



"Introversion: The Largest Neurodiversity Category in Sourcing, Recruiting, Diversity & Inclusion"

BATSA 05.07.2019

Who/When/Where: Sourcing industry thought leader, Glen Cathey, presented at Wayfair's Boston HQ on the evening of May 7, 2019.

Presentation overview: While a good portion of the world's population is made up of introverts of all genders, races, ethnicities, sexual preferences and ages, much of the Western world seems to favor and idolize extroversion. This can lead to environments in which introverts feel as if they don't belong, and where introverts earn and get promoted less than their extroverted counterparts.

Introversion isn't a choice - it is genetic - and research has shown there are brain-level differences between introverts and extroverts that result in real differences in how they think, process information, interact with others, and work best.

In this talk, Glen highlighted the advantages that introverts bring to the table for sourcing and recruiting, as well as make the case including introversion in diversity, neurodiversity, and inclusion efforts, offering practical suggestions for creating environments in which introverts can bring their authentic selves to work.

Backstory: Glenn Gutmacher read a provocative and well-researched LinkedIn "manifesto" post by Glen Cathey on this topic, and asked Glen if he would consider coming to Boston to present it. Glen readily agreed, and it became the world debut of a thought-provoking session he has presented and updated a number of times since.

Glenn Gutmacher secured the corporate donation of the venue, additional vendor sponsors to cover food and beverage costs, and promoted it in the greater Boston area, attracting approximately 100 attendees. However, hundreds more logged in: it was the first physical BATSA event simultaneously shared with a truly international audience, live-streamed and promoted in cooperation with Hiretual. Many of the interesting questions shared after Glen's 75-minute presentation came from the virtual attendees.

Impact: The discussion continued for hours at a local bar, even after Wayfair had to kick us out of the building for the evening. Glen was gratified by the reaction to the session, made some presentation updates as a result of the questions asked, and has since delivered it to a number of audiences around the world. Almost two years later, many notable industry leaders, such as SourceCon Grandmaster 2018 Cyndy Davis (who attended virtually), continue today to cite it as inspirational and have incorporated elements from Glen's session into their own presentations on the topic.



The Organization: Glenn co-founded the non-profit BATSA with SourceCon Grandmaster Randy Bailey in 2014 to address a gap in the greater Boston area: it had a few HR- and recruiting-focused groups but generally ignored sourcing. BATSA's mission is to promote Sourcing as a respected function and career path within recruiting, competitive intelligence and other industries, teach tricks of the trade to aspiring professionals, and encourage interaction among Sourcing practitioners and leaders to foster dissemination of best practices in the greater Boston area and those participating virtually from around the world. Its events and learning resources (housed on the BATSA.us website that Glenn created and maintains) are all purposely free to attendees, since many sourcers are underpaid individual contributors. BATSA's leaders strongly believe an aspiring sourcer's financial situation should never be an impediment to learning and advancing.



Talking: shola kaye

Creating an implementation plan

What will you do when you're faced with a microaggression?

What will you do as a bystander?

Can you select a go-to 'first response' so responding becomes second nature?

"Microaggressions: What are they, & how should we deal with them in the workplace & beyond?"

DEI Cohort 02.19.2021

Who/When/Where: United Kingdom-based communication consultant, author and award-winning speaker, Shola Kaye, presented virtually to the DEI Cohort on February 19, 2021.

Presentation overview: Microaggressions are the brief and commonplace daily verbal, behavioral or environmental slights, whether intentional or unintentional, that communicate hostile, derogatory, or negative attitudes. We'll explore the topic of microaggressions and how best to respond when we encounter them, whether as a victim or bystander. You'll walk away from this practical talk with a variety of interventions to suit different situations and personality types.

Backstory: Glenn Gutmacher had read some interesting posts by Shola in some diversity & inclusion channels, illustrating a range of expertise on a variety of topics. After investigating further, Glenn saw she had [written multiple books](#) and [presented dynamically and authentically on a number of DEI topics](#) relevant to the Cohort's membership. He asked her if she would consider joining an instance of the cohort to present and lead a discussion on a topic of her choice. She readily agreed, even though it represented a late Friday evening timeslot for her in the UK.

Impact: This turned out to be the best-attended cohort session up to that point. Shola was pleased with the range of thoughtful questions and candid comments (voiced and in the text chat) and requested to use excerpts of the presented recording (with permission from the attendees) in her own subsequent marketing. Cohort members who attended unanimously raved about the quality, relevance and impact of the content, eager to share their learnings with colleagues. The referral buzz led to a record number of new joiners to the Cohort in the two weeks following.

The Organization: Glenn co-founded the non-profit DEI Cohort (Diversity, Equity & Inclusion) in fall 2020 with Cynthia Griffin of Procure to address a gap in the diversity conversation. The deaths of

George Floyd, Breanna Taylor and other notable US cases spurred dramatic growth in the Black Lives Matter movement and a corresponding increase in frequency and number of voices on diversity-related topics. However, most were single-instance events or if a series, typically as podcasts which did not lend itself to a multi-directional, real-time conversation. The goal of the Cohort is to allow TA professionals with DEI in their mandate to have an opportunity to discuss issues with their peers in a live, open forum on a steady, biweekly cadence, but also to provide some structure by inviting rotating guest subject matter experts to lead each discussion.

Common microaggressions (disability)

- Wow, I'd hate to be you
- Oh! You look so normal
- You poor thing, that must be terrible

Behaviours

- Clapping when someone with a disability completes an everyday action
- Ableist language 'I'm so OCD about my files'
- Using terms like 'special needs' vs being specific

Glenn Gutmacher and (now third DEI Cohort co-chair) Suvasanamayee "Sue" Viswanatha secured the first several guest speakers to the series, while Glenn led the grass-roots marketing for the organization, utilizing primarily diversity- and talent acquisition-focused Facebook groups to attract attendees, speakers and promote the upcoming events. He also created the simple website (deicohort.com) and online signup system to opt-in to be notified of upcoming events, removing the administrative burden of keeping up with join requests via Facebook.

Despite not being able to pay speakers (other than in-kind promotion to the distribution list), the organization now has commitments for presenters well into the future and an opt-in distribution list of DEI-aligned TA professionals in the hundreds.