# The best way to attract women in tech?

Be a good place to do tech.

Inclusive hiring from TMP Worldwide UK





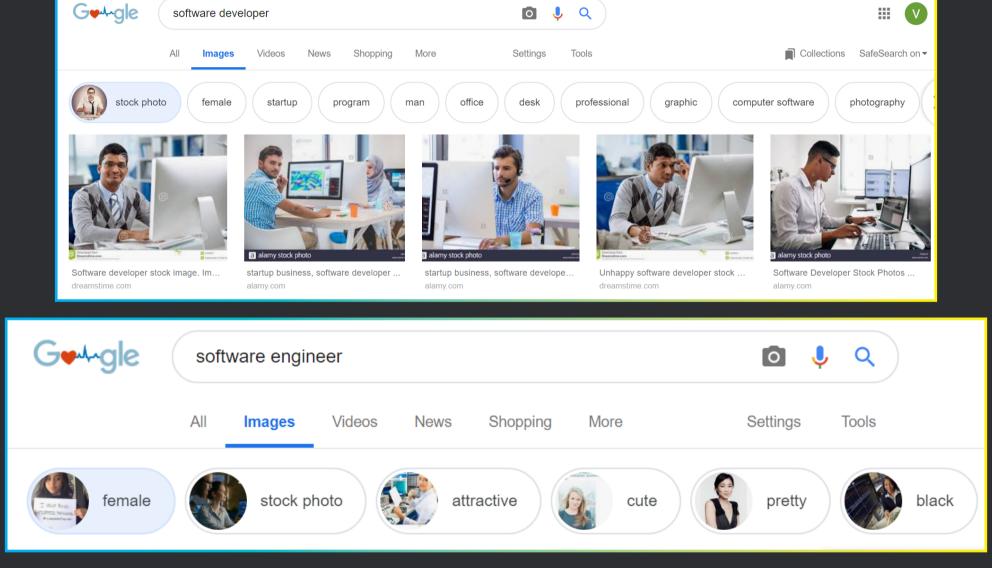
# Inclusivity is not a HR objective. It is a business objective.

Fortune 500 companies with at least three female directors have seen their:

- Return of invested capital increase by at least 66%.
- Return on sales increase by 42%
- Return on equity increase by at least 53%



# OK Google, show me a software engineer





# With this rate of progress, it will take until 2133 to close the gender gap

11%

Computing occupations held by women have been declining since 1991, and from then to 2018 it dropped by 11% 56%

of women in technology leave their employers midcareer. This is double the turnover rate of men.





Special Report Artificial intelligence

### Tech's sexist algorithms and how to fix them

Female input is needed to remove bias in products



\* GUMBER BOARTY

**GENDER** 

EOUITY

# Apple to tutor women in tech in bid to diversify industry

5 Women in Tech Discuss Gaining Visibility and Claiming Your Ideas



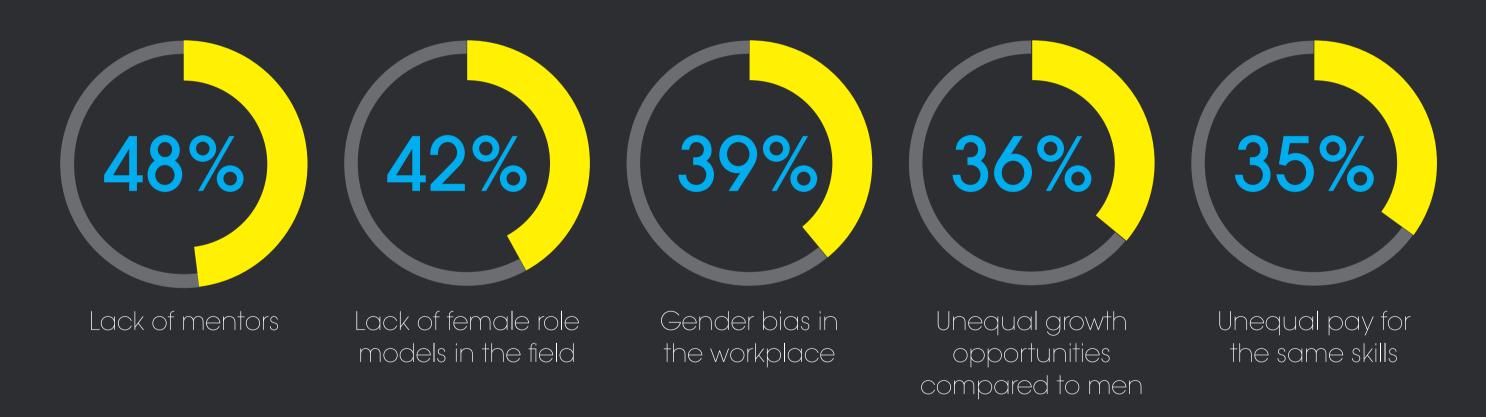
Solving the Challenge of CHANNEL Leaders Modernizing Legacy Application

