



Women + In Tech

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How to Attract, Hire and Keep Women in Tech Roles

Our Panel:



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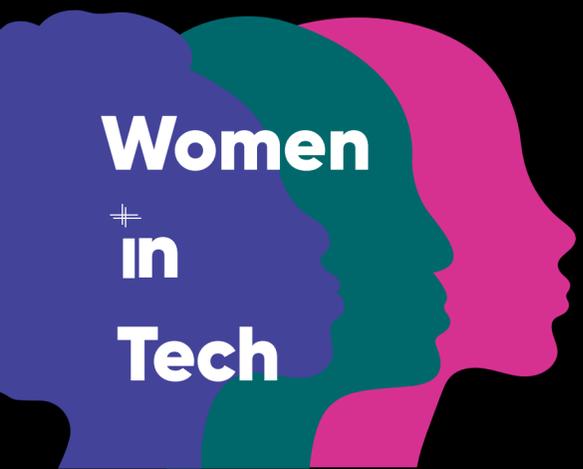
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Why Are We Here?

- There are too few women pursuing STEM degrees
- Women who start their careers in tech often leave
- Almost half of the women working in tech in the EU have experienced discrimination at work
- VC funding is massively gender biased: 93% of funding goes to all-male founded startups

Diverse teams are more innovative.

Diverse companies are more profitable.

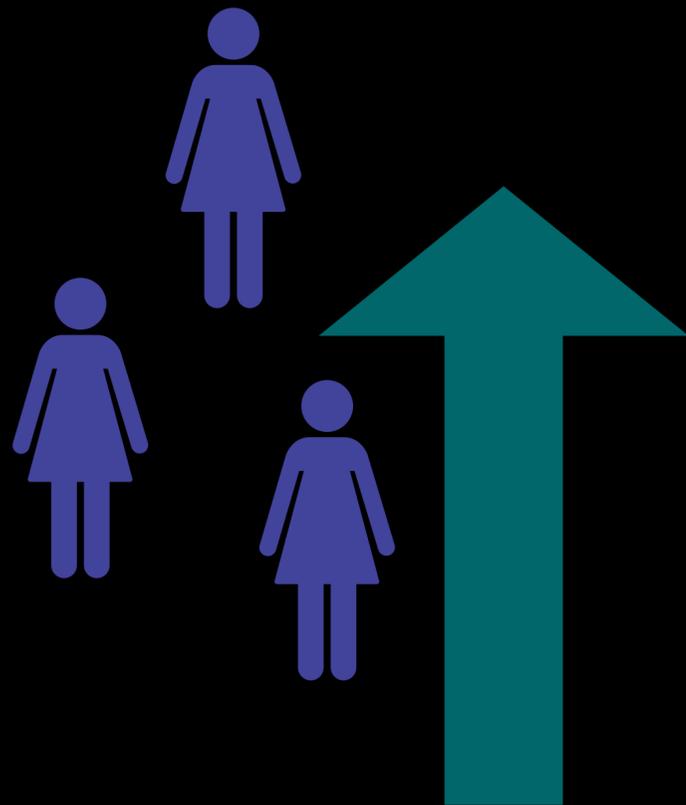


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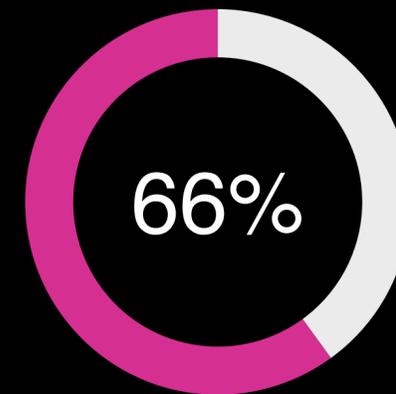
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More Women, More \$\$\$

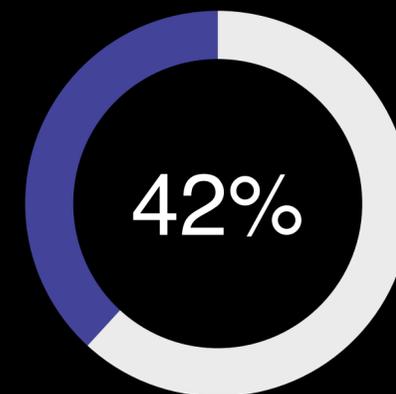
- Fortune 500 companies that had at least three women directors saw



