B/AD

Putting behavioural science into practice

The Behavioural Approaches to Diversity (BAD) Conference was an innovative project led by the Institute for Gender and the Economy (GATE) and Behavioural Economics in Action (BEAR) at the University of Toronto's Rotman School of Management. In order to capitalize on insights from the behavioural sciences to promote real action on diversity and inclusion, we welcomed over two dozen industry leaders, academics, and policy makers.

This summary lists the most popular insights, according to our 200+ audience, from each panel, lessons from practice, and keynote address during the BAD Conference.

BEAR Behavioural Economics in Action at Rotman | **gender** AND THE **economy**

Rotman

Keynote: Gender stereotypes as cause and consequence of the domestic and occupational division of labour

Alice Eagly
Professor, Northwestern University

↻ 5   ♥ 10

- Due to the "double-bind" for women–they are expected to be both nice and tough as #leaders–their careers are labyrinths rather than ladders.
- Women are also expected and asked to engage in low-status tasks (e.g., event planning, making coffee, etc.) that limits their promotability. #genderstereotypes #leadership

## Lessons from Practice: Social norms and women's labour force participation in Jordan

Varun Gauri
@varungauri
Senior Economist, World Bank

↻ 6   ♥ 9

- In Jordan, families often over-estimate society's disapproval of women working, which results in many pressuring women to stay at home.
- According to World Bank surveys, by educating people about what others actually think, families are more supportive of women working. #womenatwork #socialnorms
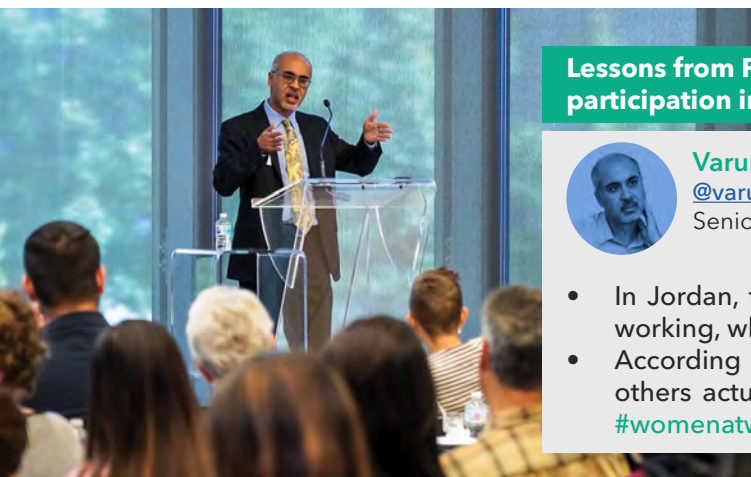
Roots of (in)equality: Insights from child psychology and education

Jeewan Chanicka
@jeewanc
Superintendent, TDSB

Andrei Cimpian
@AndreiCimpian
Associate Professor, NYU

↻ 8   ♥ 13

Christia Spears Brown
Professor, University of Kentucky

Nam Kiwanuka
@namshine
Host and Producer, TVO

- To dismantle discrimination, we need to talk about #privilege; not to name and shame people, but to make clear the actions we have to take in order ensure that other voices are heard. There is no such thing as "neutral" policies or institutions. We have to recognize that oppression is built into our systems and structures, and work to destruct it through inclusive design.
- We need to encourage boys and men to "lean in" at home (e.g., doing the dishes, folding laundry, etc.) otherwise, we can't fix #inequality at work.
- Quotas can help create role models that serve as "social vaccines" against stereotypes, and help girls aspire to work in STEM or other male-dominated career fields. #WomeninSTEM #education

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Lessons from Practice: The power of investing with a gender lens

Jackie VanderBrug
@jvbrug
Managing Director and Investment Strategist
Bank of America Corporation

