunity to take a stand against these inequalities. I look forward to following the growth of the group as we move into 2022.

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OUR MISSION STATEMENT

EDITED Women strives to Support, Promote and Hire women in tech at EDITED and encourage these practices to be shared with the wider tech community. We seek to educate peers and senior management to understand unconscious bias and push for a zero tolerance attitude towards gender discrimination. EDITED Women will be a safe and empathetic environment for all women.

OUR OBJECTIVES

Support: We will foster a fair and safe environment at EDITED for women in tech and provide a forum for women to discuss related issues. We will encourage the wider company to engage with our community and put practices in place that foster a safe, empathetic and constructive chain of communication around gender equality.

Promote: We will work towards progression and fair promotion of women at EDITED. We will move away from gender-biased words amongst peers and managers and help to educate around language, culture and stereotypes.

Hire: We will actively work towards increasing women representation at EDITED by attending events, collaborating on the interview processes and encouraging the next generation of women to pursue careers in tech. We want EDITED to innovate and be an example for the promotion of women in tech.
2021/22 IN REVIEW

We decided to tackle roadmap planning in a similar way to the EDITED product - setting goals of various scales that can 1x, 10x, and 100x our mission. Together, we discussed our individual hopes and concerns for the ERG and took turns to pitch projects that would align with our objectives to Support, Promote and Hire. Our planning board quickly filled with amazing ideas, leaving us wondering where to begin.

Launching near the end of Q1, we wanted to create a roadmap that was both realistic and successful in fast-tracking our mission. With this in mind, we planned 3 smaller 1x projects, 2 medium-sized 10x projects and a larger 100x project. The projects ranged from bringing in event speakers to working with People Ops to implement company policy changes.

We were excited to be able to kick off our launch with an International Women’s Day (IWD) event in March. To raise awareness of IWD and the glass ceiling, we spoke with two of our C-suite executives, Julia and Katerina, on their career paths and experiences. It was extremely impactful to celebrate our own colleagues’ achievements and cast a light on the fact that these career paths are reachable.

We also teamed up with EDITED Black for our first joint event “The Glass Ceiling: A Discussion with Trailblazing Women of Colour”. The event sought to explore the challenges that women of colour still experience in career progression, otherwise known as the ‘concrete ceiling’. This was not only an invaluable educational experience, but proof of the impact that ERGs can have through working together.
The ERG committee was also introduced to diversity champion Claudia Richman, via an ERG ally. Claudia is passionate about designing inclusive career paths and equipping managers to support employees from diverse backgrounds. The workshop proved enlightening and empowering for the committee, spurring us on to effect change.

EDITED Women also seeks to encourage better company procedures, and we were able to collaborate on this with People Ops. Through their support, we’ve been able to work behind the scenes to follow up our previous Diversity and Inclusion (D&I) training and its outcomes. In turn, we could examine the diversity at EDITED and revisit the complaints procedure, to make it more accessible.

We kicked off 2022 with a further collaboration on domestic abuse policy at EDITED, hosting an educational event with Emily Fei, the Chief of Staff to the Domestic Abuse Commissioner. We’ve also been working together to improve hiring at EDITED, looking at how we can better support working parents through the application process. This was also shared with our colleagues at P&E All Hands.

Our 2021/22 report gives an overview of these projects and an initial insight into diversity within P&E. We’ve also featured content that we found particularly inspirational this year, some personal highlights and our plans for an even better 2022/23. We hope you enjoy the report!
The launch of EDITED Women began with a successful Hack Day project. We used this time to group together and form a proposal to submit to the ERG committee. Over the short two days spent together, we created a comfortable and open environment for everyone to speak freely about the topic and their personal experiences of inequality. Though very brief, the experience gave an incredible insight into the ERG’s potential.

Following up from the Hack Day’s, the team spent time finalising the proposal for the committee’s review, finding an Executive Sponsor and putting together our charter. With teamwork and dedication, EDITED Women was approved and we began to prepare for the ERG’s launch.

