

Women in IT

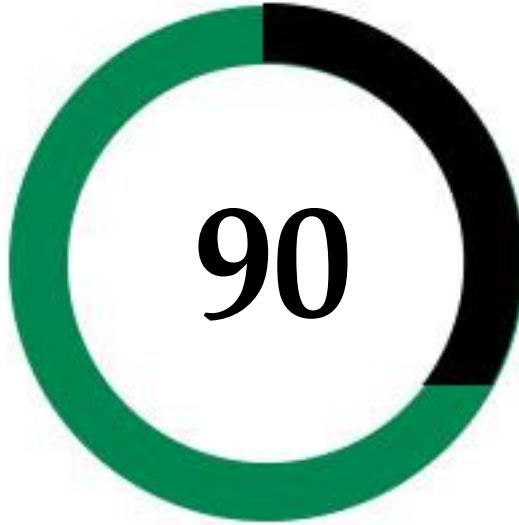
*Recruit 'em
&
Retain 'em*





300





90



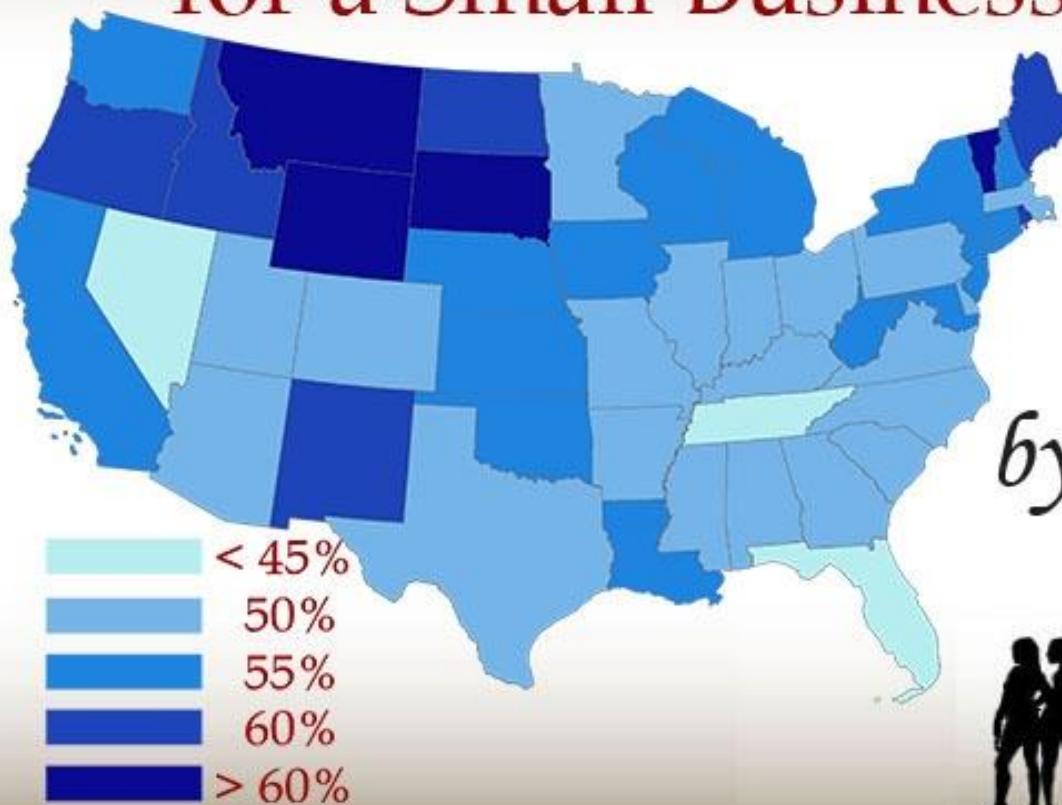






SMALL BUSINESS *BIG PAYOFF*

How many Employees work
for a Small Business



by state 2008



SMALL BUSINESS *BIG PAYOFF*



*Women are 45.3% of the
small business work force*

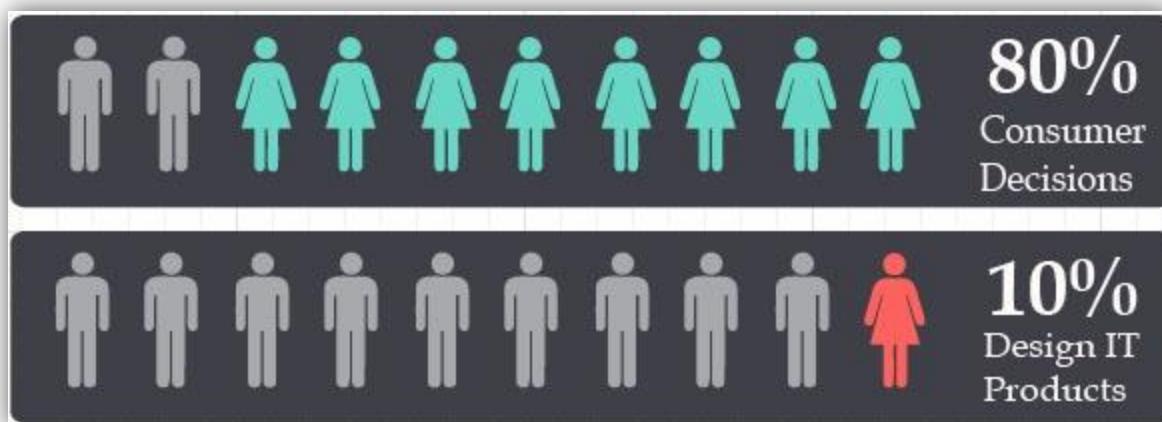
SMALL BUSINESS BIG PAYOFF



*Women are 25% of the
small business work force*



SMALL BUSINESS *BIG PAYOFF*



WORDS that keep *AWAY*
women

Spaces that make *Women*