The State of Intelligent Information Management (Get the eBook)

# **Melinda Gates: The next Bill** Gates won't look like the last one



The primary reasons why women are underrepresented in technology, according to 500 interviewed participants are...





# When programming was a mundane task, it was "female"





A trainee gets \$8,000 a year

.a girl "senior systems analyst" gets \$20,000 -- and up! Maybe it's time to investigate.

Ann Richardson, IBM systems engineer, designs a bridge via computer, Above (left) she checks her fects with fellow systems ("I had this idea I'd be standing at a recess out the old Hillie Burke-Graned Statistics of the computer, Below, Ann blue machine and proving lattims all day Allen image of femininity, it's able the constitutes on a viewing screen how see facts designed the bridge, and makes

Lo. Angeles bank, I condim't have been poter Girls. There are twenty thousa

into the professions and compete with scientist in systems programming men . . , usually working harder and Univae. (She helped develop the f

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And if it doesn't sound like woman's
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("I had this idea I'd be standing at a zeroes out the old Billie Burke-Gr



Twenty years ago, a girl could be a secretary, a school teacher . . . maybe a librarian, a social worker or a nurse. If she was really ambitious, she could go into the professions and compete with men . . . usually working harder and longer to earn less pay for the same job. Now have come the big, dazzling computers-and a whole new kind of work or women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the weather to sending out billing notices from the local department store.

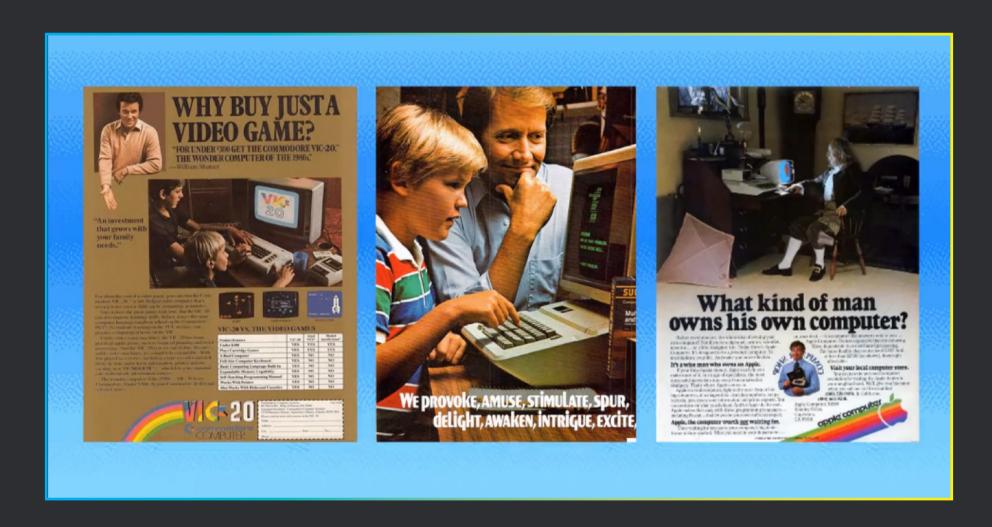
# When it became sexy, it became "male"