↻ 4   ♥ 11

- Three lenses in "gender lens investing": 1) access to capital (female-owned businesses have less access to capital than male-owned businesses), 2) work-place equality, and 3) impact of products and services on driving larger gender equality.
- At Bank of America, attention paid to different investing behaviors and lifetime earnings patterns shaped new financial product design, and sales approaches. #genderlensinvesting #finance

## Keynote: What works–Gender equality by design

Iris Bohnet
Professor, Harvard University

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- Diversity training is not always the best strategy for sustainable results: we need to create behavioral interventions, and make it easier for people to get #diversity right by redesigning the world that we live in.
- Some nudges: gender-blind hiring, "gender-promotion ratio" indicators for managers, structured job interviews, etc. #behaviouralscience
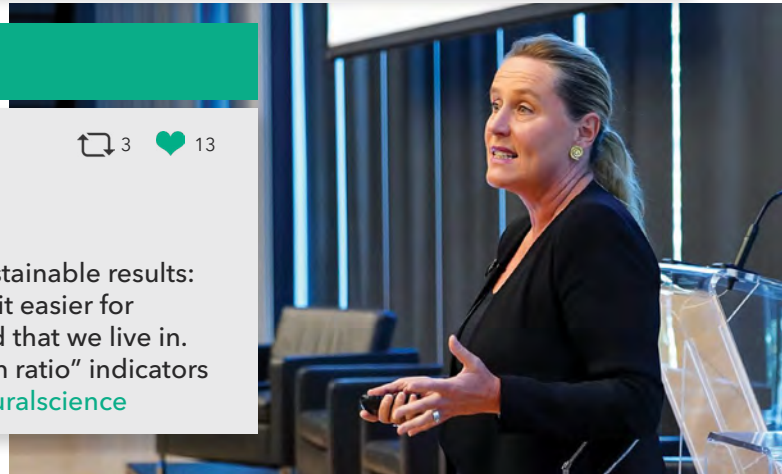
Beyond the hashtag: Moving toward real change

Dolly Chugh
@DollyChugh
Associate Professor, NYU

Katy Milkman
@katy_milkman
Professor, UPenn; Co-director,
Change for Good Initiative

↻ 7   ♥ 11

Eric Singler
@Thobava
Managing Director, BVA;
Managing Director, PRS IN VIVO

Maydianne Andrade
@WidowWeb
Vice-Dean; Canada Research Chair,
U of T Scarborough

- Our attachment to our #identity as a "good person" gets in the way of actually becoming a better person (and undoing unconscious bias).
- We're satisfied once we hit (low) diversity targets, therefore we don't make more progress (e.g., two women on boards but rarely more).
- Effective behavioral interventions: make it easy, change defaults, change norms rather than minds, etc. #intervention #progress

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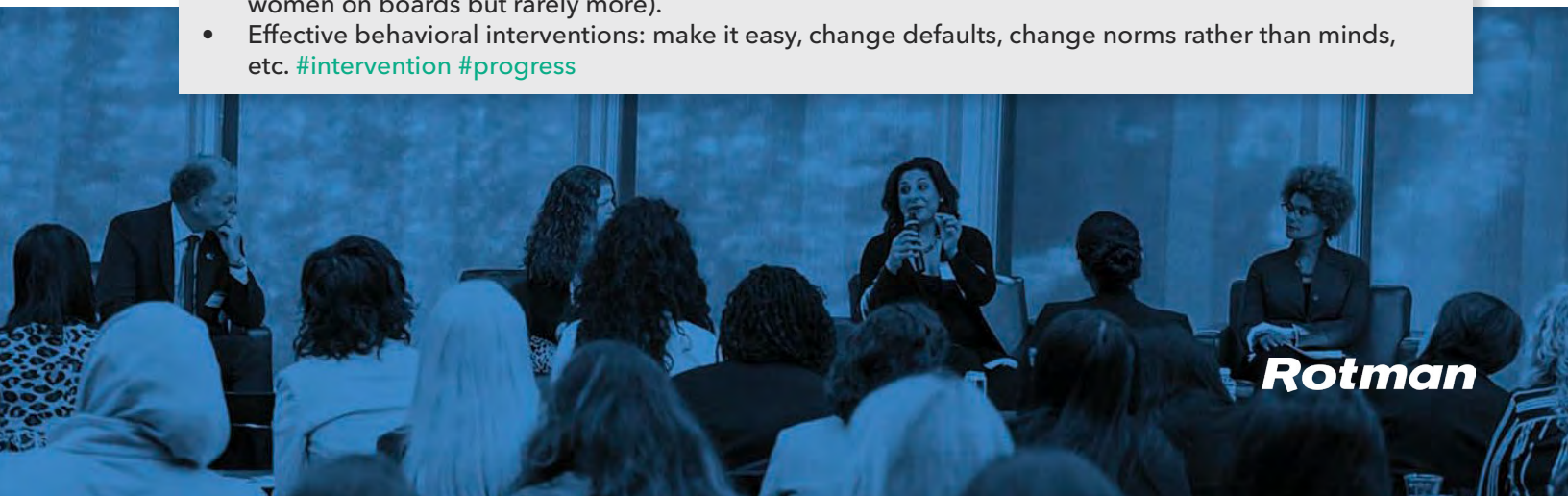
Male is a gender too: Bringing masculinity into the conversation