Leave

Make IT work for WOMEN



WORDS that keep women AWAY

13% Women
48% Men



WORDS that keep *AWAY* women

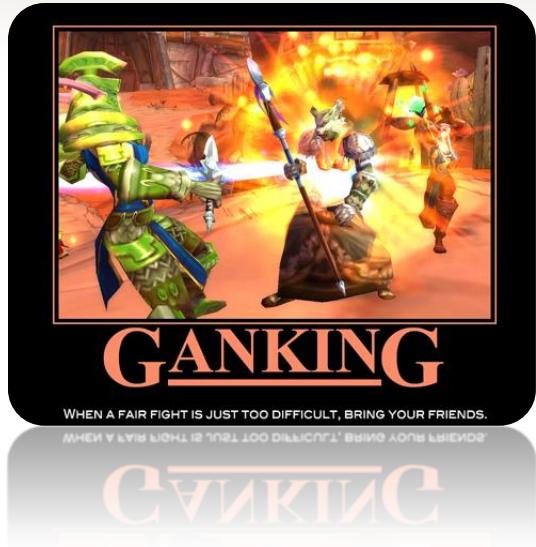
analyze *vs.* **understand**

determine *vs.* **establish**

competitive *vs.* **supportive**



Spaces that make *Women* *Leave*



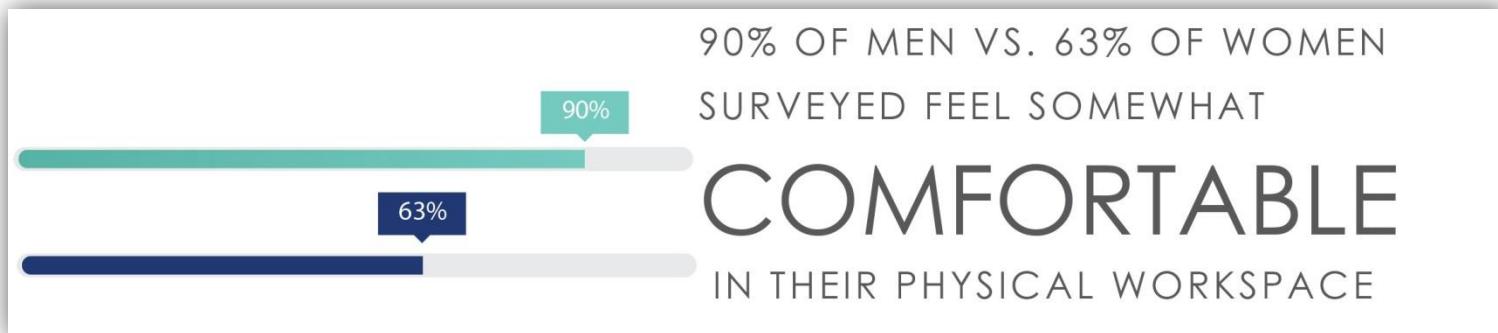
Spaces that make *Women* *Leave*

“It’s pretty dry, it’s pretty technical – there’s no flowers or other random things. We did have plants before to help try and liven up the environment...”