Deople scout

# Young boys were brought up to believe tech was their space to occupy and own



# You can't be what you can't see\*

\*well, you can, but it's much harder









### Core gender neutral motivations

Specific targeting

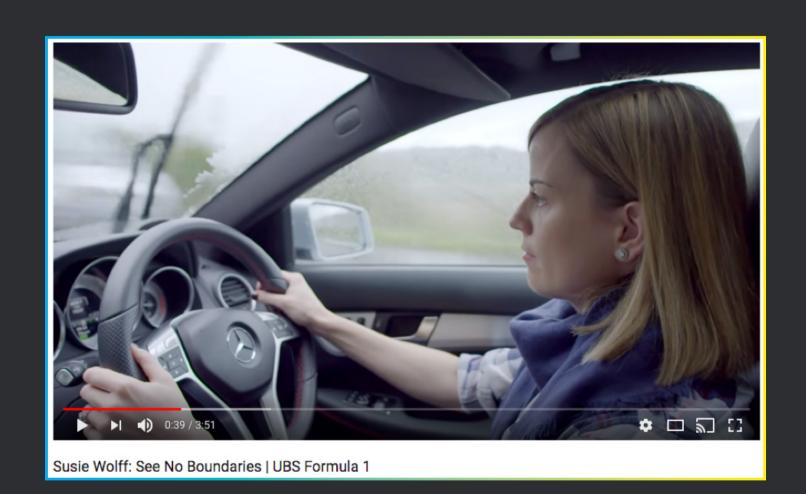
Role modelling

Events & community outreach

Influencers

Reaching young girls

Narrative





Core gender neutral motivations

### Specific targeting

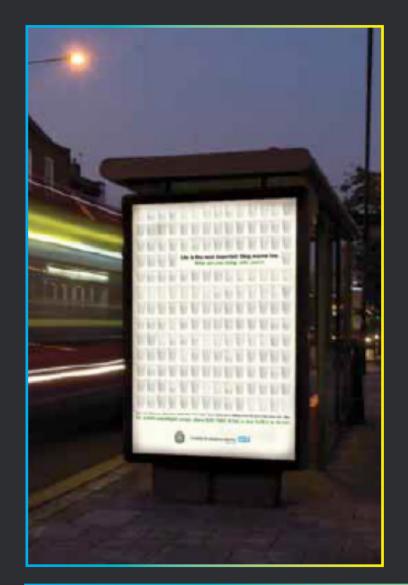
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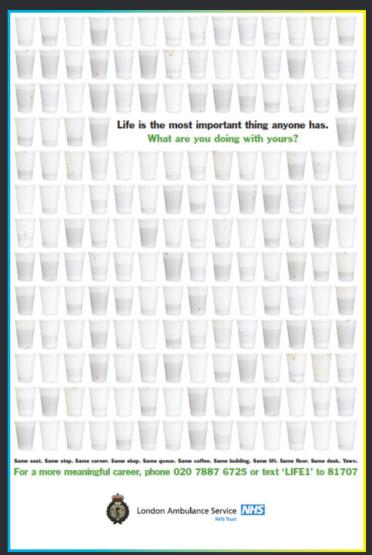
Events & community outreach

Influencers

Reaching young girls

Film content





Same seat. Same stop. Same corner. Same shop. Same queue. Same coffee. Same building. Same lift. Same floor. Same desk. Yawn.



