



Building Pathways for Underrepresented Groups at NextRoll



Challenge

While there have been strides in the industry, there is still a long way to go in terms of elevating underrepresented groups in tech leadership.

	Tech Industry ³	At NextRoll ⁴
Employees from underrepresented groups ¹ :	29%	39%
Underrepresented groups in People Management ² :	17%	23%

40% of underrepresented men of color & **36%** of underrepresented women of color who left the tech industry cited unfairness as the primary reason for leaving.⁵



“We wanted to further our journey on supporting underrepresented and marginalized communities at NextRoll. Partnering with Strive allowed us to offer this cohort the tools & frameworks to build their leadership skills, a space to build a supportive community, & the opportunity to develop their professional goals.”



Claudia Villanueva
Program Manager
Diversity & Inclusion

Solution

Strive and NextRoll piloted a four-month, tech-enabled learning experience centered around self-discovery, skill development, and community engagement for underrepresented groups.

As a cohort, participants completed three core modules, taught in live, interactive sessions. During each class participants practiced skills in role play breakouts, practice simulations, directly applying new frameworks to their real world challenges. Additionally, participants completed a 360 assessment that oriented them in their strengths and areas of improvement.

¹ NextRoll defines underrepresented groups as (US) American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander, or Two or More Races.
² People Management at NextRoll is defined as anyone who is a M1 (Manager or above with direct reports).
³ Kapor Center, [The Leaky Tech Pipeline](#) (2018)
⁴ NextRoll, [Employee Metrics](#) (2019)
⁵ Kapor Center, [Tech Leavers Study](#) (2017)

Program Timeline

September 2019

Kickoff Session
Complete 360 & request peer feedback

October 2019

Module 1: Managing Up
Module 2: Public Presentation

November 2019

Career Panel
Module 3: Critical Conversations

December 2019

Closing Session

Results

NextRoll leaders partnered with Strive to support the careers of employees from underrepresented groups, resulting in clear improvements in professional skills and leadership development.

Engagement

100%

of participants completed the 360 assessment

5

median 360 feedback peer responses received

Enjoyment

4.0 / 5 avg.

"How would you rate your experience with Strive?"

4.3 / 5 avg.

"My company invests in my development"

Transformation

19% increase

Rating of "I have a clear understanding of my professional goals"

13% increase

Rating of "I have the skills to be an effective leader at my company"

Testimonials

Through class discussion, application challenges, and community building, NextRoll delivered a world class learning experience that fostered a keen sense of inclusion and belonging within the organization.

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"Strive helped me get new perspective and equipped me with new resources and tools that I can go back to and reference. Personally, I think **it's helped me grow as an individual, be more confident in my abilities, and give me the tools and resources** to be able to go in for the things that I might not have went for prior."

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"It was great to chat & interact with folks in different parts of the company that I normally wouldn't. I hope to continue my relationships with them. In terms of connections, I think I've been a bit more open with my teammates and they've returned the favor."

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"I like that it started with a 360 review covering a wide variety of skillsets. It's a review that I've been looking at the most and will likely keep referencing it in the future. I also like its structure with **"assignments" outside of the class. It forced us to take certain action outside of the class & help to "lock in" the learning.**"



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"The amount of connection, vulnerability, and desire to learn and grow from everyone who participated was really inspirational. They were all hungry to learn and so ready to challenge themselves by applying each of the new skills that we talked about and practiced during the courses. **We didn't just talk about the learning and growth we wanted. We took action and did something about it.**"



Brooks Scott

Program Executive Coach & Facilitator

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"I enjoyed the in-person sessions we had with Brooks and having conversations with other colleagues on the three topics (Managing Up, Public Speaking, Critical Conversations). **Each session had at least one key takeaway I can eventually apply not only in my professional life, but also personal life.** Brooks was a great facilitator for this program & I feel I can come out of it with opportunities for growth in my development and self-confidence