

URL: <https://stvp.stanford.edu/clips/its-about-impact-not-intention>

It's not enough to be well-intentioned, says social scientist and Kapor Capital partner Freada Kapor Klein. She urges founders and tech workers to measure how their decisions and business structures actually impact diversity within their company. Only by focusing on outcomes, she argues, can we encourage individuals from underrepresented backgrounds to stick with careers in technology and entrepreneurship.



Transcript

- And again as we think about this, whether you're a founder, an aspiring founder, an investor, a limited partner, an employee, an aspiring employee at a tech startup, I will assume that everybody in this room is well-intentioned.. That if I asked you do you want to make your coworker's life miserable, do you want to be.... Do you want to exhibit bias toward your colleagues every day, you would say absolutely not.. But what we need to start focusing on is the impact.. It's not enough to just be well-intentioned, we got to look at the outcomes.. If we have people leaving, dropping out of the pipeline, dropping out of tech companies, dropping out of the entrepreneurial journey in such disproportionate numbers, I'm a researcher, there's got to be a reason and we need to figure out what it is.. And so we're not accusing anybody of anything, we're saying let's look at the impact.. Let's look at who our educational institutions and our workplaces especially our start-ups are designed by and for and see if we can fix that..