Core gender neutral motivations Specific targeting

### Role modelling

Events & community outreach
Influencers
Reaching young girls
Narrative











Core gender neutral motivations
Specific targeting
Role modelling

**Events & community outreach** 

Influencers

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Film content





Core gender neutral motivations

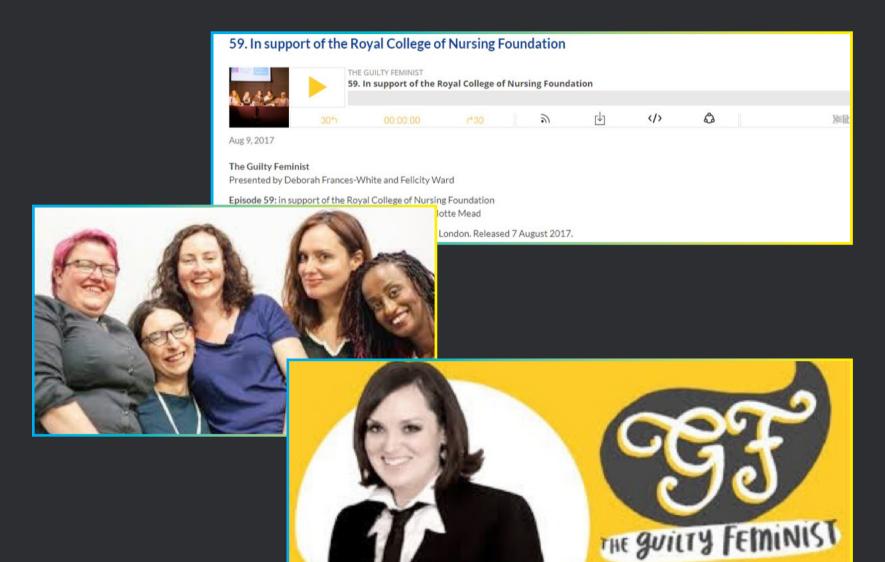
Specific targeting

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### Influencers

Reaching young girls
Film content







Core gender neutral motivations

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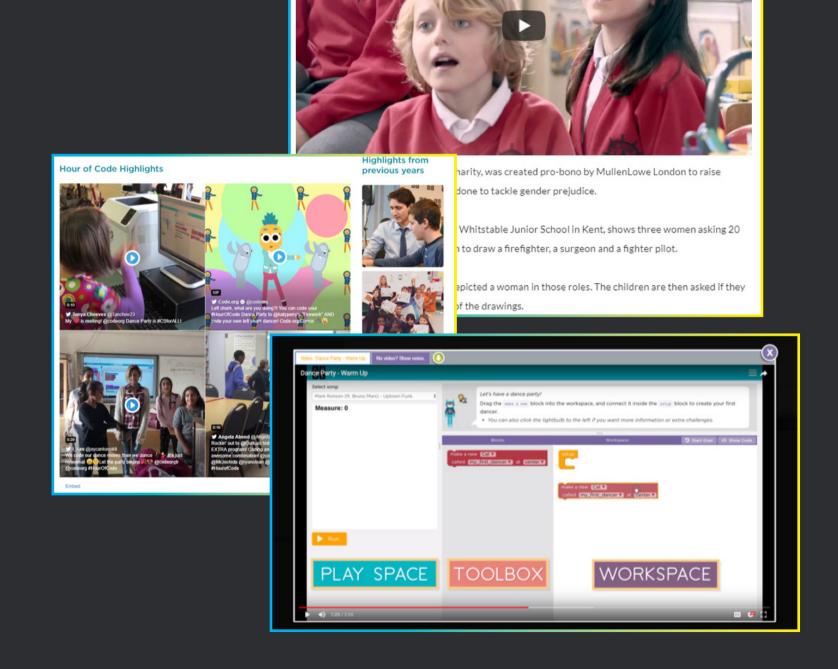
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Core gender neutral motivations

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#### Women Techmakers

Google's program for women to provide visibility, community, and resources for women in technology. 100

full scholarships for technical certification courses to women all over the world.

84%

of Girls Who Code alumni said they were likely to pursue a career in technology.

#### Girls who Code

Building the largest pipeline of future female engineers in the United States through learning opportunities, career support and community





The Engineering School for Women

#### Hackbright Academy

A 12-week immerse software development program where women learn the skills to become full-time software engineers. \$88k

Median first job salary, one of the highest salaries among schools reported through CIRR.



