



WOMEN IN ARCHITECTURE



IS A GLOBAL INITIATIVE TO ACCELERATE THE PATHWAY FOR WOMEN IN ARCHITECTURE TO AMPLIFY THE IMPACT OF THE DISCIPLINE WORLDWIDE.



WORKSHOP: ADDRESSING GENDER BIAS TOGETHER



Agenda

- What is WIA and why does it matter?
- Common biases women face at work
- Workplace situations breakout
- Strategies to combat bias
- Commitments to address gender bias

The Women In Architecture Leadership Committee



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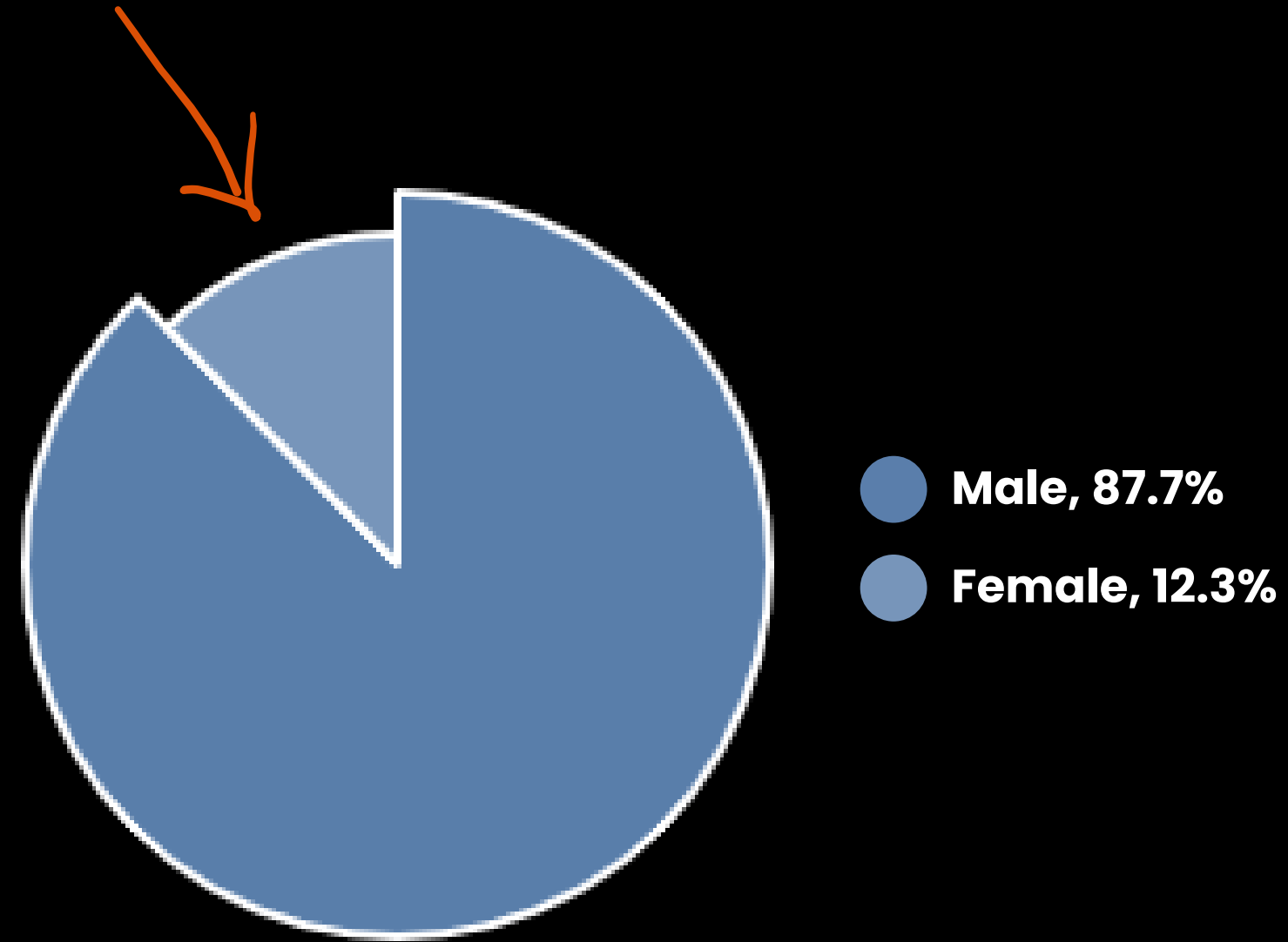


Paul Preiss



Whynde Kuehn
(Chair)

Just over 10% of enterprise architect roles are performed by women.*



* Based on the data here: <https://www.zippia.com/enterprise-architect-jobs/demographics/#gender-statistic>. While limited, we still believe that the data is directionally accurate and indicative of the gender gap across all domains of enterprise architecture worldwide.

