

FROM THE INDUSTRY

Building

INDUSTRY RESILIENCE
WITH TEQUITY

BY AMY DELOUISE, FOUNDER, GALSNGEAR



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INTERNATIONAL WOMEN'S DAY IS GAINING MOMENTUM YEAR ON YEAR AND BROADBAND JOURNAL IS PASSIONATE ABOUT SEEING GENDER PARITY ACROSS OUR MAGNIFICENT INDUSTRY WHEREVER POSSIBLE. AMY DELOUISE IS A WRITER, PRODUCER, DIRECTOR, AND FOUNDER OF GALSNGEAR, A COMPANY DEDICATED TO AMPLIFYING, TRAINING AND SUPPORTING WOMEN IN SCREEN MEDIA THROUGH EDUCATIONAL, MENTORING, PUBLIC SPEAKING AND NETWORKING OPPORTUNITIES.



We're in the midst of a quiet revolution. COVID-19 transformed our workflows. Tech layoffs have left a swathe of unemployed talent. AI is rapidly changing tools and business models. Meanwhile, a wave of baby boomers is retiring, leaving gaps in our workforce. We can't conquer these challenges without "tequity" – a movement to embrace diversity not as some isolated programme, project, or department, but as integral to our financial success as an industry.

GALSNGEAR has been working with partners and allies across the industry to build tequity for people who identify as women through four pillars: visibility, upskilling, access and community. To succeed, the first thing we ask ourselves is "What happens if we don't pay attention?" Everyone loses. Our companies lose access to talent. We don't develop the next generation of leaders. We stagnate. And in our fast-changing business environment, we endanger our sustainability.

At a recent SVG Summit, #GALSNGEAR led participants across the broadcast industry as we workshoped solutions to future-proof our industry. Many of these ideas are incorporated in the tactical list below.

1. TRAIN YOUR MANAGERS SO THEY UNDERSTAND THEIR OWN HIDDEN (AND NOT SO HIDDEN) BIASES.

Take a look at both 'climate' and 'culture' in your organisation. Culture is 'how we do things around here.' Climate is 'the way we feel around here.' To build diverse, high-performing teams, we need both climate and culture to evolve beyond where we are today in most companies. And that takes listening to new voices and new perspectives. One of the easiest ways to promote a culture change is to add not only more training, but more inclusive social gatherings.

2. SET ASIDE PROFESSIONAL DEVELOPMENT BUDGET FOR EMERGING LEADERS ... AND THEN MAKE THEM USE IT.

A lot of younger women who participate in our #GALSNGEAR programmes during industry events say that they don't have any funding from their company to participate. We do our best to find sponsors and wrangle hotel rooms and other support. If your company or organisation wants to build the next generation of its leaders, then don't just send the C-suite to industry

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events. Get the next generation of leaders involved in your high-visibility events, demos, and conferences.

3. ADD MORE DIVERSE PERSPECTIVES TO YOUR HIRING WORKFLOW.

If one hiring manager gets to make every call, and/or if one AI-powered system is filtering all inbound resumes, then you are probably missing talented people who don't look like your algorithm — the one that was created by the very people who don't have those backgrounds or life experiences. Those experiences lead to resilience and creativity, so build a more nuanced hiring process, with input

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from allies and employee resource groups. Hire people with cross-transferable skills that go beyond the resume, as we all know the tech in our industry changes almost daily.

4. TRAIN TO RETAIN.

Hopefully, you already have women, people of colour, and LGBTQ+ people working for you. But do they feel like they belong? At #GALSGEAR, we created an intentional, four-pronged training programme for emerging leaders that encompasses negotiation skills, finance, team leadership and building a leadership brand — all skills that developing leaders need, no matter what job they do in our industry. Our experts can help you build an in-house leadership programme. Or send your team to one of our live trainings, such as our upcoming Women CONNECT Leadership Summit at NAB Show on April 16.

5. NOMINATE YOUNGER MEMBERS OF YOUR TEAM, ESPECIALLY WOMEN AND PEOPLE OF COLOUR, TO ATTEND AND SPEAK AT INDUSTRY EVENTS.

Visibility is key to career advancement. It validates expertise. It offers high-level networking with other speakers. If you get invited to speak, instead of or in addition to doing it yourself, suggest a newer member of your team. Coach them on how to answer questions. Make introductions across the panel. #GALSGEAR started as a speakers' bureau to actively promote women for visible speaking roles at industry events. Since 2017, we've invited more than 320 women to

international industry stages, some for the first time. (We are always curating speakers for our monthly virtual #TequityTuesday meetups, as well as sourcing content for six industry events.

6. TAKE A LOOK AT WHO IS BETA-TESTING YOUR HARDWARE/SOFTWARE.

Is it guys who are longtime friends of guys on your engineering team? Can you look for skilled women and people of colour who could contribute to your product pipeline? There are many female camera operators, engineers, editors, and animators who can contribute. Being on the leading edge of tech, with early access to gear and software, helps to advance your product and their careers. We are proudly working with several manufacturers to ensure they have plenty of qualified testers in their beta-testing network who happen to be women.

Allyship is multifaceted. It is hard, daily work. And we need to start demanding it of ourselves so that our industry remains resilient and sustainable.

Let's Do Tequity Together.

www.galsngear.tv