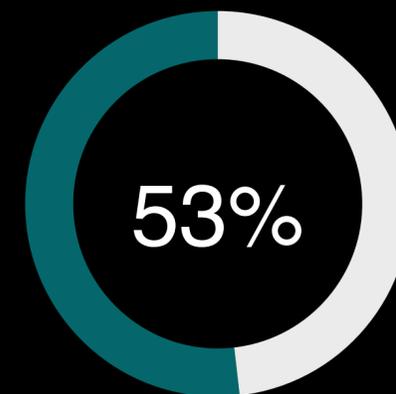
Return on invested capital increased by at least:



Return on sales increased by at least:



Average return on equity increased by:

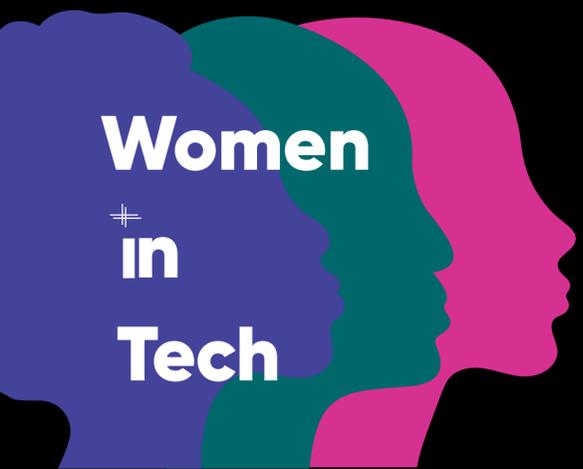


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Step 1: Making Your Company Attractive for Women

- Create the right culture
- Shift your mindset - meritocracy is a myth
- Make your diversity and inclusion visible
- Leadership



Step 2: Fix Your Recruitment Process

- What does your employer branding say about you?
- Are your job descriptions gender biased?
- Who is doing your interviews? How?
 - ➔ Consider replacing white board tests with blind code tests
 - ➔ Train people how to interview, have them practice with colleagues
 - ➔ Ensure there's a woman in the interview

gender-decoder.katmatfield.com/

Results

This advert is feminine-coded

This job ad uses more words that are subtly coded as feminine than words that are subtly coded as masculine (according to the research). Fortunately, the research suggests this will have only a slight effect on how appealing the job is to men, and will encourage women applicants.

Of course, there are plenty of other factors that affect the diversity of applicants for this role, and of the people who end up being hired. These include the company's reputation for inclusiveness, its culture, and the behaviour and prejudices (both conscious and unconscious) of the interviewers.

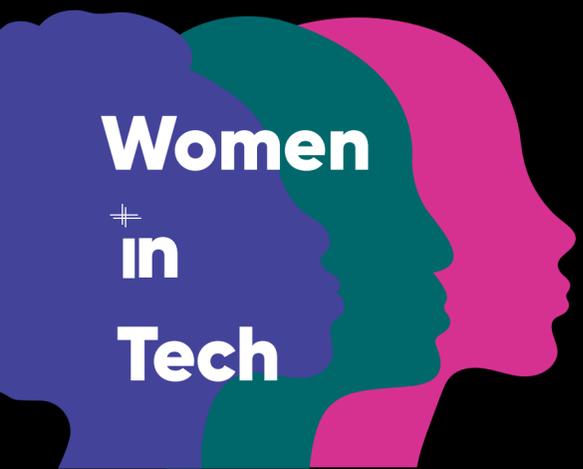
Masculine-coded words in this ad

- challenging
- competencies
- hierarchical
- driven
- decisions
- decision

[See the full list of masculine-coded words](#)

