

# Diversity: Playing Talent Moneyball

## Corporate Talk

In 2002, the Oakland A's used moneyball – a new method of evaluating baseball players for hire based on traditionally undervalued statistics – to leverage their \$44 million payroll to create a team competitive with teams with budgets in the \$150 millions. By learning to correctly value players that other teams overlooked, the A's created a huge competitive advantage and changed baseball scouting forever.

Like baseball teams, modern companies' biggest assets are the collective talent, intelligence, and skill of the teams they are able to assemble. Increasingly, the war to attract the right talent determines success in the marketplace, and companies work tirelessly to compete for a small pool of people. And just like in baseball, there's a big opportunity in seeing what those other companies *don't* see.

Biases of all types – be they gender, racial, sexual orientation, or class-related – cause companies to under-rate diverse talent that can transform a business and generate a competitive advantage.

## Talk Outline

This talk will cover how smart companies and managers can use knowledge of systemic societal and workplace biases to their advantage to attract under-valued talent. We'll cover:

- Biases that affect how we evaluate candidates
- Hiring & promoting for merit in a system with bias
- The risk of hiring unqualified candidates
- Diversity goals, targets, and quotas

The goal of this talk is to look at Diversity and Inclusion efforts through a 'moneyball' lens and build the business case for better hiring and promotion practices.

## About The Speaker



**Holly Burton**  
**Leadership Coach for Women in Male-Dominated Industries**

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

## The Details

**Length:**

20-30 Minutes

**Format:**

Lecture-style talk (with Q&A)