



Diversify Your Kingdom:

A Toolkit for More Women in Leadership

Sabrina Carmona



Sabrina, who?

- Head of Farm Heroes Saga
- King, London
- Brazil > Mexico > Chile > Germany > Sweden > UK
- 10+ years making games

The data around the industry

Facts and figures

According to the Financial Times, women still count for less than 5% of C-suite roles in Europe, the UK and US.

In another study done by Heidrik & Struggles, women only hold 4.9% of the leadership force across 13 different countries.

Only 40% of women feel satisfied with the decision-making process at their organization (versus 70% of men), which leads to job dissatisfaction and poor employee retention (Culture Amp, 2019).

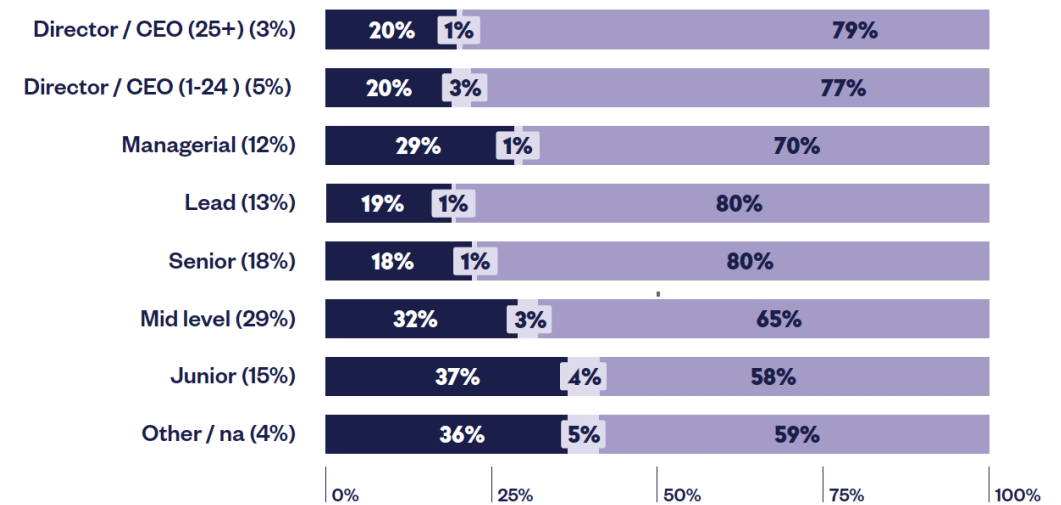


The gaming industry figures

Currently, only 28% females make up the UK video game industry (UKIE Games Industry Census, 2020) and roughly 20% worldwide (Statista, 2020).

41% of people in junior roles are female or non-binary, with the equivalent figures for Director or CEO roles being only 20% (UKIE Games Industry Census, 2020).

Gender by seniority



Why is diverse leadership key

Facts and figures

A study by McKinsey & Company indicates companies in the top quartile for gender diversity are 15% more likely to outperform the industry average compared to companies in the bottom quartile.

For ethnic diversity, that number jumps to 35%.

Harvard Business Review says teams with inclusive leaders are 17% more likely to report that they are high performing, 20% more likely to say they make high-quality decisions, and 29% more likely to report behaving collaboratively.



What does King leadership look like

Data for Senior Women @ King

1. Women in Senior levels – **61**
2. Men in Senior levels – **164**
3. **37%** of our leadership is female

Hiring targets for women & non-binary

1. 2019 hiring target: **40%** achieved
2. 2020 has a **50%** target



What can be done

Industry Meetups

Host women
meetups to
encourage and
introduce women in
the industry

AN EVENING WITH WOMEN LEADERS IN GAMING

THURSDAY 10TH OCTOBER 2019
5.30PM – 8PM @ NATURALMOTION GAMES
6 AGAR STREET, LONDON, WC2N 4HN



PRESENTED BY

Power^{TO}Fly

Senior Women Lunches via Employee Networks

Senior women share their experiences on how they got to where they are



Leadership Training for Women



- Develop senior women into executives
- Trainings focused on communication with authority, authenticity and impact
- Provide structured learning, tutor coaching and peer feedback
- Focus on learning strategies to develop resilience and communicate with presence, effectiveness and credibility
- Listen to what they want to develop themselves on and provide opportunities for growth on the job

Visibility and face time with company/studio leaders

- Coaching, shadowing and clarity on their future opportunities
- Projects and problem-solving together
- Relevant to their career



Diverse company-wide updates

- Encourage women to update on projects and initiatives
- Provide feedback and highlight importance of visibility for leadership roles
- Give opportunities for potential leaders to develop their public speaking skills



And much more...

- Representative interview panels
- Talent sourcing team, specifically for female employees
- Blind CVs, tests and code reviews to avoid biases
- Hiring based on competencies rather than just gaming experience
- Widen media sources to reach varied candidate pool
- Use gender neutral language on job ads
- Inclusive leadership training
- Unconscious Bias training



Takeaways

The importance of having a diverse interview panel

- A diverse interview panel containing people that you can identify yourself with or find relatability is important
- In that way, you can attract different talent, and have a fairer decision making on who should you hire
- For me, being interviewed by a pregnant head of studio showed me that the place I was applying to not only had women in their leadership team, but they also had what could be a potential future version of me, which gave me the confidence of being myself in the interviews.

Diversity of leadership makes better games

- Diversity of leadership makes better games and that's a fact.
- Whenever you are making a product for an audience, you must have representatives of as many target audiences as you can.
- Thriving for a balanced/diverse leadership is also important.
- We all operate and communicate very differently, so we not only challenge ourselves in our decisions, but we are also able to cover much more ground in terms of communication styles, management styles and team support.
- Connecting current leaders with future leaders is imperative for success and growth

The importance of giving opportunities and support

- It is our job as leaders to create room for growth.
- It is important to hire more women, but it is also imperative to retain and grow the ones we already have.
- To create an environment in which all (not only women) have a voice.
- We don't know what we don't know, and we cannot expect that everyone will understand what we want and what we expect.
- One thing we should do is listen. Learn to listen and make sure that we are including everyone, especially women, on different channels.

Thank you!



Making the World *Playful*