

HOW TO INTRODUCE GENDER DIVERSITY INTO THE PERFORMING ARTS SECTOR



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Balanced leadership



TODAY'S DISCUSSION

KEY POINTS

- (un)conscious bias and its effects
- Systems
- The Cultural Sector
- Your Organization
- Implementation
- Q&A

WHY?

D & I

HOW?

**personnel
public
program
partners**

WHAT?

**CREATE
A NEW
SYSTEM**

WHY?

D & I

WHY IS D&I IMPORTANT?

- BETTER
OUTPUT
- CREATIVE
TEAMS
- BETTER REACH
- MORE SALES





Self-reflection:
Let's be honest

**Our biggest
shortcoming
95% vs 5%**

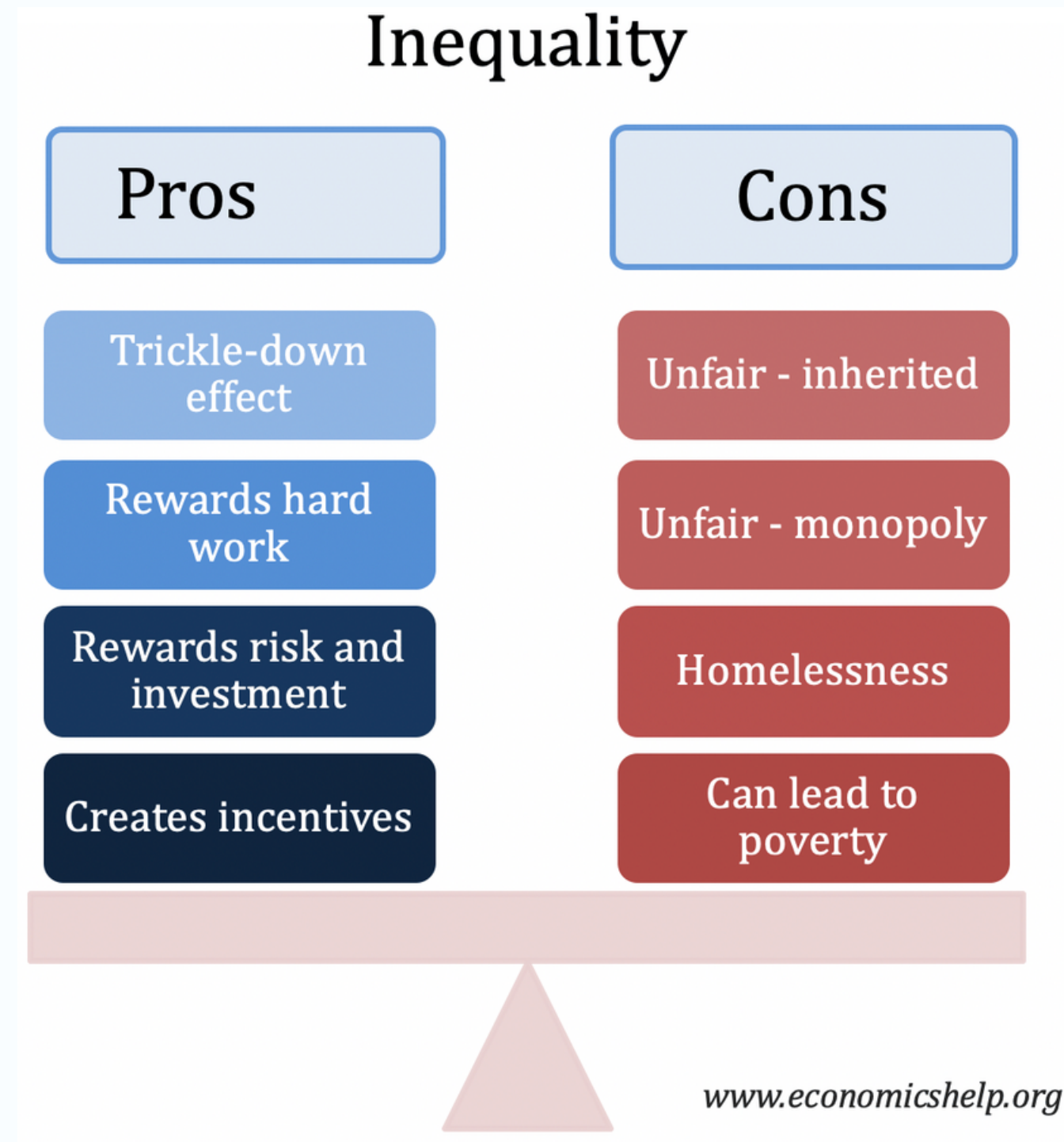
IT'S EFFECTS

IN A NUTSHELL

- We “forget”
- Fear takes over – we react
- Disbalance: we tend to choose an average and casts-outs
- We also don't really get to the core and when you don't do that you really don't solve the problem
- Ideas about women / men / others

SYSTEMS

CAPITALISM



“Systems are just collective stories we all buy into. When we change them, we write a better reality for us all to be a part of.”

Baratunde (Tedtalk)

The Cultural Sector

Film/theatre/tv etc

- we can create stories
- we tell stories
- And people will believe those stories if we tell it over and over again especially when the group that tells it or receives it isn't diverse



Value your organization and the people working there. Value the audience

In order to raise the quality of life for everyone including yourself we invest in diversity

HOW?

**PERSONNEL
PUBLIC
PROGRAM
PARTNERS**

How

CREATE A VISION

what do you want to
reach within your
organization exactly?
Set a clear goal and
make it smart

IMPLEMENT A STRUCTURE

1. Implement a few
structural
tools/reminders
2. make sure it becomes
a habit not a burden. It
needs to be part of
your way of thinking
/believing / working

EXCECUTE AND EVALUATE

excecute
evaluate
repeat

Implementation of the Diversity Code: 4 p's method

PERSONNEL

Reflect the diversity
of the region within
the organization

PUBLIC

Reach a more diverse
audience

PROGRAMMING

Make room in the
programming for
gender diverse
makers and new
stories

PARTNERS

Involve the diversity of
the city and region into
the organization

Working with new
interesting stakeholders

Goal: to have a gender diverse team with gender positive mindset

PERSONNEL

- Safeguarding the safety of new employees
- when hiring new people (use fair methods that avoid your biases)
- gate keeping systems
- How do deal with differences?
Implement a system for that. Pregnancies etc.
- Vacancies training



Goal: Reach a more diverse audience

PUBLIC

Reach a more diverse audience

- Marketing and branding
- target groups
- what are the needs



PROGRAMMING

- what are the needs (demand oriented)
- translate into programming

Goal: diverse programming and artists

Goal: how to increase your organization's potential with partners?

PARTNERS

Involve the diversity of the city
and region into the
organizations

Working with stakeholders:

- Associations/Foundations
- Companies
- Governmental bodies



WHAT?

**CREATE A
NEW SYSTEM**

SYSTEMS

IN PRACTICE



Get creative!

- Source of inspiration
- Celebrations: Pride, Woman's day, Mother's day
- Entrepreneurship
- Dialogue

Goal: create a new system

**What is your next step for
implementing gender diversity in your
organization?**

**THANK YOU FOR
YOUR
ATTENTION!**

**ANY
QUESTIONS?**



CONTACT ME

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