Feminine-coded words in this ad

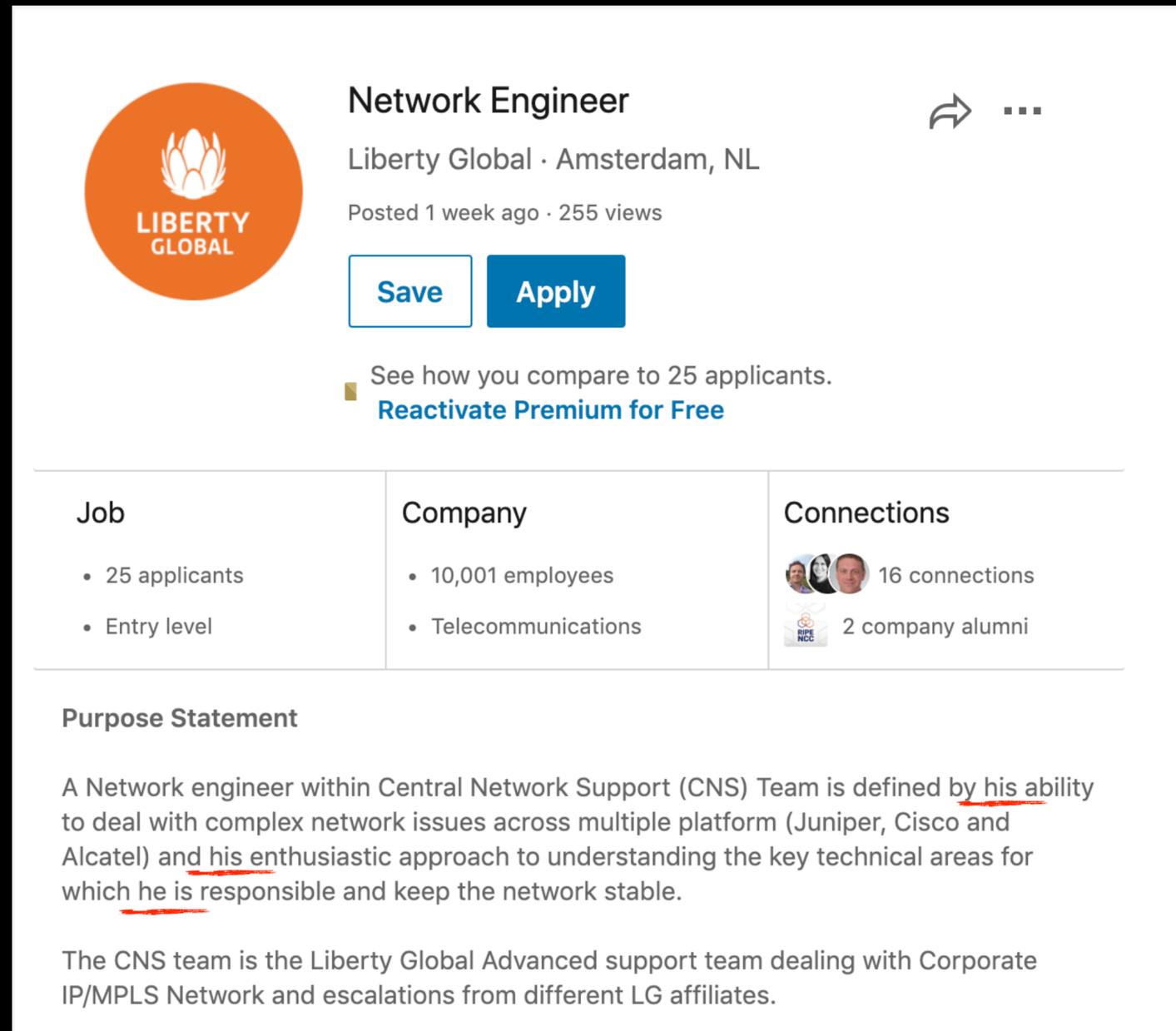
- together (4 times)
- support
- share
- collaboration



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What You Say Matters



LIBERTY GLOBAL

Network Engineer

Liberty Global · Amsterdam, NL

Posted 1 week ago · 255 views

[Save](#) [Apply](#)

See how you compare to 25 applicants.
[Reactivate Premium for Free](#)

Job	Company	Connections
<ul style="list-style-type: none">• 25 applicants• Entry level	<ul style="list-style-type: none">• 10,001 employees• Telecommunications	<ul style="list-style-type: none">• 16 connections• 2 company alumni

Purpose Statement

A Network engineer within Central Network Support (CNS) Team is defined by his ability to deal with complex network issues across multiple platform (Juniper, Cisco and Alcatel) and his enthusiastic approach to understanding the key technical areas for which he is responsible and keep the network stable.

The CNS team is the Liberty Global Advanced support team dealing with Corporate IP/MPLS Network and escalations from different LG affiliates.

