



LEEDS  
DIGITAL  
FESTIVAL  
2021

**WEBINAR:**

**BOOSTING WOMEN IN TECH**

**IN AN EVER-CHANGING MARKET**

**escalla**



| Talent Partnership Consulting

Project  
Recruit

# Housekeeping

- Scheduled to last 45 mins.
- Send us questions in the chat box for Q&A at the end!
- Recording will be sent out after webinar.



## Our Speakers



**Laura West**

Works with escalla to promote tech skills for all through apprenticeships & to increase the number of women working in technology roles in the UK.



**Rose McCarter-Field**

MD of Project Recruit. Writer and influencer on equal opportunities in HR practices. Helps Fortune 500 companies recruit large scale, high calibre teams.



**Emma-Jayne Broadway**

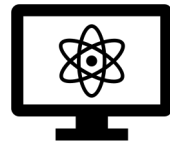
Founder of TP Consulting with 20+ years talent management. Driven change in organisations from start-ups to multinationals (including Citrix, Bupa and Microsoft)



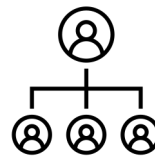
# Introduction: Women in Tech Today



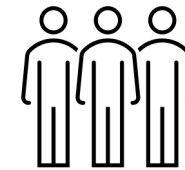
Shortage of tech skills and 600,000 job vacancies cost the UK economy £63 billion a year. (TechUK)



71% of technology employers expect to face at least a moderate skills shortage in the coming year. (Total Jobs)



Tech women account for between 17-19% of staff and this number is decreasing (Guardian 2020)

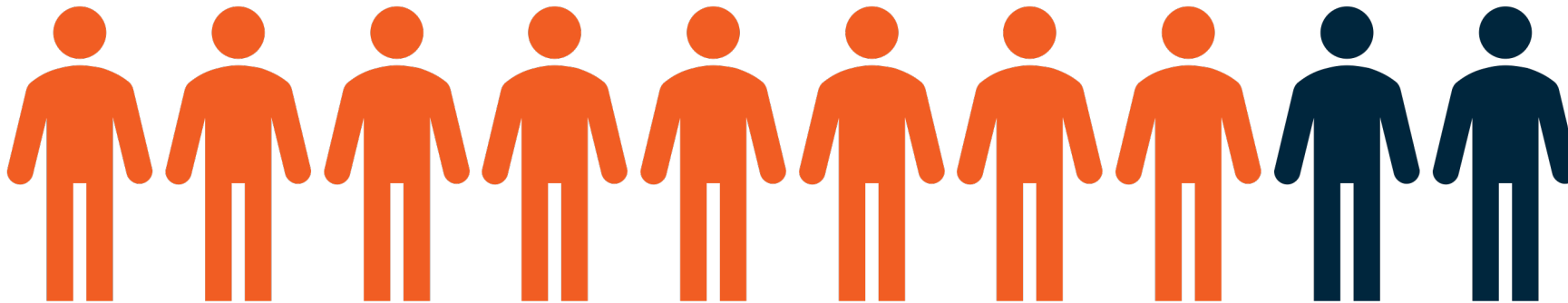


77% of tech director roles are fulfilled by men and only 23% women (Tech Nation)

# Women in Tech Today



What is the gender split in your organisation?



# Steps to Boost Women in Tech



## Step 1

Making impactful change through recruitment.

## Step 2

Using apprenticeships to boost talent diversity.

## Step 3

Laying the foundations for long-term change.



# Making Impactful Change through Recruitment



# Making Impactful Change through Recruitment



You can make an impactful change to gender equality in your organisation, starting from how you **recruit staff**. It is possible to develop:

Gender inclusive recruitment processes.

Gender inclusive recruitment communications.

A gender inclusive culture that attracts female talent.

This does not occur in a vacuum, for these actions to work the organisation's leadership must want to be inclusive, recognise the benefits and be committed.

You're here, so we can assume we are on our way to that....