Core gender neutral motivations

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**Narrative** 







Removing real barriers

Frank conversation

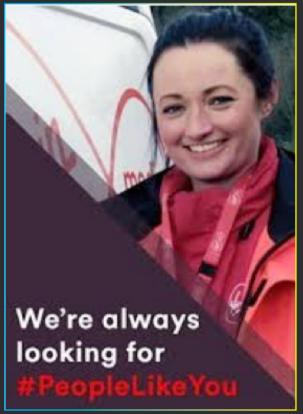
Understanding mothers



### Removing real barriers

Frank conversation
Understanding mothers



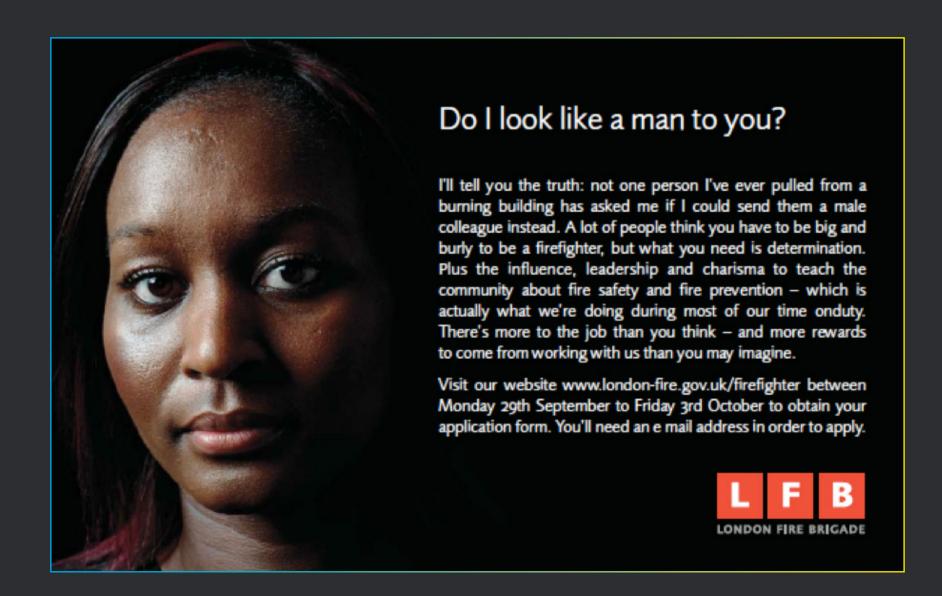




Removing real barriers

Frank conversation

Understanding mothers





Removing real barriers

Frank conversation

### **Understanding mothers**

70-100% responsibility for childcare

Only 5% of dads do more

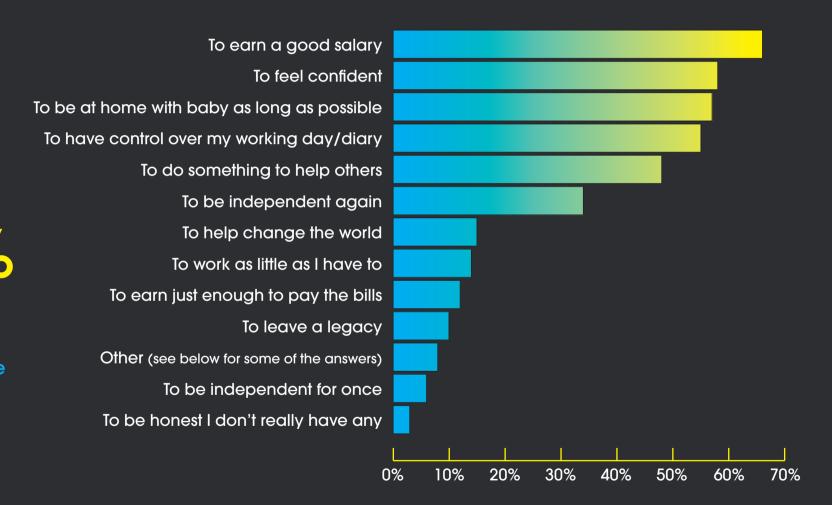
of respondents have of respondents have 70-100% responsibility for chores

Only 8% of dads do more

**75%** 67% 62% 18%

of respondents have of respondents

Are the highest earner in the household





Does having children make us lose our confidence?



