

URL: <https://ecorner.stanford.edu/in-brief/diversity-boils-down-to-hiring/>

It's important to showcase diversity in your content or product, says GoldieBlox founder and CEO Debbie Sterling. But to emphasize diversity in a company, she affirms, you simply have to hire a diverse workforce, and bring in people of color. It may take more time to ensure a diverse candidate pool for each job posting, but Sterling believes that it's crucial that companies in STEM fields go the extra mile to seek out diverse talent.



## Transcript

- Very early on, I think we recognized the need 00:00:08,280 to have really strong representation in our content and in our toys, and how important that is for kids.. And we really made that a priority.. And it immediately, I mean, immediately, we saw the effect.. We very early on introduced Goldie's best friend, Ruby Rails, who's an African American coder.. And right away, I mean, we started seeing little black girls posting pictures playing with our toys, and prior to that, it had been almost all little white girls.. I mean, it was that simple! But then it's also incredibly important to prioritize diversity for the team itself and the company.. And I'll tell you, it's something that has to be a priority, and you have to have the executive leadership team on board.. I think the biggest thing that we did to increase diversity at the company is, any time we hire any role, we always need to have at least three final candidates for that role, and there need to be diverse candidates for every role that we hire, ever.. And if the hiring manager can't bring diverse candidates for a role, then they need to keep looking, because all.... We have to have diverse talent at that final level before the company makes the decision of who to hire..

And for me, I think that's the biggest thing that.... We've done a lot, we've done a ton of things.. And I don't have time right now to list all of the things that we've done in terms of bringing in people to come talk to the team, and this and that, and investing in organizations.. But I don't wanna underplay that.. All of that stuff is important, but the most important thing is hiring people of color, hiring men and women, actually creating a very diverse team with different backgrounds.. That's the way to do it, and there's no sugarcoating or talking around that.. And in order to do it, you need to prioritize it.. And there's so many excuses that companies make, especially tech companies, talking about how, you know, "Oh, well, the candidates just aren't there." And I just, you know, it's just not true.. It just takes longer, and when you're.... It just takes longer to go find that talent, and sometimes it might take a little bit of a leap of faith in bringing in somebody, and providing a little bit of mentorship or believing that somebody has 9 out of the 10 things that you need, then they can probably learn the one thing that they would need to be successful..

So you just, you have to prioritize it...