



• LIVE WEBINAR

Game-changing strategies to get more women into tech

escalla



Talent Partnership Consulting



LEEDS
DIGITAL
FESTIVAL
2022

Housekeeping

- Scheduled to last 1 hour
- Send us questions in the chat box for Q&A at the end
- Please keep video & audio turned off
- Recording will be sent out after webinar.



Our Speakers



Sophie Billington

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)



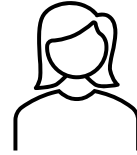
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Introduction: Women in Tech Today

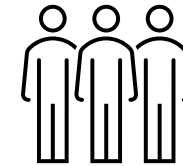
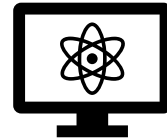


Demand for talent in UK tech is stronger than ever in 2022, with 8.5M open vacancies in the last year. (Tech UK)

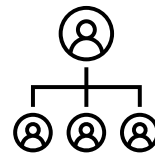


Women account for just 25% of tech staff (Tech Nation)

Recent estimates forecast that the UK will need three million jobs requiring digital skills by 2025. (Tech Monitor)



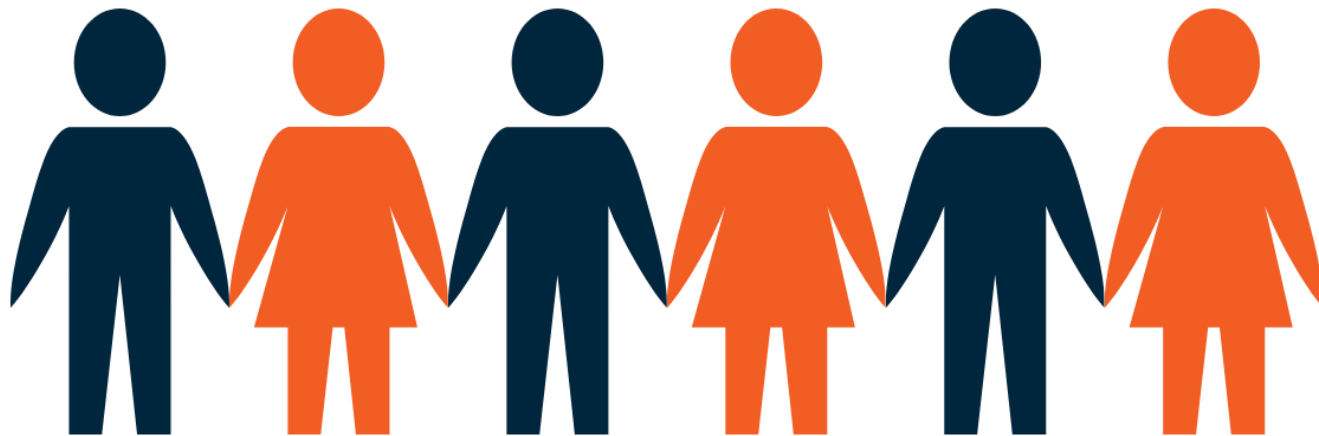
77% of tech director roles are fulfilled by men and only 23% women (Tech Nation)



Introduction: Women in Tech Today



What is the gender split in your organisation?



Introduction: The Strategies



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.

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

Nokia Case Study



Let's start with an example of a company that is getting things right - Nokia is a great example of a company that thought through the issue and made major and subtle changes to improve its gender equality.

They realised that to be competitive and survive they needed the best talent irrespective of gender. So they made positive changes, the key areas they looked at form a useful model for us:

- **Addressing the Gender Pay Gap.**
- **Female Focussed Recruitment using, engaging women in the process and using positive imagery.**
- **Mandatory Gender Equality Leadership Training to address process and culture.**
- **Gender Inclusive Work-Life Balance - measures that don't penalise women over men.**

Quick Wins: Gender Inclusive Recruitment



What can you do?

Ensure gender inclusivity in the following parts of your recruitment:

Role profiling

Job advert

Shortlisting & interviewing



Bloomberg Gender Equality Index - Quotes from Members




Mary Barra
Chairman and Chief Executive Officer, General Motors

At GM, when we search for executive candidates, we require a diverse slate. If we find that a position has no diverse candidate, I ask the question, 'What are we doing so that three years from now there will be a diverse candidate to consider?'

Piyush Gupta
Chief Executive Officer, DBS Bank

Ana Botin
Executive Chairman, Santander



Bill Winters
Group CEO, Standard Chartered

We're in a war for customers, a war for service, a war for talent all the time. How could we possibly expect to win if we're limiting our pool of talent to half the population?


Corey Thomas
President and CEO, Rapid7

Joey Wat
Chief Executive Officer, Yum China

The willingness to give time off and make it easy for women to come back without any stigma - that is very important.