## Case Study



# NOKIA

# Quick Wins: Gender Inclusive Recruitment



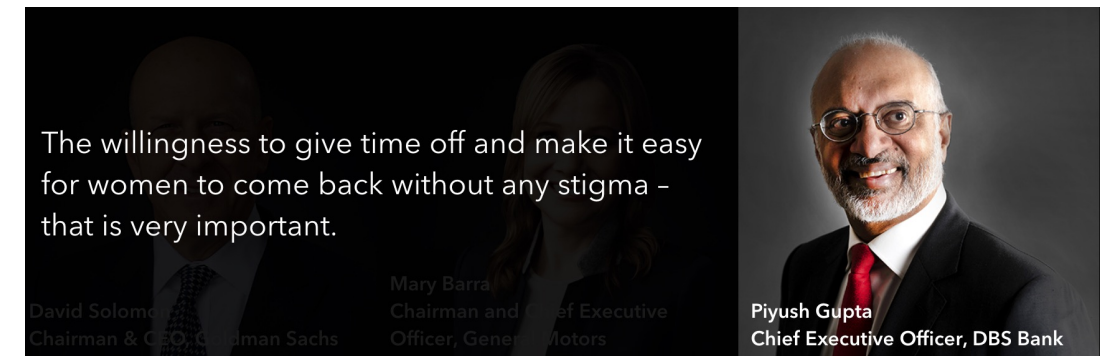
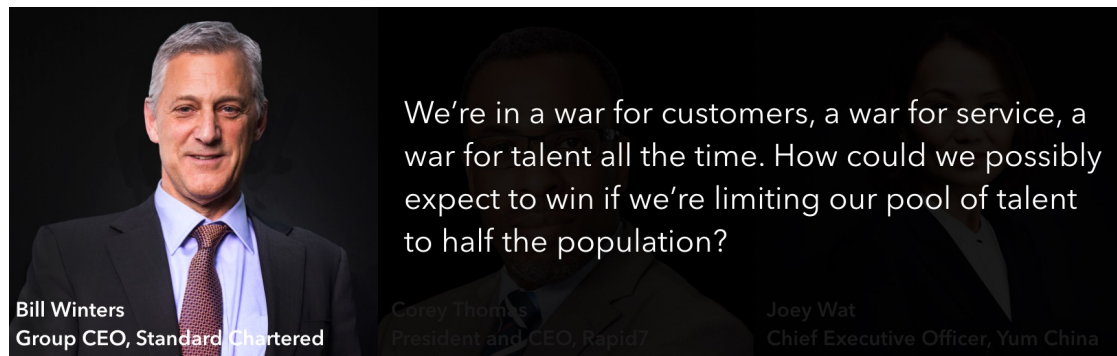
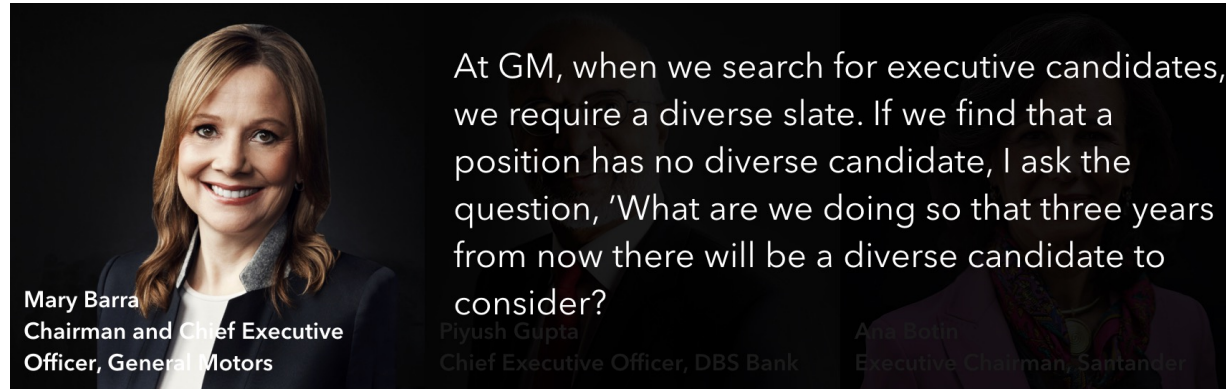
What can you do?

Ensure gender inclusivity in the following parts of your recruitment:

- Role Profiling
- Job Adverts
- Shortlisting



# Bloomberg Gender Equality Index - Quotes from Members



# Using Apprenticeships to Boost Talent Diversity



## Case Study: Zoe

- **Age:** Over 25
- **Background:** Some technical skills but from industry for 4 years.
- **Experience:** Receptionist and Business Support Assistant
- **Qualification:** Software Developer Apprenticeship.
- **Where is she now?** Lead Developer at the company she started her apprenticeship with



*I would recommend an apprenticeship to anyone. I had all the benefits of support from tutors but also real world tech experience where you do most of the learning.*





# An Accessible Route into Tech



Financially Accessible

Open to anyone

Untapped pools of  
talent

Flexible



# Apprenticeships to upskill, reskill & return



New hires

Upskilling

Reskilling

Returning



Boost number of women in tech

# Mentorship and Support



# Laying the Foundations for Long-Term Change



# ED&I mission and vision (Equality, Diversity & Inclusion)



Where are you now?

- Perform an audit

Where are you going?

- Build a framework

How will you get there?