What is Women In Architecture?



WOMEN IN ARCHITECTURE (WIA)

is a global initiative to accelerate the pathway for women in architecture to amplify the impact of the discipline worldwide.

OUR MISSION

To drive the expansion of women in architecture roles towards an equal balance and enable women to thrive and contribute with impact.

Why Does WIA Matter?

WIA matters because...

- **ARCHITECTURE MATTERS.**

- The role of architecture has never been more critical, and we need every single one of us + everyone to be at their best, both individually and together.
- Our opportunity is to scale and amplify the impact of the architecture discipline worldwide to meet the needs of our organizations and societies.

- **ARCHITECTURE CAN HELP LEAD CHANGE.**

- Worldwide, architects are many, often working in a transformational capacity within our organizations, in leadership roles (e.g., Chief Architect). Through our efforts, we can serve as role models and together be a force for change to facilitate diversity in our discipline.

➔ More women *are* becoming architects and moving into leadership roles. They are strong contributors and are shaping architecture in new and unique ways that expand and enhance the entire discipline. Now we just need to take it to the next level with intent and commitment.

Our Approach

WE'RE CREATING A MOVEMENT.

This is a movement named after the mission we are trying to achieve collectively. This means that regardless of your gender, if you are an architect or an advocate for architecture, you play a critical part in this movement.

WE FACILITATE ACTION AND SERVE AS A FOCAL POINT FOR CHANGE.

Women In Architecture is the catalyst and focal point to:

- Centralize and coordinate efforts and partnerships
- Create a unified voice for education and advocacy
- Facilitate meaningful and actionable dialog
- Drive action that creates the pathway for women in architecture

WE WORK IN AN ECOSYSTEM OF PARTNERS.

We partner and collaborate with many other organizations to build awareness and advocacy and deliver our mission.

What Does WIA Focus On?

Supporting **women** to advance and thrive | Building the **pathway** for women in architecture | Creating **dialog** and awareness



Initial Year 1 Focus →

WIA Membership

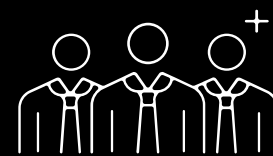
WIA focuses on special concerns and complimentary topics pertinent to women working in architecture (e.g., leadership, confidence, awareness). WIA partners with IASA and other professional organizations to teach and mentor on the architecture discipline itself.

Our initial WIA membership offerings are below, which we will continue to expand and shape together!



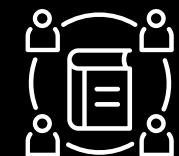
WIA COMMUNITY.

An online community (Mighty Networks) for discussion and connection, with a growing set of content available.



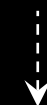
EVENTS

Quarterly WIA meetings for learning and exchange. Monthly 30-minute welcome meetings for new members. More to come!



COACHING CIRCLES.

Small group coaching on specific topics provided by experienced architects and leaders.

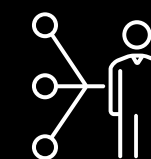


- Transformational Leadership in Hybrid world
- Shift minds, hearts, gain 'action confidence'
- Stop worrying and Just Try & See
- Architecting for a sustainable planet
- Getting a seat at the Board of Directors



MENTORING.

Focused mentoring for individuals on women in architecture-related topics. Architecture mentoring is also available through IASA.



JOB POSTING.

Share and find job opportunities with the WIA community for mutual benefit.

Getting Involved

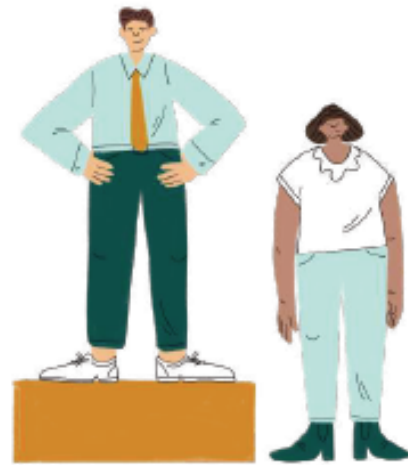
- Join WIA and start engaging! (First quarterly meeting is 16 December)
 - Mighty Networks (free): <https://women-in-architecture.mn.co/>
- Volunteer your time and talent (lead a coaching circle, be a mentor, present, share skills)
 - Complete the WIA Volunteer Survey (see Mighty Networks)
- Sponsor WIA
 - Contact us at sponsor@thewomeninarchitecture.org
- Request a speaker, post a job, discuss partnership, or share other inquiries
 - Contact us at contactus@thewomeninarchitecture.org

