

WORK IT 003: CASSANDRA & THE BOARD MEETING

Hubbub

PRES

Alright, everyone. Let's get this Board Meeting underway. Today, the board of Widget HyperGlobal welcomes a new member: Cassandra. Now I know what you're thinking: this is the same premise as the Old Boys Club sketch a few minutes ago. Yeah, well... And I know what else you're thinking: a female board member? Well, I assure you, Cassandra will bring a valuable, *diverse* perspective to our decision making. Isn't that right, Cassandra?

CASS

Quite so, sir. I expect that I will offer sound advice to the board, given my unique perspective, and I especially expect that the board will listen to my advice.

(beat)

Unlike that other Cassandra.

PRES

(aside)

They get it, they get it.

(resuming)

Well, first order of business, we have an exciting, new product to discuss. Our new line of tank-tops - for women. Now whereas most tank-tops are just boring and white and plain, these ones are covered with photos of sexy broads. So when do we start production?

CASS

Can I offer a suggestion?

PRES

Of course, that's why you're here, Cassandra. *We welcome your input!*

CASS

Women don't like being called "broads", so first off some -

(MORE)

CASS (CONT'D)

okay, all - of the marketing material could use another look. But bigger picture, most women don't want to wear tank-tops with pictures of other women on them, no matter how sexy. *I just don't think these will sell.*

PRES

Cassandra, if you had been here last meeting, you'd recall our thinking: what's better than ogling one broad? Ogling a buncha broads *while* ogling one broad! So we're agreed: Production starts immediately!

Harp sting.

V/O

One meeting later.

PRES

Our shares are in the toilet!

CASS

I tried to warn you.

PRES

This time, we'll definitely listen. Though I doubt an idea *this* good will be controversial: our new product is baseball cards - for women. They're just like normal baseball cards, but they're pink. Chicks'll love 'em!

CASS

If I may, a lot - okay, all - of what I said about "broad" applies to the word "chicks" as well. And second, I just don't see the product-market fit. Sure, there are plenty of women sports fans. I'm one of 'em! But the point is, you don't have to 'trick' us into liking sports by putting a pink coat of paint on top. We're not idiots!

PRES

Cassandra, it'd be one thing if all the players looked like

(MORE)

PRES (CONT'D)
vintage Ryne Sandberg - you ladies
would be our number one customers
then, I'm sure. But the fact is,
some of these players aren't
exactly what you'd call
dreamboats. So we're agreed:
production starts immediately!

Harp sting.

V/O
One meeting later.

PRES
Well, we really took a bath on
that one!

CASS
(sarcastic)
Who could have seen this coming?

PRES
Exactly, Cassandra. Who? Who? No
one. Market forces. What can you
do?

CASS
Quite.

PRES
But this product here is
definitely going to turn things
around. It's a day planner, but
this one's special.

CASS
You don't say.

PRES
It's a day planner - for women.

CASS
So, I gave this a look.

PRES
And?

CASS
I really want you to listen to me.

PRES
We're listening, Cassandra.

CASS

I mean it. Because I tried to warn you about the tank-tops and I tried to warn you about the baseball cards.

PRES

You're absolutely right, but this time we'll listen.

CASS

I hope you're listening.

PRES

We are, Cassandra, we are!

CASS

Okay. Good. So, this day planner. It is unacceptable that every day is pre-filled with messages like "Get a husband" and "Already got one? Great! What's for dinner?"

PRES

I was hoping for meatloaf. I see a lot of nodding around the table. So we're agreed: Meatloaf for dinner.

CASS

No, we're not agreed. This product is sexist, stupid and, more to the point, will *not sell at all*. No one wants this! Women don't want this, no one wants this, and you're all terrible at your jobs! Listen to me!

PRES

Respectfully, Cassandra, since you've been here we've had nothing but setbacks. Look, the Board values your input. Appearing diverse is very important to us. But if you don't think you can correct the ingrained prejudices and bad judgment of your 15 old, white, cishet male board-mates, well maybe you're not the right person for the job.

CASS

Well, maybe I'm not.

Door slams.

PRES
Emotional much? Pretty
cute though.

Hubbub.

V/O
Cassandra went on to start her own
company, creating products by and
for women, and soon became one of
the most powerful - not just
women, but people in the world of
business. As for her former board
members, well they drowned in the
ocean trying to meet Aquaman.