

WOMEN IN INNOVATION

WIN MIND SALONS

Women in Innovation believe that positive, constructive and critical conversations about female leadership are vital to build community, drive innovation and support gender equality in business. And to continue to facilitate rich conversation and knowledge sharing from our remote settings, WIN London launched Mind Salons; online breakfast discussions centred on specific challenges faced by women in innovation.

HOW CAN WE REVERSE THE DATA GAP AND DESIGN BIAS IN INNOVATION?

*"Designers may believe they are making products for everyone, but in reality they are mainly making them for men. It's time to start **DESIGNING WOMEN IN**"*

Carolina Criado-Perez in [The Guardian](#)

While product designers often believe they are making products for everyone, the reality is often that they are designed only for men. The data gap and design bias in innovation has a negative impact on everyday lived experiences of women around the world. So, how can we ensure research, design and innovation doesn't overlook women, their health and wellbeing?

Author of *Invisible Women*, Carolina Criado-Perez outlines her case of the gender data gap in her Guardian article, ['The deadly truth about a world built for men – from stab vests to car crashes'](#), raising the points that voice recognition software are designed mostly to recognise low pitch voices to the lack of knowledge about the health risk of use of chemicals in 'women's work'. And with women feeling the impact of the gap on their lives everyday, we considered the impact these blind spots can have on innovation.

OUR THOUGHT STARTERS

"What can we do to reverse the data gap and design bias in innovation?"

01. How can we change behaviour that is unconscious?
02. What is the role of equality vs equity for this topic?
03. How can we use data points and storytelling to drive change around this topic?

Join the conversation with our WIN Mind Salon Toolkit and discussion prompts to host your own sessions!

MIND SALON TOOLKIT

Mind Salons offer an opportunity to **CHALLENGE OUR MINDS, CONVERSE WITH OUR PEERS AND WORKSHOP SOLUTIONS** to cultural, industry and leadership challenges.

Designed to be replicated, Mind Salons aim to keep important challenges front of mind and to inspire change. This kit shares the tips & tricks for running your own Mind Salon with your teams and networks.

Each Mind Salon should centre on a specific topic and challenge relevant to women in our industry, illuminated by an article or study.

This month we focussed on the gender data gap and design bias and used the article, [The deadly truth about a world built for men – from stab vests to car crashes](#) written by Carolina Criado-Perez, Author of Invisible Women, as the basis of our Mind Salon discussion.

FIVE STEPS TO RUN YOUR OWN

01. Set a **DATE AND TIME** to connect with your network and arrange a digital meet-up
02. Share the **STIMULUS ARTICLE** and **DISCUSSION PROMPTS** with attendees to prepare for the session
03. **HOST** your Mind Salon & **CAPTURE** your learnings and favourite soundbites
04. **FOLLOW-UP** with additional reading material and the Mind Salon Kit to encourage others to continue the conversation
05. **SHARE** your favourite takeaways and ideas for future Mind Salon topics with WIN London community via Slack and social media

TIPS AND TRICKS FOR YOUR SESSION



TAKE YOUR TIME

We advise a mind salon to last at least **45-75 MINUTES**



KEEP IT INTIMATE

4-6 PEOPLE is ideal to ensure a fair a thorough conversation



MAKE IT SOLUTION DRIVEN

Complete the discussion with **ACTIONABLE TAKEAWAYS** to apply to your own work

PROMPTS TO GUIDE YOUR MIND SALON

- What was your first reaction after reading the article?
- What is the cause of this challenge and why is it happening?
- Do you have any examples/experiences of this in your own life?
- What are some other issues that emerge as a by product of this challenge?
- What are some ways we can prevent it from happening, or reversing it?
- What are your key take-outs, what will you look to do or change moving forward?

ADDITIONAL MATERIALS TO FOLLOW-UP

- [Sexism on the Covid-19 frontline: 'PPE is made for a 6ft 3in rugby player'](#)
- [Coronavirus crisis: why we need to make women visible](#)

ABOUT WIN

*Any specific topics you'd like to see in **FUTURE MIND SALONS?** Get in touch and let us know!*

Women in Innovation is a community of innovators, founded to close the gender gap in innovation. We address the root causes of the gender gap and are building a world where women are defining – and designing – better futures. We do this through regular programming that brings together an impact-driven and supportive community.