Common Biases Women Face at Work



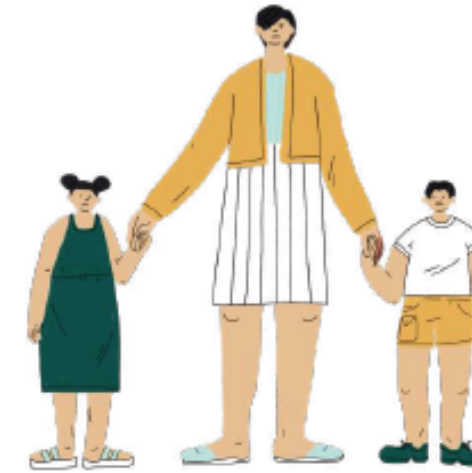
Likeability bias

Likeability bias is rooted in age-old expectations. We expect men to be assertive, so when they lead, it feels natural. We expect women to be kind and communal, so when they assert themselves, we like them less.¹¹



Performance bias

Performance bias is based on deep-rooted—and incorrect—assumptions about women’s and men’s abilities. We tend to underestimate women’s performance and overestimate men’s.⁹



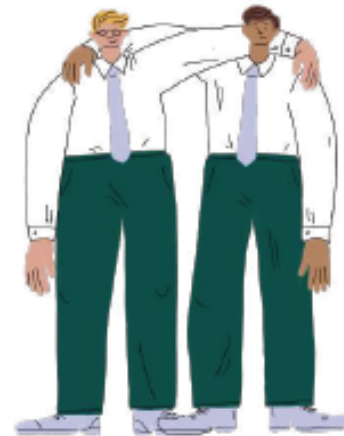
Maternal bias

Motherhood triggers false assumptions that women are less committed to their careers—and even less competent.¹²



Attribution bias

Attribution bias is closely linked to performance bias. Because we see women as less competent than men, we tend to give them less credit for accomplishments and blame them more for mistakes.¹⁰



Affinity bias

Affinity bias is what it sounds like: we gravitate toward people like ourselves in appearance, beliefs, and background. And we may avoid or even dislike people who are different from us.¹³



Intersectionality

Bias isn’t limited to gender. Women can also experience biases due to their race, sexual orientation, a disability, or other aspects of their identity.

Source: LeanIn Org, LLC

Icebreaker

ICEBREAKER: DID YOU KNOW?

How many times more often
do men interrupt women
than other men?

ANSWER

Almost 3 times more often.⁴⁹

Source: LeanIn Org, LLC

Icebreaker

ICEBREAKER: DID YOU KNOW?

In a study of performance reviews, what % of women received negative feedback on their personal style such as “You can sometimes be abrasive”?

And what % of men received that same type of feedback?

ANSWER

66% of women and 1% of men.⁵⁰

Source: LeanIn Org, LLC

Breakout: Workplace Situations

1. Select one person to read the situation and WHY IT MATTERS. →
2. As a group, discuss what you would do in this situation.
3. After 3–5 minutes of discussion, read WHAT TO DO and WHY IT HAPPENS →
4. Summarize a response to share with the full group
5. Repeat for your second situation

REVIEWS & PROMOTIONS

You're on a team doing performance reviews and notice that a lot of women get feedback on their speaking style.

WHY IT MATTERS

Criticisms like this can prevent qualified women from advancing, which hurts both them and your company.

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You're on a team doing performance reviews and notice that a lot of women get feedback on their speaking style.

WHAT TO DO

When you notice this pattern, point it out. Explain this is a common bias against women and **WHY IT HAPPENS**. Suggest that the group focus on the substance of what people say, not their speaking style.

Longer term, recommend that your company use standardized criteria for performance reviews, which will reduce subjective opinions. Consider recommending anti-bias training for employees involved in the review process. When people understand how bias impacts their decision-making, they are able to make more objective decisions.

WHY IT HAPPENS

Studies show that women often get negative feedback on their speaking style, while men do not.⁵² If women are confident and assertive, they can be criticized for speaking too loudly or often. But if they are quieter, they are more likely to be told that they need to speak more confidently and assertively.⁵³ For some groups of women, no matter how they speak, people project stereotypes onto them: Asian women are more likely to be criticized for being too quiet, while Black women and Latinas are more often labeled angry or loud.⁵⁴

Rooted in likeability bias

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Some Strategies to Combat Bias

- Speak up for someone in the moment
- Ask a probing question
- Stick to the facts
- Explain how bias is in play
- Advocate for policy or process change
- What other strategies might we consider?

Source: LeanIn Org, LLC

Commitments and Next Steps

My one action to address bias against women in the workplace is...

Some ways that **TCBAF** as a community can help to address bias against women in the workplace are...