

# NEED A LIFT?

## STANDING ALONE IN THE WORKPLACE

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### Leading Question

Why does representation matter?

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### Watch the video

<https://youtu.be/GopFwjVnc7s>

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**Being alone is hard. Being alone in a group is even harder. Women and underrepresented minorities often find themselves in work environments with few people who look like or identify with them, making it more likely that they'll leave, taking their talents and perspectives with them.**

1. Have you ever been the only person of a certain identity in a group? How did you feel? Did you want to stay?
  2. Imagine a time when you were the only representative of a group: a school or company, perhaps. Did that affect your attitude or behavior?
  3. Think of any cliques you may have encountered in work or school to which you didn't belong. What did the group members have in common? Did the group evolve or change in size over time? How did it feel to be an outsider?
  4. Reflect upon diversity in your country. What sorts of diversity do you find? How has it shaped the political or cultural landscape? How has it been beneficial? Challenging?
  5. Do you think diversity matters in the workplace? Why? How does it affect the decision-making process? How can it be helpful? Difficult?
  6. What's a good first step in creating a more diverse group? How do you convince people not yet represented to join in?
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### START SOMETHING

In different groups in your social, family, academic or professional life, you may find yourself surrounded by others like you—or not. Reflect upon those different groups: how do you act differently? Do you have the same level of agency? Do you show or hide those traits that make you similar or different depending upon the setting? If you don't often find yourself in a group with those either like you or different from you, make an effort to expose yourself to such a group and take note of the different dynamics. How do you think these dynamics play into hiring and longevity in the workplace?

### BIOGRAPHY

#### Bozoma Saint John

Bozoma Saint John, chief brand officer at Uber, is a trailblazing marketing and advertising executive. Before joining Uber, she was the head of Global Consumer Marketing for Apple Music and iTunes, introducing the new Apple Music interface in Apple's keynote at the Worldwide Developers Conference. Before Apple, Saint John headed the Music and Entertainment Marketing Group at Pepsi-Cola North America, served as vice president of marketing for Ashley Stewart, and managed accounts at advertising agencies Arnold Worldwide and Spike Lee's SpikeDDB. Saint John received her bachelor's degree in English and African American Studies from Wesleyan University, at which she currently sits on the President's Advisory Council.

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### RESOURCES

Watch all nine videos of Women's Work: Perspectives on Gender in Tech  
<http://www.computerhistory.org/exponential/women-work/>

Inside the Transformation: Driving Change  
<https://www.youtube.com/watch?v=U4m1xSnQu64>

Is This the Woman Who Will Save Uber?  
<https://www.nytimes.com/2017/07/22/style/uber-bozoma-saint-john.html>

#### About

This discussion guide is part of the series Women's Work: Perspectives on Gender in Tech, nine videos produced by the Exponential Center at the Computer History Museum. The center is dedicated to capturing the legacy and advancing the future of entrepreneurship and innovation in Silicon Valley and around the world.

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