

# Breaking Down the Barriers to STEM: Key Takeaways

## Diversity of thought

People can't challenge each other when they think the same and have the same experiences. It is the diversity of thought that fosters growth and allows talent to perform. But diversity of thought can only be achieved as a result of diverse representation.

## Promoting diversity at point of entry

Employers should rethink their job ads to ensure they attract a person and not a set of bullet points. Years of experience is irrelevant due to the speed at which things evolve within STEM.

## Diversity vs. Meritocracy

The two can coexist. There are enough proof points of diverse hires fulfilling standards of excellence to put that dichotomy to rest. The real issue at hand is the lack of equity of opportunity.

## Tips to promote diversity

- **Take a data-driven approach**  
Use tools to measure whether your D&I initiatives are having an impact. This will help expose where there are gaps.
- **Spread the word**  
Encourage customers and partners in your ecosystem to follow your lead. Rely on your diverse talent to bring you more diverse talent.
- **Requirements vs. Restrictions**  
When drafting guidelines for D&I policies, consider the flip side of these requirements and ensure that the people you want to attract aren't actually being held back.

## The talent pipeline

There is no pipeline shortage of diverse talent. Employers should look to different, non-traditional places to increase representation and diversity.

## LGBTQ+ diversity

Promoting LGBTQ+ diversity is just as important as considering gender or race. Priority must be on creating a workspace where people can be their authentic selves. It has been proven that performance suffers when employees aren't able to bring their full selves to work.

## Reasons to be hopeful

While we still have progress to make, there are many reasons to be hopeful. Today, we are seeing people come together — and companies take accountability — in unprecedented ways. We are also seeing more diversity in education, which will open countless doors irrespective of traditional ethnic boundaries.

## Resources to promote diversity

- **RAD Women** - provides a supportive and collaborative environment for advanced women Salesforce admins to build upon their skills and learn to program on the Force.com platform
- **Computer Futures** - global IT recruitment specialists
- **AnitaB.org** - organization to help women succeed in tech
- **Merivis** - supports veterans transitioning to a career in tech
- **PepUp Tech** - gives underserved students the access, skills, mentors, and confidence to begin careers in tech
- **Salesforce Talent Alliance** - connects partners to Salesforce certified candidates to bring new talent to the tech ecosystem