- Deliver a plan





# Accountability

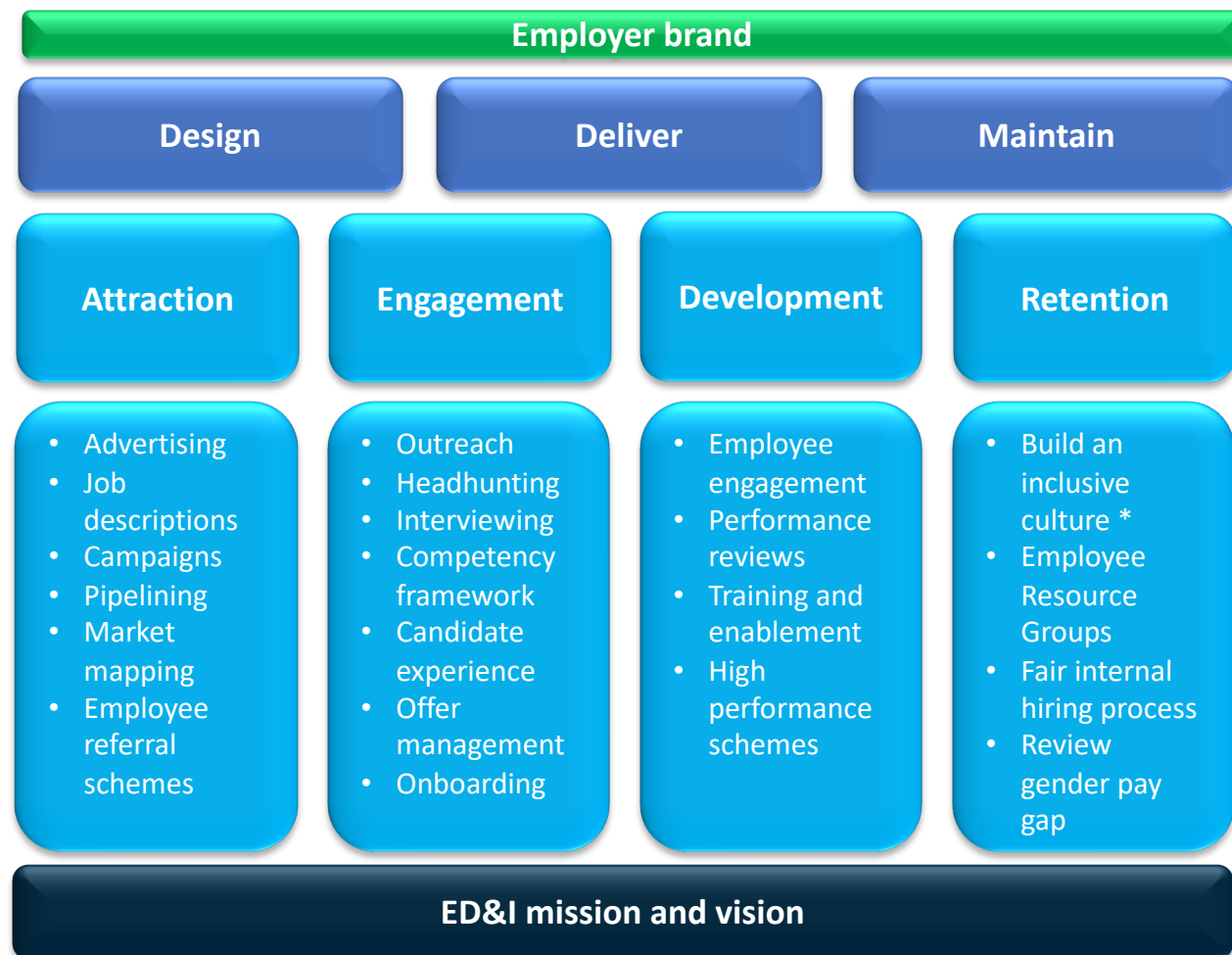


- Incentivise building a positive culture rather than force change.
- Reward excellence in promotion practices, mentorship and low attrition.



ED&I mission and vision

# Design, deliver & maintain transparent processes



# Build a supportive culture



- Understand what diversity means in different departments.
- Involve men in the conversation.
- Look at working models that enable diversity, such as flexible working patterns and/or a flatter-structure which creates opportunities.
- Change workplace behaviours: positively call out challenging behaviours.
- Create access to senior sponsors.
- Analyse metrics to measure the 'right' things (e.g. attrition, promotion).
- Remember that your culture should be ever evolving.



ED&I mission and vision



**Get in touch!**



**Laura West**

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Get in touch if you have a question about apprenticeships and to find out how we help create pipelines of tech talent.



**Rose McCarter-Field**

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[projectrecruit.com](https://projectrecruit.com)

Get in touch if you want help with quick wins to improve gender equality in your HR processes.



**Emma-Jayne Broadway**

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[tpconsulting.uk](https://tpconsulting.uk)

Get in touch if you need support with Equality, Diversity and Inclusion in your organisation.

# Q&A

