

Women in Technology

We surveyed 400 women in technology roles in the US.

We've all become accustomed to talking about 'women in technology'. We talk about them as a collective. We read about the kinds of organizations they want to work in. We hear about the factors that affect their career decision-making. But how much is fact - and how much is assumption? As more employers search for scarce talent in ever-widening circles, Talent Works is dedicated to supporting organizations with actionable insight. You may be surprised by some of our findings.

talent works

What did we learn?

Too many companies race to recruit, whereas candidates are wary of toxic cultures or companies that say great things with no evidence of doing them. For candidates, companies with stories of visible culture change or of work-life flexibility are more relevant. 67% of respondents said they would be more like to join a company with female leadership.



35%

In the US, 35% of women surveyed said that the main reason behind not wanting to apply for tech roles was because the workplace culture looked toxic.

What are the 3 biggest problems companies need to address?



The gender pay gap

63%

healthy work cultures

58%

women in leadership roles

53%

How does a company begin to change their culture?

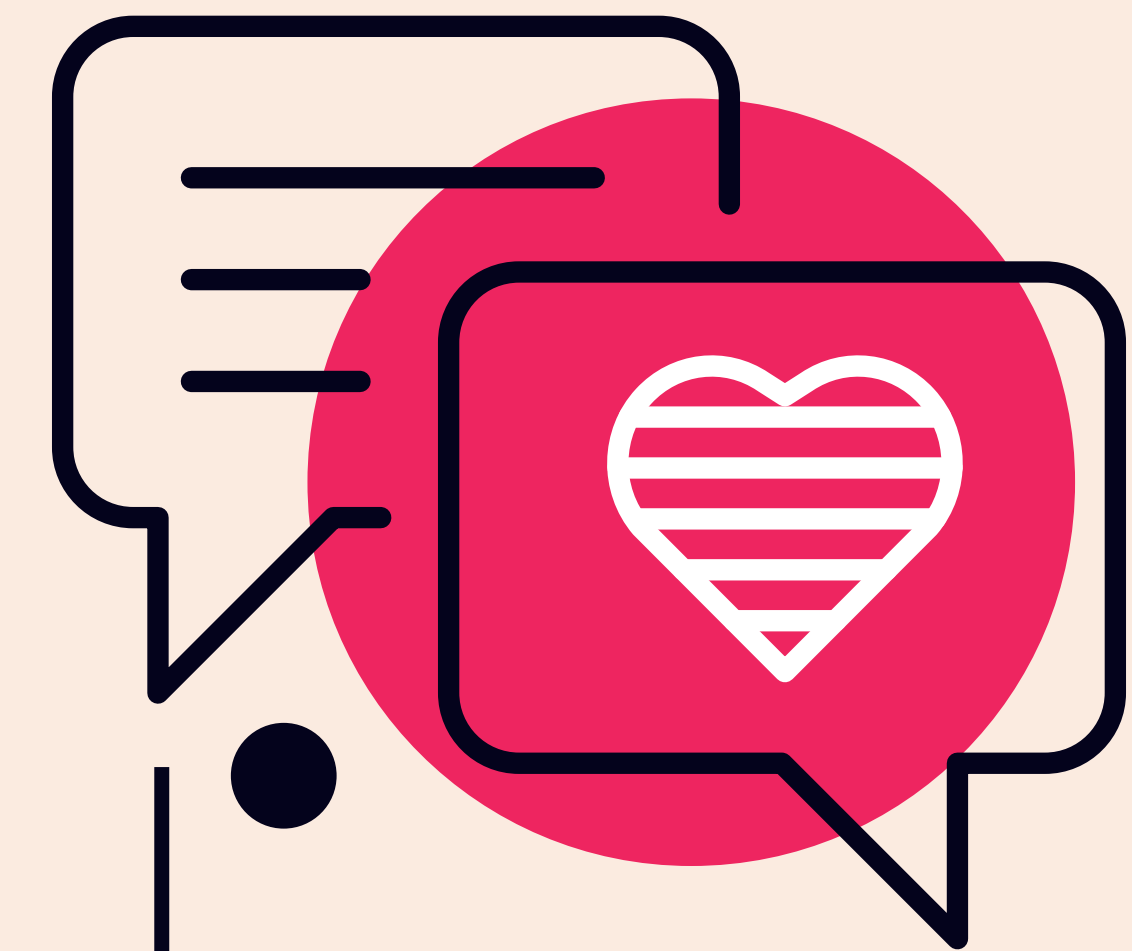
Our analysis drills deep into the factors that affect how women in tech perceive employers. From workplace toxicity to the visibility of role models and clear career paths, we outline how the best employers are building cultures that support, develop and advance women.

Diversity and Inclusion



65%

of US participants stated how important it was for them to be able to see current and authentic examples of diversity and inclusion in prospective employers.



For candidates, there are still many employers out there that use the right words around Diversity & Inclusion without temperature-checking the true employee experience.

The Opportunity

STOP

42%

of women stated that they were confident in spotting the signs of a toxic culture.

31%

of participants stated that they had encountered a toxic workplace culture in the last 3-5 years.

One of the most compelling themes we encountered was the desire to judge employers by the stories their people tell, rather than by company slogans without real substance behind them. While organizations still need a strong employer brand, it needs to be built on a researched, understood and authentic employee experience with culture at the heart of the offer

To obtain a copy of our white paper on Women in Technology, or to learn more about recruiting in technology or insight-led employer branding, register your interest at talent-works.com/women-in-tech