Women in Information and Communication Technology (ICT)

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Mandeep Saini

Head of Software Development

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Women in ICT

How many women are building careers in this interesting and exciting field?

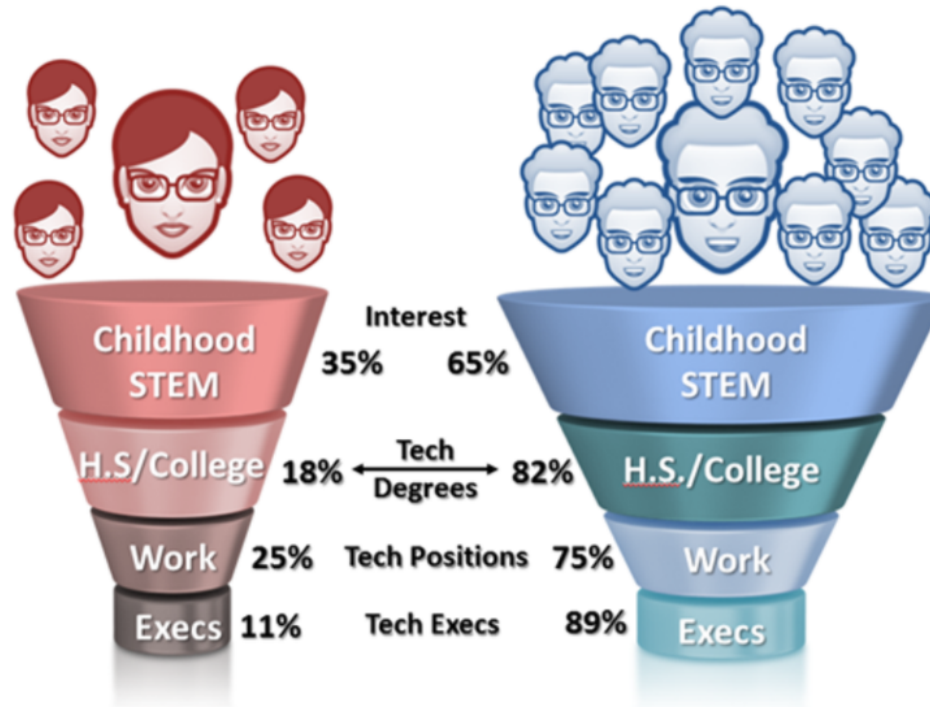How empowered are women to make their contributions in society?

The issue has never been that there are no women making a difference in ICT.

are there women in sufficient numbers to make a difference?

What proportion of women compared to men are active participants in the technology sector?

ICT is regarded as a tool for empowering men and women. But is this notion grounded in reality?

Let's talk numbers …

BY THE NUMBERS:
FEMALE vs. MALE TECH CAREER FUNNEL

	Female		Male
Childhood STEM	Interest	35% — 65%	Childhood STEM
H.S/College	Tech Degrees	18% — 82%	H.S./College
Work	Tech Positions	25% — 75%	Work
Execs	Tech Execs	11% — 89%	Execs