Adventurous

Active

Aggressive

Ambitious

Analytical

Assertive

Autonomous

Decisive

Determined

Dominant

Independent

Ninja

Objective

Outspoken

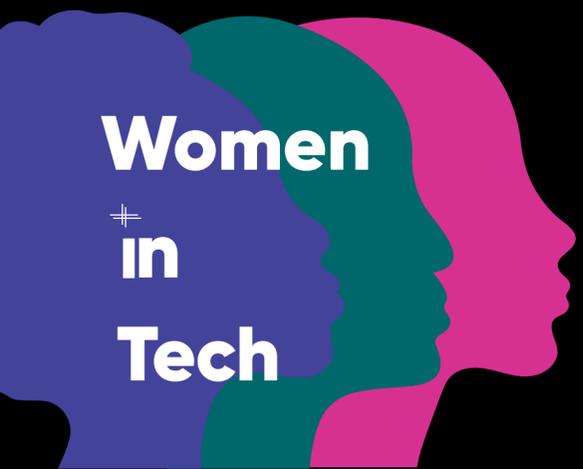
Rockstar

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Step 3: Prioritise Inclusion

- Onboarding
- Learning and growth opportunities
- Involve employees in diversity policies
- Diversity and inclusion never stops



Leadership 101

“You don’t inspire your teammates by showing them how amazing you are. You inspire them by showing them how amazing they are.”

Robyn Benincasa



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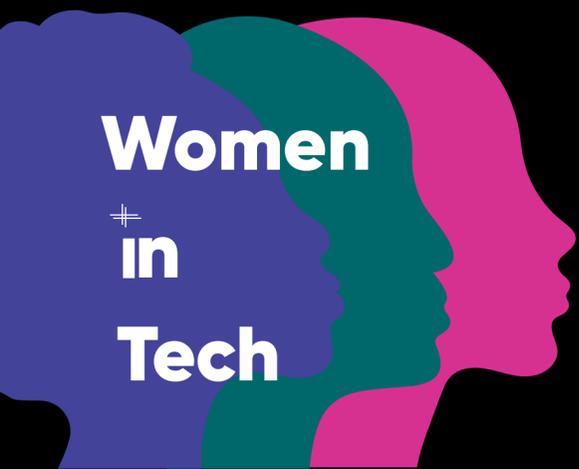
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How to Build Diversity in Your Team

Let's continue the conversation

BoF, Side Room, 18:00-19:00

Bring a friend!



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Resources

- “The Case for Investing in Women” - Anita Borg whitepaper
- “Bridging the Gender Divide” - OECD report
- “Evidence That Gendered Wording in Job Advertisements Exists and Sustains Gender Inequality” - American Psychological Association
- Gender Decoder for Job Ads
- “The Tech Interview is Broken” - Cracking the Code, Medium



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Resources

- [Six Ways for Tech Startups to Recruit More Women](#)
- [Delivery Through Diversity](#) - McKinsey
- [“How Diverse Leadership Teams Boost Innovation”](#) - BCG
- [“How Slack Got Ahead in Diversity”](#) - The Atlantic
- [“Rage against the Iron Cage: The Varied Effects of Bureaucratic Personnel Reforms on Diversity”](#) - American Sociological

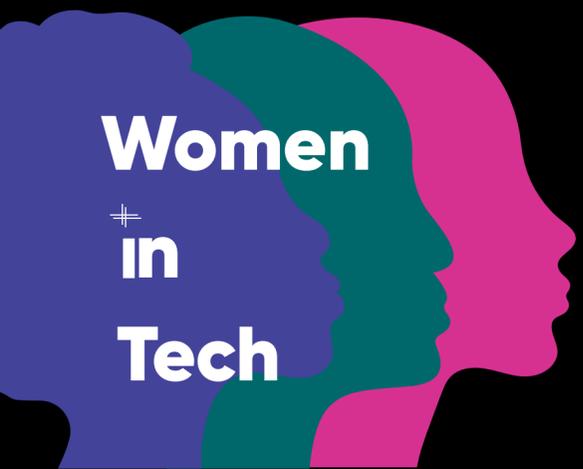


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Resources

- “How to Take the Bias Out of Interviews” - Harvard Business Review
- “Atlassian Boosted Its Female Technical Hires By 80% — Here’s How” - First Round Review
- “The Paradox of Meritocracy in Organizations” - MIT



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