"programming is for boys"

Teach girls critical thinking skills + excite them about a career in tech

"People in technology don't look like me"

Make your people visible through out reach and competitions

Nearly 40% of women who earn STEM degrees never enter the profession

Inspire those with a STEM degree to take up a career in technology – engage on campus

Women over 35 are 3.5x more likely to be in junior positions than men

Identify and amplify high potential women in tech – ensure they do not see or encounter barriers to their success 56% of women in technology leave their employers midcareer. This is double the turnover rate of men

Encourage returners to come back to their technology career. Educate hiring manager around career break bias



# How could we help?

- Diversity audit
- Consulting
- Research & Insight
- Marketing mapping and candidate intelligence
- Brand and values
- Assessment audit and design



# How could we help?

- Performance framework
- Language and audience segmentation
- Creative storytelling: campaigns, film, events
- Tactical interventions e.g. employee referral scheme
- Social media and channel strategy: organic and paid



# Who are the software developers in London?

### Java

**Passive Audience** 

25,505

**Average Median Salary** 

£82,080

#### **Employers of most Java Developers**

Google	Internet	Tier I
Amazon	Internet	Tier
Deutsche Bank	Financial	Tier I
Goldman Sachs	Financial	Tier
Facebook	Internet	Tier I

#### **Most Common Job Titles**

Software Engineer Java Developer Software Developer

### **Key Messages to attract**

- High noise-levels require highly targeted attraction accompanied with sourcing
- With Tier I Internet companies having strong brand recognition and recognised cultural benefits, messaging will need to focus on variety of exciting project opportunities
- High salaries across Finance and Tier I's creates money challenge, messaging around career and personal development key

### Scala

**Passive Audience** 

2,424

Average Median Salary

£89,400

### **Employers of most Scala Developers**

Morgan Stanley	Financial	Tier I
Amazon	Internet	Tier I
Sky	Media	Tier I
Equal Experts	ITS	Tier II
Facebook	Internet	Tier I

#### **Most Common Job Titles**

Software Engineer Scala Developer Java Developer

### **Key Messages to attract**

- With low supply competition is high as indicated by the highest salary, messaging around career development and range of projects key
- Competition from Tier I Finance means, a focus on non-monetary benefits could increase attraction
- Tier II ITS competitor provides opportunity to target boutique developers ready to move on to larger-scale projects

### **JavaScript**

**Passive Audience** 

19,968

**Average Median Salary** 

£73,920

### Employers of most JavaScript Developers

Amazon	Internet	Tier I
Google	Internet	Tier I
Sky	Media	Tier I
Facebook	Internet	Tier I
Bloomberg	Financial	Tier I

#### **Most Common Job Titles**

JavaScript Developer Software Engineer Front-end Developer

#### **Key Messages to attract**

- Destination companies create attraction challenge, will require seeking opportunity to get closer to candidates to communicate brand
- Strong demand indicates targeted attraction and sourcing will be required

### **Dynamics**

**Passive Audience** 

698

**Average Median Salary** 

£68,160

### Employers of most Dynamics Developers

Microsoft	Software	Tier I
Avanade	ITS	Tier I
Hitachi Solutions	Software	Tier II
Wealth Dynamix	Software	Tier III
PowerObjects	Software	Tier II

#### **Most Common Job Titles**

Software Developer Software Engineer MS Dynamics CRM Developer

#### **Key Messages to attract**

- Limited pool of candidates will required highly focused attraction and strong messaging around non-monetary benefits to address demand
- With focus on ITS and Software competitors, including rival consultancies, opportunity to target more junior talent such as Analysts, ready to move to the next level



# Auto Trader case study







Many think of Auto Trader as just an old magazine, but the reality is very different. The business is 100% forward-thinking and 100% digital - and they're a major Manchester employer. So when Auto Trader asked us to raise awareness around their employer brand within the Java Developer community - an audience who are in great demand in the Manchester area - we leapt to the challenge. We knew it wouldn't be easy, but it would be a brilliant opportunity to shake up perceptions about Auto Trader the business and Auto Trader the employer.