Nouman Ashraf
@S_Nouman_Ashraf
Assistant Professor, U of T

Humberto Carolo
@HumbertoCarolo
Executive Director, White Ribbon

⟲ 6   ♥ 20

Jamil Jivani
@jamiljivani
Founder, The Citizen Empowerment Project

CJ Pascoe
@c_j_pascoe
Associate Professor, U of Oregon

- Boys and men bond by mocking the "feminine" and the weak. Anger is one of the few #emotions men are allowed to express.
- The notion of #allyship can be a shield for perpetrators of violence/sexism/etc. and a barrier to recognizing real responsibilities for change. The idea of "good guys" and "bad guys" depends heavily on class and race.
- We need to create environments in which men and boys feel more inclined to share what they think without fear of judgement or backlash. #masculinity #inclusion

Lesson from Practice: Applying behavioural insights to tackle the gender pay gap in the UK

Rony Hacohen
Advisor, Behavioural Insights Team (BIT)

⟲ 5   ♥ 11

- UK wage transparency law is a behavioral intervention that has provoked change (e.g., 80% of employers have considered or taken action).
- Keys to success: use insights from behavioural science to communicate the wage gap clearly, and make it easy for organizations to know which actions work and which don't. #paytransparency #policy

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Lesson from Practice: Learning from Walmart's Global Women's Economic Empowerment Initiative

Kathleen McLaughlin
@KathleenForGood
Senior VP and CSO, Walmart Inc; President, Walmart Foundation

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- Walmart achieved its $20 billion target for sourcing from female-owned businesses by targeting key product categories and introducing a "women-owned" logo to leverage behavior change in consumers.
- Change required a whole host of behavioural interventions, including training women in the supply chain. #womenownedbusinesses #investment

Moving the needle on diversity: A conversation

Varun Gauri
@varungauri
Senior Economist, World Bank

Rony Hacohen
Advisor, Behavioural Insights Team (BIT)

↻ 8   ♥ 15

Sarah Kaplan
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Professor, Director, Institute for Gender and the Economy, U of T

Kathleen McLaughlin
@KathleenForGood
Senior VP and CSO, Walmart Inc; President, Walmart Foundation

Jackie VanderBrug
@jvbrug
Managing Director and Investment Strategist, Bank of America Corporation

- Lessons from practice suggest you should stay focused on the facts; use an inclusive and empathetic lens; collect and pay attention to data; and experiment.
- Incentives (both formal and informal), as well as transparency, drive change. However, actions also need to be grounded in new norms and values. #empathy #inclusivity

Thank you to everyone who attended and supported #BAD2018!

To learn more about the BAD Conference, or GATE and BEAR, visit us at badconference.com

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