Launch Phase 1: Release Email, 16/02/21

The EDITED Women release email was sent out to the entire company to officially announce the ERG. This email outlined who we are, our missions, promoted our first launch events and rounded up with information on how to contact us.

Lessons learnt...

In our first email, the ERG was launched as ‘EDITED Womxn’, but was quickly changed to ‘EDITED Women’. This name change was followed up via email with links to our research, and can be explained through this snippet below:

“We wanted to create an ERG where anyone feels comfortable joining, that includes a safe space for trans women. Though our intention was inclusiveness, we have sadly misunderstood the prejudice associated with the word “womxn” and for that we are truly sorry. The word “womxn” has 1970’s feminist origins, and was later adopted by some, as a word to show inclusion of trans women. What was meant to be inclusive is exclusive. Trans women are women, they have fought hard for this, and the word “womxn” undermines that.”
As an ERG, we felt disappointed to make this mistake so early on. We joined to discuss this matter and reminded ourselves that the lessons learnt here were the exact reason we set up the ERG in the first place - to learn and educate.

**Launch Phase 2: Zoom Launch Event, 05/03/21**

Our first launch event started with an introduction to the EDITED Women ERG and our mission. However, it was first and foremost an open forum to find out more about the ERG, ask any questions and discuss ways to get involved. The launch event was a success, with an engaging open discussion, leading to several content/inbound recommendations.

We rounded up the meeting by encouraging everyone to continue the discussion via our Slack channel #edited-women. Since then, we have accumulated 48 EDITED members in the channel.

**Launch Phase 3: IWD Q&A Panel, 08/03/21**

Our second launch event took place on International Women’s Day - a global holiday set out to commemorate the cultural, political and socio-economic achievements of women. Hence, this proved the perfect opportunity to draw attention to the accomplishments of EDITED’s own women, in a Q&A-style format. More on this under the International Women’s Day section.
INTERNATIONAL WOMEN’S DAY

Less than 25% of C-suite positions in the top 1000 US companies are held by women. Despite this, EDITED beats the odds, with three C-suite positions held by women. In March, to raise awareness of IWD and the glass ceiling, we spoke with two of our C-suite executives, Julia and Katerina, about their experiences as women in the industry.

We deep-dived into their career paths, greatest inspirations and advice they’ve received along the way. Julia and Katerina also spoke candidly about the impacts of ‘imposter syndrome’ and the difficulties they faced along the path to senior management as women.

Overall, the event gave us great insight into pathways to cofoundership and senior management. Since the meeting, Katerina has also been acting CEO, further contributing to EDITED’s odd-beating gender balance across roles.

For 2022 the theme of IWD has been announced as #Breakthebias - if you would like to get involved, please reach out to the EDITED Women committee via Slack or email.
THE GLASS CEILING: A DISCUSSION WITH TRAILBLAZING WOMEN OF COLOUR

In July, EDITED Women and EDITED Black teamed up to host an event that explored the prevailing challenges that women of colour still experience when it comes to breaking the glass ceiling. We reached out to the founders of Bootstrap Europe, Stephanie Heller and Fatou Diagne, to listen to their experiences.

Our aim was to curate an event that allowed for insight, learning and engagement within EDITED. We particularly wanted to focus on the operational segregation seen across labour forces. More specifically, the diversity stats in tech, finance and venture capital.

Speaking with Stephanie and Fatou, we were able to discuss the challenges in their field as women of colour and their experience of fighting through the glass ceiling. They spoke of facing their own unconscious biases and the resistance they encountered as part of a group that is often marginalised in their field. It was particularly inspiring to hear about the shift they felt in themselves, following the Black Lives Matter protests of 2020. This had led them to more actively acknowledge their diversity as a strength and something to nourish - leading the way for other marginalised groups.

The conversation was able to shine a light on the unique power that women and people of colour have in the workplace. It highlighted that working with diversity is a strength, not only for the culture in a company, but also for innovation and productivity.