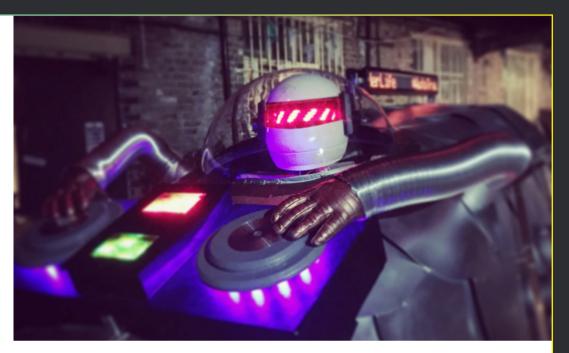
# WHAT WE PROPOSED



So how do you engage a largely passive, highly-specialised, greatly in demand audience – and one that doesn't always connect with 'traditional' media? Initially, Auto Trader wanted us to look at poster sites in key areas around Manchester. This might have been a good idea for some companies and some skill sets, but it wasn't right for Auto Trader or Java Developers. Next, we discussed the idea of an AdBike riding around Manchester – but the concept left us all a little flat. So we prodded each other a bit, and dared each other to be bold and fun (just like the Auto Trader brand). Finally, the idea of the 'Awesomemobile' was born.









We sourced a van (from the Auto Trader website, obviously) and in a garage in the depths of Hackney, we set to work. We pimped this ride with scales, steampunk pipes and dials, as well as a robot DJ, decks and flashing lights. Plus, we installed an LED screen which would invite everyone who saw it to tweet their song requests to #AutoTraderLife (the work culture social feed), so we could blast their tunes out of this mobile disco contraption. In no time at all, #AdventuresInAwesomeness was up and running, and ready for its big reveal.

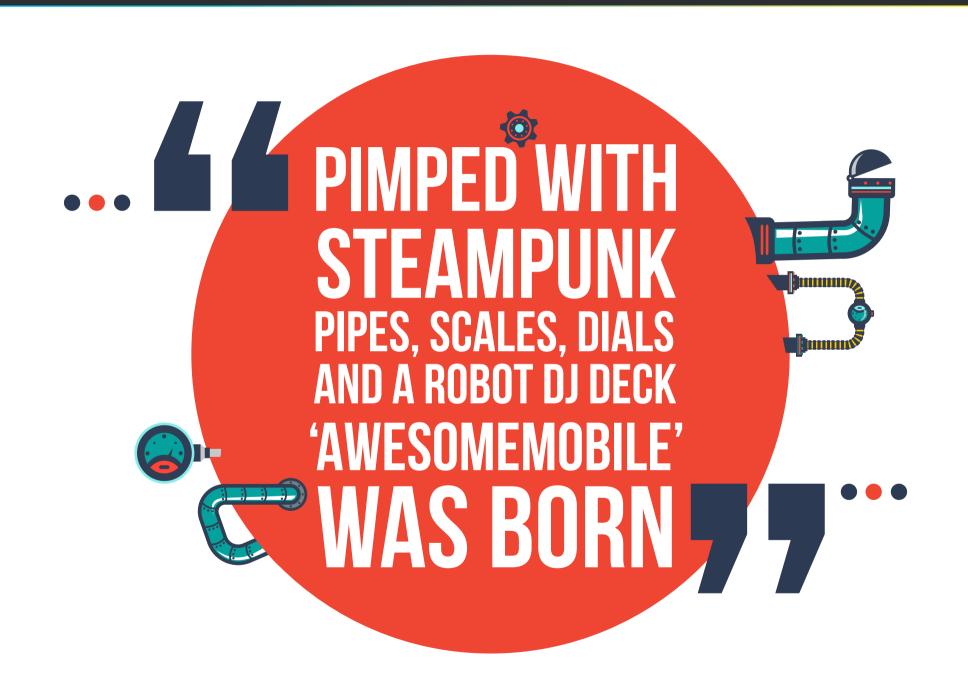
For five days, we spent all day driving around key locations in Manchester - from the Northern Quarter, to Media City and Spinningfields.