Sources: IT Manager Daily and Girl Scouts of America

Source: https://www.forbes.com (Here's the Real Reason There Are Not More Women in Technology - Mark Fidelman)
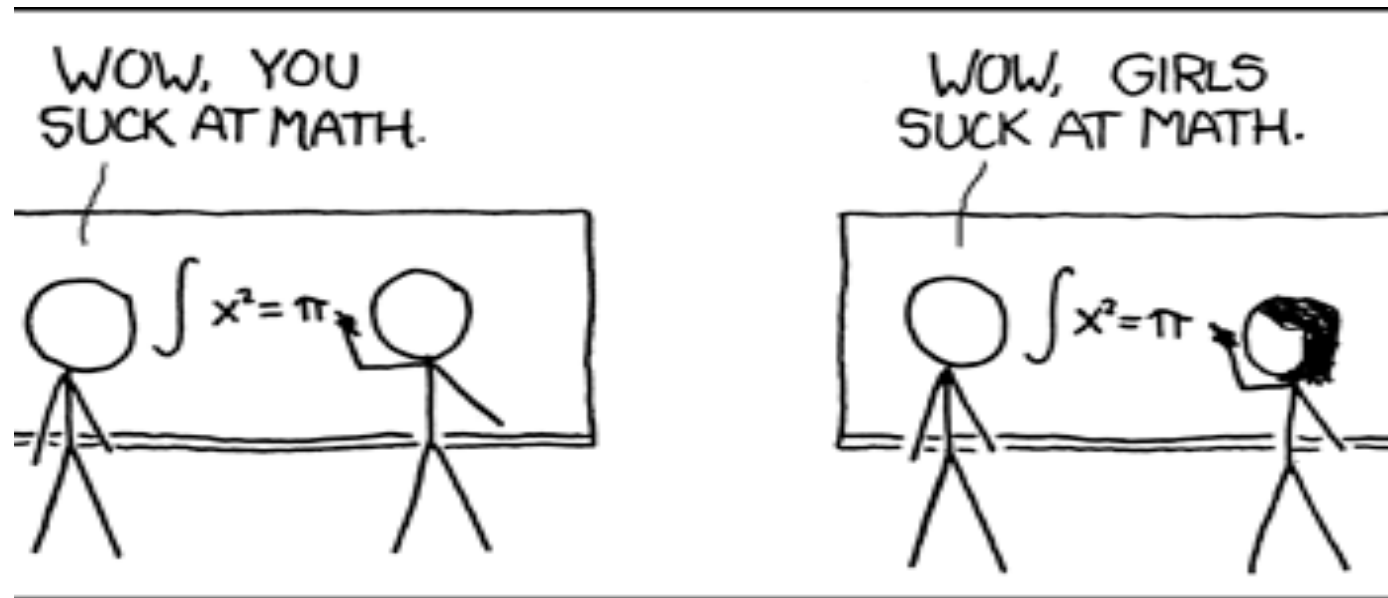
Root causes?

Unconscious bias is a mental shortcut made of attitudes or stereotypes developed over time, that we all use to make decisions.

The problem with unconscious bias is that we often make deductions based on flawed logic or incorrect data.

Root causes?

http://xkcd.com/385/

Root causes?

- Family constraints

- Science, Technology, Engineering and Maths (STEM), is not interesting. It might be interesting but we won't be good at it.
    - It all begins when we're young. While girls' toys teach us how to cook and be good mothers, boys' toys teach them how to build stuff.

Root causes?

Why Diversity Matters

Sources: *https://tnc15.terena.org/getfile/2569*

Diversity Benefits Innovation & The Bottom Line

➜ Increased sales revenue, more customers, bigger market share

➜ Higher-than-average profitability

➜ Greater return on equity and return to shareholders

➜ Greater potential for creativity, sharing of knowledge, task fulfillment

Sources: *https://tnc15.terena.org/getfile/2569*

Diversity Enhances Teams

Groups with **greater diversity** solve complex problems **better and faster** than homogenous groups.

Sources: *https://tnc15.terena.org/getfile/2569*

Scott Page, The difference: How the power of diversity creates better groups, firms, schools, and societies, Princeton University Press, 2009.