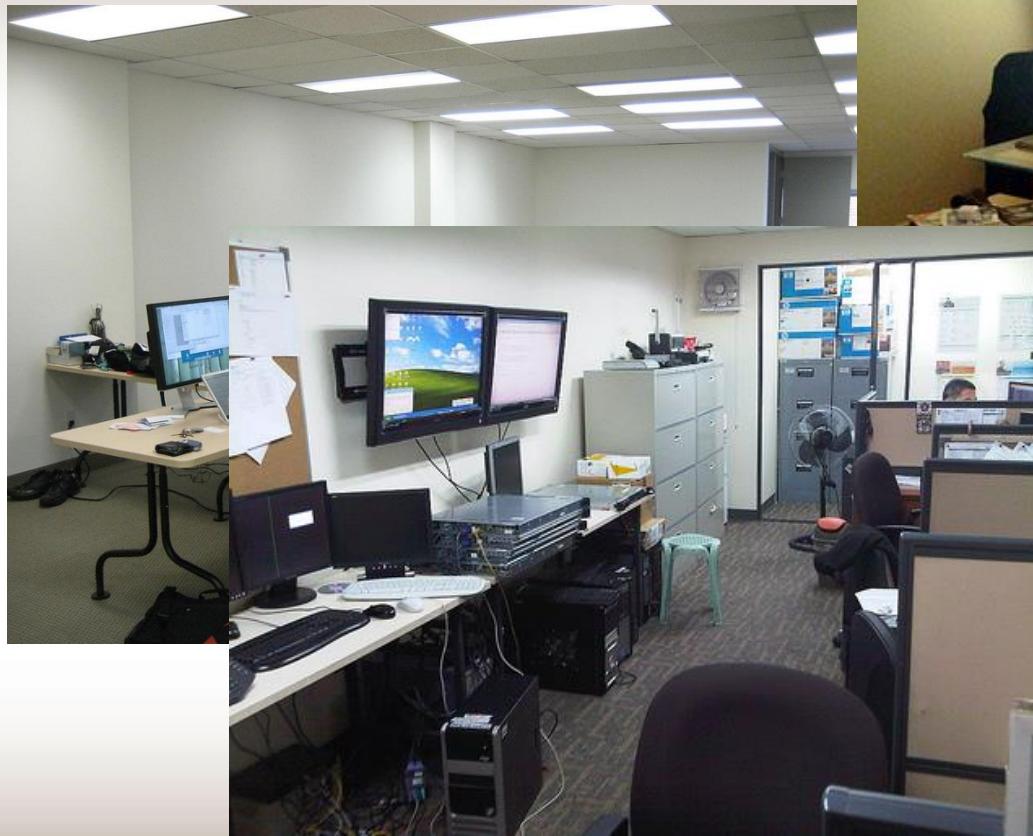
- IT Hiring Manager



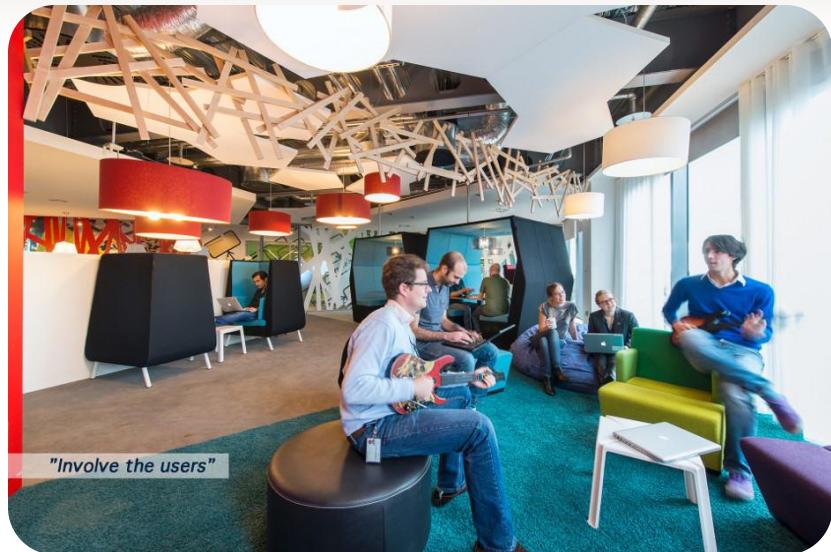
Spaces that make *Women* *Leave*



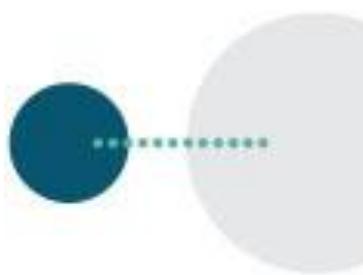
Spaces that make *Women* *Leave*



Spaces that make *Women* *Leave*

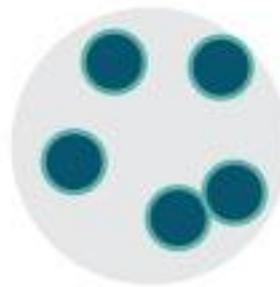


Spaces that make *Women* *Leave*



IT isolated from office

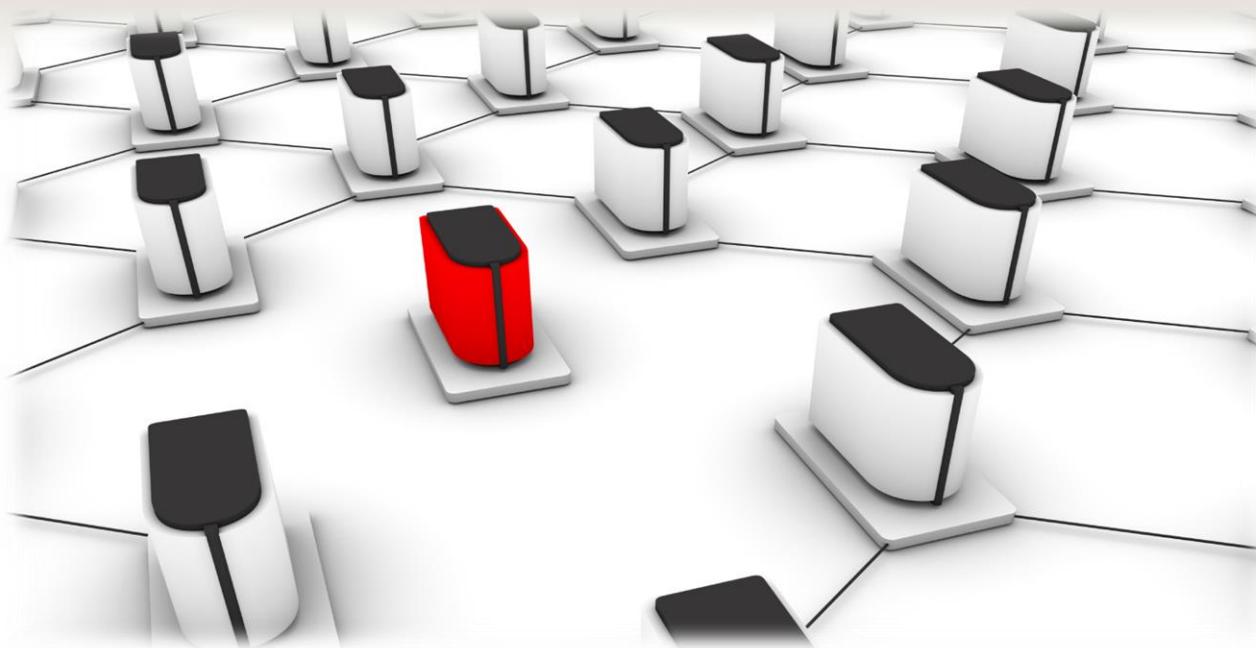
INTEGRATED SPACES



IT scattered within office



Make IT *work* *for* WOMEN



Make IT work for WOMEN

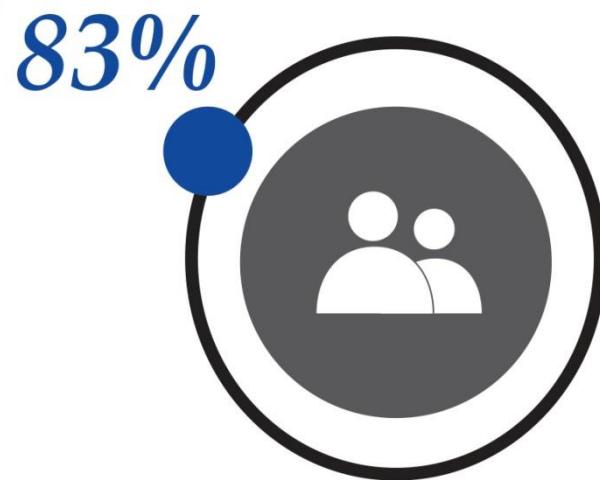
“We had 10 candidates and out of those 10, three were women...

Ultimately we hired a man and not a woman because their skills...were not technical enough...”

- HR Manager at a Technology Firm



Make IT work for WOMEN



Make IT work for WOMEN



57%



Make IT work
for WOMEN



Women in IT



Women in IT

"Women are the next big emerging market. How can the world reach its full growth potential if it fails to advance the prospects, energies, and contributions of half its population - women and girls?"

- Robert Zoellick

Former president of the World Bank