The panel discussion was run by Olly from EDITED Black and Susanne from EDITED Women. Collaborating with EDITED Black on this event was a great experience and a magnification of the collaboration and allyship we want to see at EDITED.
EDITED WOMEN X
CLAUDIA RICHMAN

In June, the ERG committee met with Claudia Richman, the Founder of We Grow Forward and former COO at 8thlight. Claudia has extensive experience with diversity initiatives at the executive level, and is especially passionate about designing inclusive career paths and equipping managers to support employees from diverse backgrounds.

This session was insightful for the ERG and showed us methods and useful tips on how to think about approaching discrimination in a company. Claudia’s work is primarily focused on working with managers and people teams. Hearing the different ways she works with these teams helped us internally determine what should fall into our responsibilities as an ERG and what should not. At the time the committee was newly formed, and this was a helpful milestone in our progression, which helped us collaborate more seamlessly with People Ops at EDITED.

One of Claudia’s most inspiring qualities was her more aggressive, head-on approach to fighting discrimination. This boldness allowed the team to reflect on how we felt these sensitive issues should be handled. Coming out of this session, we decided that we wanted to focus on supporting colleagues, and work with People Ops to determine more approachable routes to reporting issues.
BETTERING PROCEDURES

As an ERG, we also want to encourage better practices at EDITED. For instance, following up on previous D&I training and its outcomes, putting the spotlight on diversity at EDITED and revisiting potentially outdated procedures. We want to further support EDITED’s position on D&I with a focus on gender-related unconscious bias. Some examples of this include, supporting further D&I training, creating documentation and educating employees on gender-biased words that crop up in the workplace. This is something we’ve been discussing throughout 2021 and will continue to work on in 2022.

We’re also thrilled to be working with People Ops on several crossover projects. We’ve been discussing a revised complaint procedure and hope to get this over the line in 2022. The aim is to make the procedure more accessible and further support managers, through training on how to handle sensitive issues. We also teamed up to hold a session on awareness of domestic abuse in the workplace with Emily Fei, culminating in new policy and training for managers in 2022. More on this in our Domestic Abuse section.
DIVERSITY IN P&E

One of our objectives is to understand and improve the diversity in our P&E team and to ensure fair opportunities for personal development and career progression. This touches on culture changes within our team and the way we try to expand it. For instance, looking into our recruitment strategy, bias/diversity training and establishing anti-discriminatory policies and processes.

Numbers tracked since August 2021 show that 44% of all EDITED applicants are women, 50% are men and 1.4% are non-binary. For the P&E team, 29% are women, 52.5% are men and 1.3% are non-binary.
Hence, we worked with our hiring team to find ways to further increase the diversity of our candidates - starting with changes to job descriptions and interview processes for misrepresented candidates. Changes were small but impactful - from wording adjustments, to making requirements more flexible, in acknowledgment of the obstacles and boundaries some people face.

We were also excited by the introduction of the levelling and benchmarking process, viewing it as the perfect opportunity to seek transparency around the gender pay gap women can often experience. This can also be subtle, with skews in the distribution of levels amongst women in tech roles. At present, 3 of 12 managers on the P&E team are women and we’d love to see greater representation in these more senior roles. Similar to the processes involved in levelling, we think a related practice with gender would help with transparency. We’re currently working on this with People Ops and aim to get some diversity statistics out in 2022.

Our #edited-women Slack channel currently has 48 members out of a total 136 employees in the company. 85% of these members are women. We are hoping to continue the visibility of gender equality across the business and encourage more employees of all genders to join our Slack channel and meetups.
#EDITED-WOMEN: OUR TOP PICKS

Every month, members of the committee have been sharing different resources within the #edited-women Slack channel, so we can continue learning and spark interesting discussions amongst peers. In case you missed them, below are some of our favourites!

BOOKS & ARTICLES

Invisible Women covers many case studies including medical research, technology and media to government policies and workplaces. The book draws attention to the many ways women are forgotten about and the impact this has on their health and well-being.