A group's collective intelligence is not predicted by the IQs of its individual members. But if a group includes more women, its collective intelligence rises.
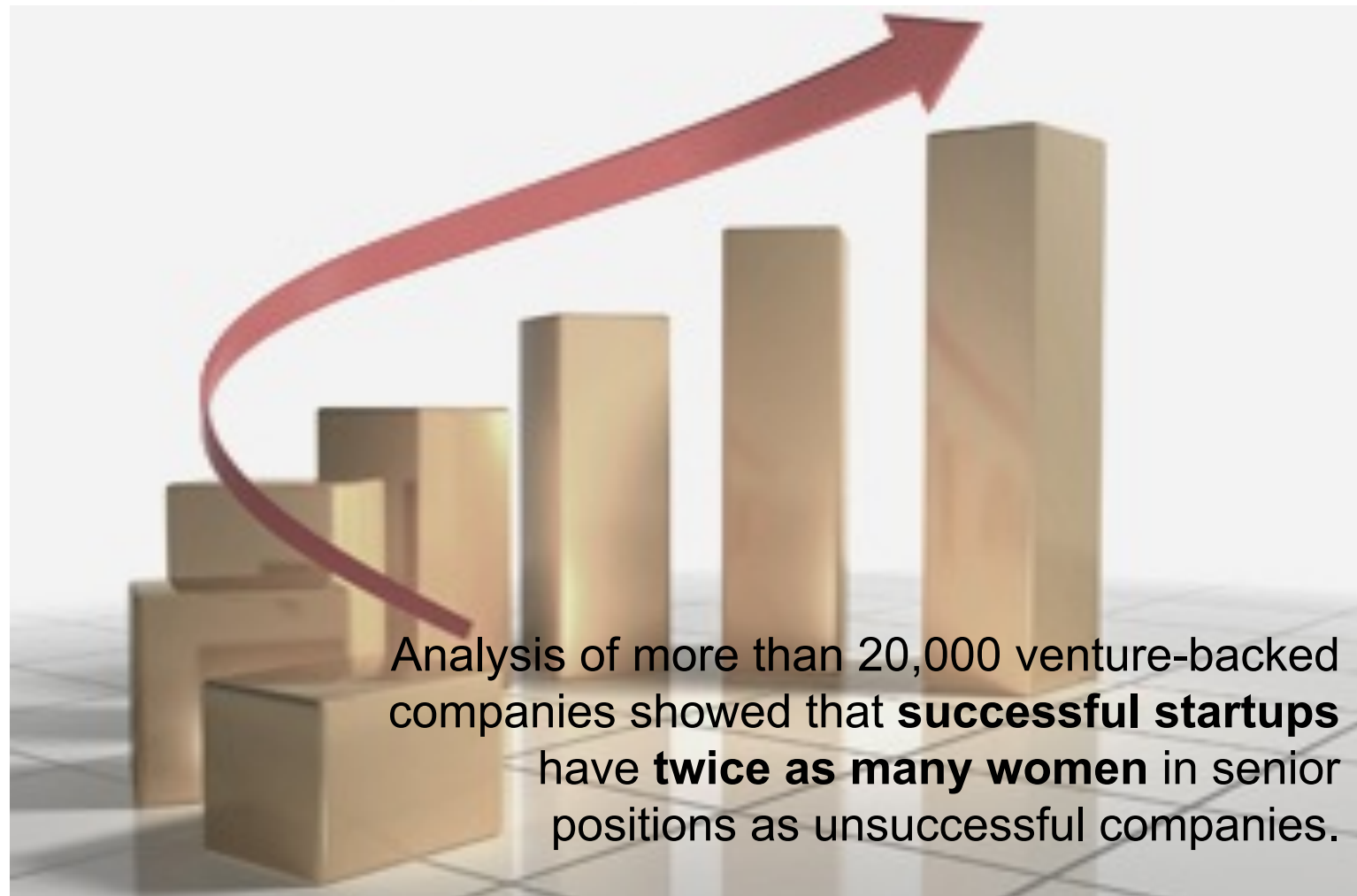
"Evidence for a Collective Intelligence Factor in the Performance of Human Groups," Science October 2010, Woolley, Chabris, Pentland, Hashmi and Malone.

Sources: *https://tnc15.terena.org/getfile/2569*

Diversity Correlates with Success

Analysis of more than 20,000 venture-backed companies showed that **successful startups** have **twice as many women** in senior positions as unsuccessful companies.

Sources: *https://tnc15.terena.org/getfile/2569*

Dow Jones VentureSource, 2011.

Diversity Helps Companies Grow

Tech companies led by women delivered higher revenues using less capital and were more likely to survive the transition from startup to established company

Sources: *https://tnc15.terena.org/getfile/2569*
Cindy Padnos, Illuminate Ventures: "High Performance Entrepreneurs: Women in High-Tech," 2010.

Above all …

"Investing in women is not only the right thing to do. It is the smart thing to do." - Ban Ki Moon, UN Secretary General.

"Any country where half their population is not allowed to reach their full potential is not going to be competitive." – Bill Gates

And EARLY ON is a particularly good time to start!

Culture By Design or By Default

How to deal with it …

How to deal with it …

- **Be confident**
- **Don't be afraid to ask for what you want**
- **Be yourself**

REAL CHANGE COMES FROM WITHIN

We are the change …

Thank you

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