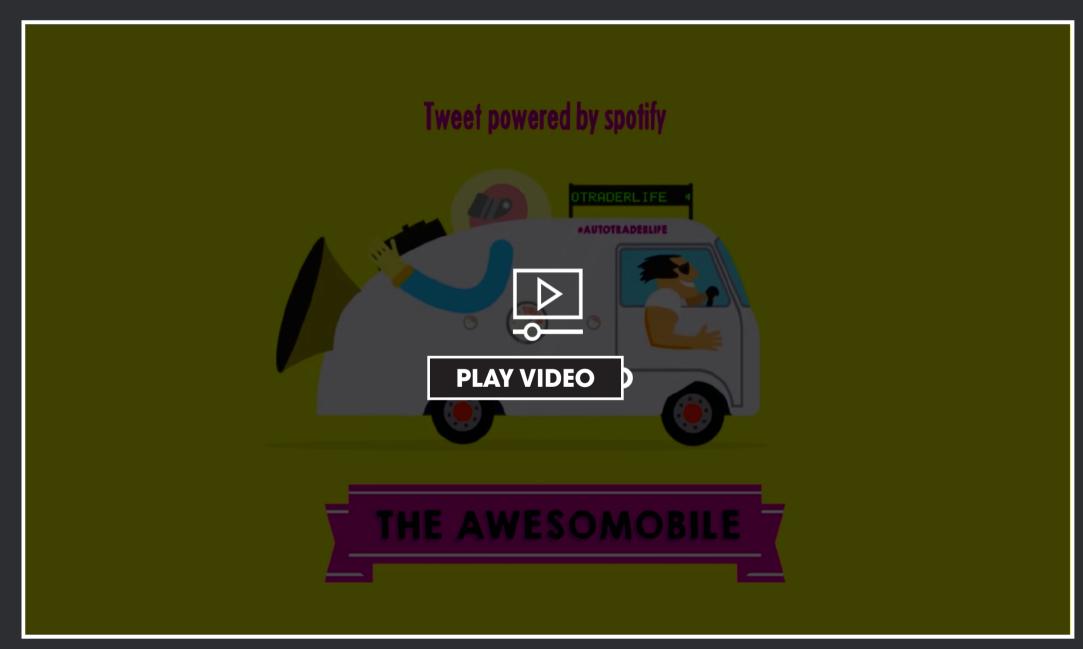








### THE FILM



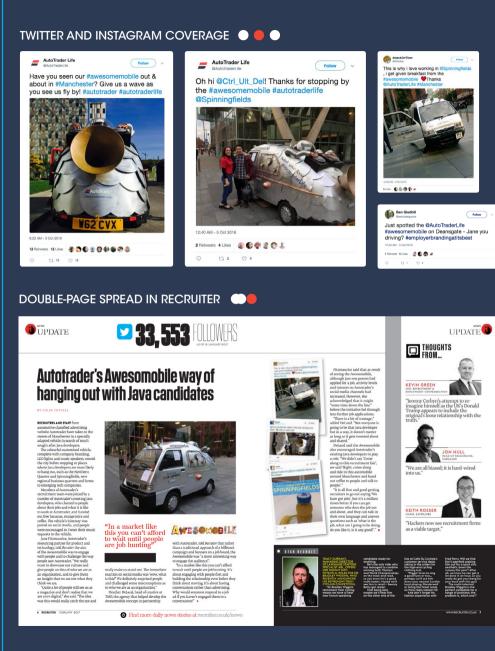


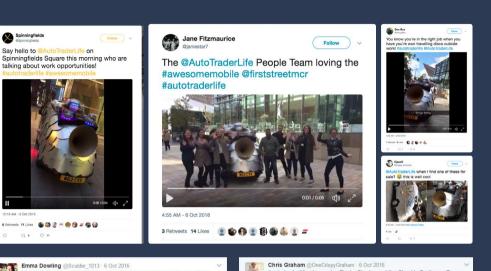
A TRIP TO THE CHOP-SHOP • •















# **WHAT WE** ACHIEVED



In five days, we secured 460 likes, 48 re-tweets (including one by Spinningfields, a key local influencer with 70,000+ followers), and 25 comments across social media on posts from Auto Trader, employees and others who had seen the Awesomemobile. During a two-hour period at rush hour, we handed out 140 bananas, 70 coffees and 80 orange juices - beginning conversations that wouldn't have been possible without the Awesomemobile.

From the outset, our aim for Auto Trader was to socialise their brand, build their reputation and encourage sharing. But thanks to this awesome adventure, we actually helped to secure a direct hire. What's more, the campaign has gone a long way to help Auto Trader's diversity agenda - with 41% of Glassdoor visitors being women in January 2017, up 17%.