How Women Rise gives practical advice around overcoming the 12 most common obstacles that women come up against when trying to progress towards future goals.

7 Practical Ways to Reduce Bias in Your Hiring Process, Harvard Business Review talks through some of the ‘do’s and don’ts’ when it comes to ensuring you’re reducing bias in the hiring process.

Images:
Invisible Women, Carole Criado Perez - 2020
How Women Rise - Sally Helgesen & Marshall Goldsmith- 2019
INSTAGRAM ACCOUNTS, PODCASTS & SERIES

@girlcoderec is a worldwide women in tech (WIT) community, sharing content around events/bootcamps to sign up to as well as useful reports.

@inspiringgirlsint is a charity focussing on raising young girls’ aspirations across the globe. They share book recommendations, podcasts and feature inspiring stories from young ambassadors.

Women in Tech shares weekly podcasts which feature inspiring women - from engineers and female founders to journalists and UX designers.

Self Made is a Netflix series based on a true story. The series follows an African-American washerwoman who builds her own beauty empire, becoming the first female, self-made millionaire.

You can also find additional resources listed in the EDITED Women Notion Page here.

Images: @girlcoderec, 2022, Self Made - Netflix, 2020.
Gender diversity in the workplace is something all companies struggle with, especially within the tech industry. As a woman in a tech company, joining the EDITED Women ERG earlier this year was an obvious choice.

I particularly enjoyed the joint event with EDITED Women and EDITED Black, speaking to the founders of Bootstrap Europe. We had a candid, open conversation with two women who did not hide their struggles, but showed that everything is possible if you persevere. It was a great source of inspiration for the future.

To me, one of the most meaningful projects of this year was the Product and Engineering hiring initiative. Women are still the minority in Product and Engineering and we struggle to attract female candidates. We know that flexible working and gender inclusive language in job advertisements are important for attracting women to apply for tech jobs. We then collaborated with People Ops to make these changes - a quick change to make for instant results.

I am really excited about the events and projects lined up for next year, especially our STEM outreach program and the diversity report. Being part of the ERG this year allowed us to create a safe and empathetic environment for women to share and discuss in the workplace and it meant a lot to me. I look forward to continuing our work in 2022!
As 2021 was closing, we teamed up with People Ops to explore how we can better support our colleagues at EDITED. As part of this we spoke to Emily Fei, the Chief of Staff to the Domestic Abuse Commissioner, who joined us for a session in January around awareness of domestic abuse in the workplace, as well as tackling some of the myths around domestic abuse.

The session was eye opening about common misconceptions around the issue. It also provided understanding into how to support a colleague, and highlighted office practices we can apply to improve the work environment. It was incredible to see the level of engagement during the session and in the Q&A, and encouraging to think that we are having these conversations in the workplace. Coordinating with Emily has also led to the introduction of a new domestic abuse policy at EDITED, launching in 2022.
LOOKING TO 2022

With our first year as an ERG complete, we’re now looking to 2022! We had a busy December planning and finalising our 2022 roadmap and we’re delighted to share a glimpse into what lies ahead.

We’re looking forward to holding new speaker events and exploring wider women’s topics. These include a trans women awareness event to educate and build allyships, as well as our annual celebration of IWD. We’ll also be looking at improving the ERG’s effectiveness, through training within the committee.

We’ll also be pushing to get some of our 2021 projects over the line in 2022. With the help of People Ops, this will include a revised complaint procedure and transparency over diversity statistics.

Finally, we’re excited to launch our first STEM initiative! STEM has long been a passion of the committee and our executive sponsor. Now that we are an established EDITED ERG, we want to provide opportunities and share our experiences with young women to encourage them into STEM subjects and future tech roles. We know that many of you have worked on this, both past and present, and we will be reaching out in 2022 with ways you can get involved.

Until then, thank you for your continued support and we look forward to an exciting and eventful 2022!
ANY QUESTIONS?

Feel free to reach out to us via our email:
erg-women@edited.com