David Solomon
Chairman & CEO, Goldman Sachs

Mary Barra
Chairman and Chief Executive Officer, General Motors



Piyush Gupta
Chief Executive Officer, DBS Bank

Using Apprenticeships to Boost Talent Diversity



Case Study: Sofia

Age: 24

Background: GCSE & A Level in ICT

Experience: Volunteering

Qualification: Level 3 apprenticeship
in Digital Marketing

Where is she now? User Experience
Researcher at Biglight (working on
adidas account)



“Completing my apprenticeship allowed me to realise what it is I like and want to progress in. Being able to learn whilst working and gain amazing qualifications is something I will always support.”

An Accessible Route into Tech



Financially Accessible

Government funded.

Open to anyone

No age limit or technical degree needed.

Untapped pools of talent

Local communities and non-traditional backgrounds.

Flexible

Variety of roles and routes into the tech industry.



New hires, re/upskilling, and returning



New Hires

**Reskilling/
upskilling**

Returning



Boost number of women in tech

Mentorship and Support



Poll



Are you currently involved in any projects or programmes to help boost women in tech?



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

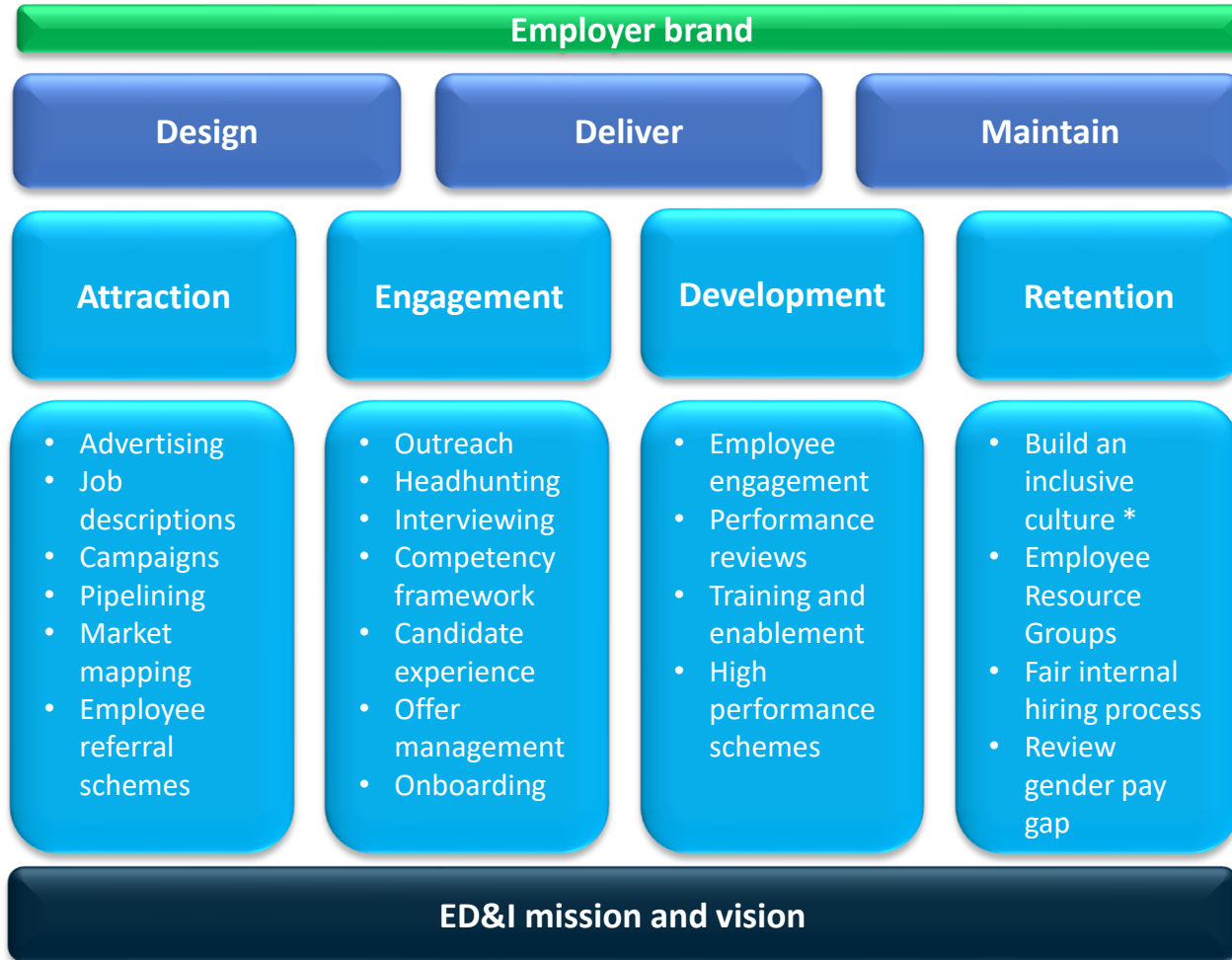


- Incentivise building a positive culture rather than force change.
- Reward excellence in promotion practices, mentorship and low attrition.



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!



Sophie Billington

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escalla.co.uk

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

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

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

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Q&A time!

