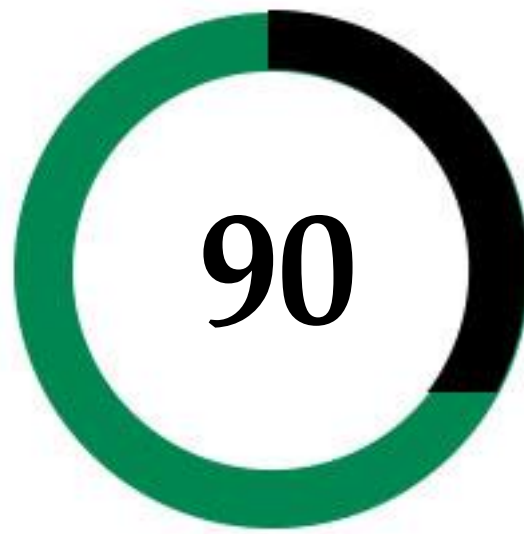


Women in IT

*Recruit'em
&
Retain'em*

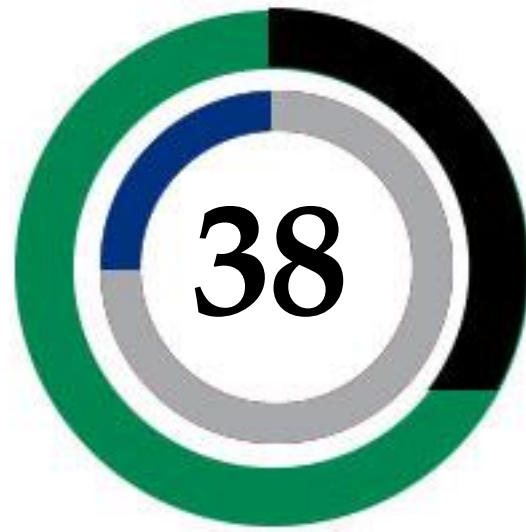






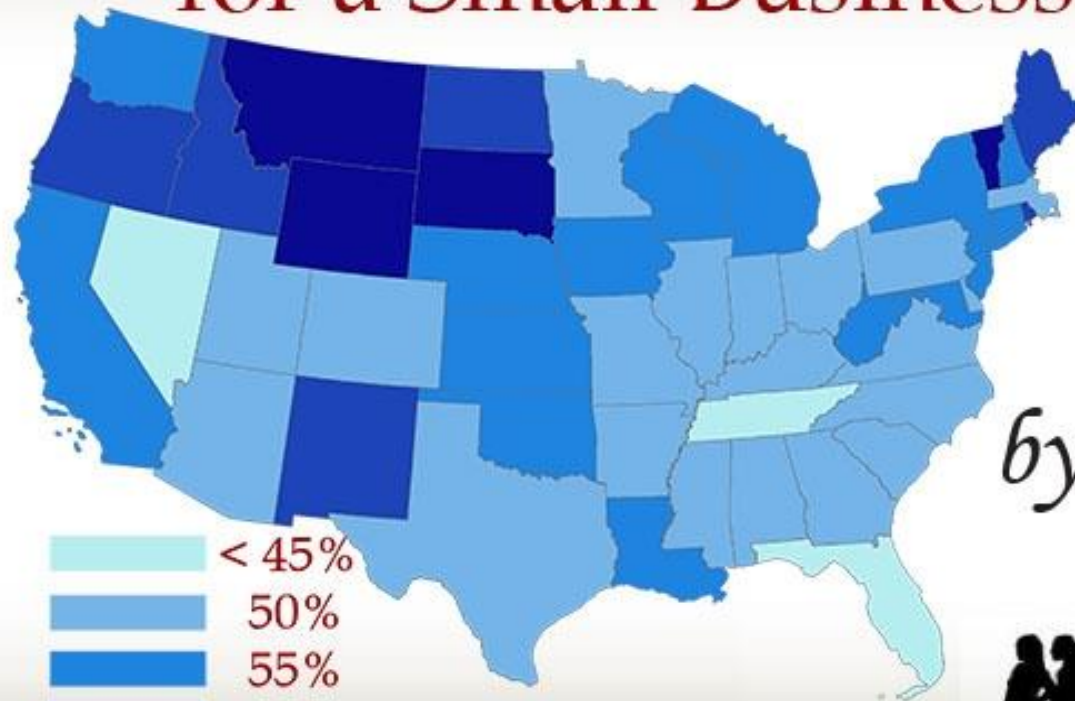






SMALL BUSINESS *BIG PAYOFF*

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 women *AWAY*

analyze *vs.* understand

determine *vs.* establish

competitive *vs.* supportive



Spaces that make Women Leave



GANKING

WHEN A FAIR FIGHT IS JUST TOO DIFFICULT, BRING YOUR FRIENDS.

WHEN A FAIR FIGHT IS JUST TOO DIFFICULT, BRING YOUR FRIENDS.

GANKING



WRATH OF THE LICH KING

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STAR TREK

STAR TREK



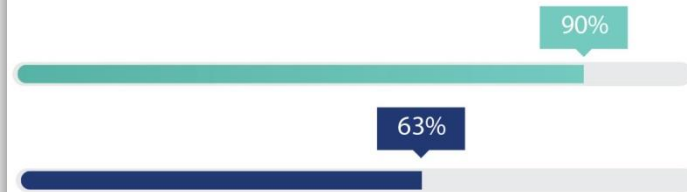
Spaces that make *Women Leave*

“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*



90% OF MEN VS. 63% OF WOMEN
SURVEYED FEEL SOMEWHAT

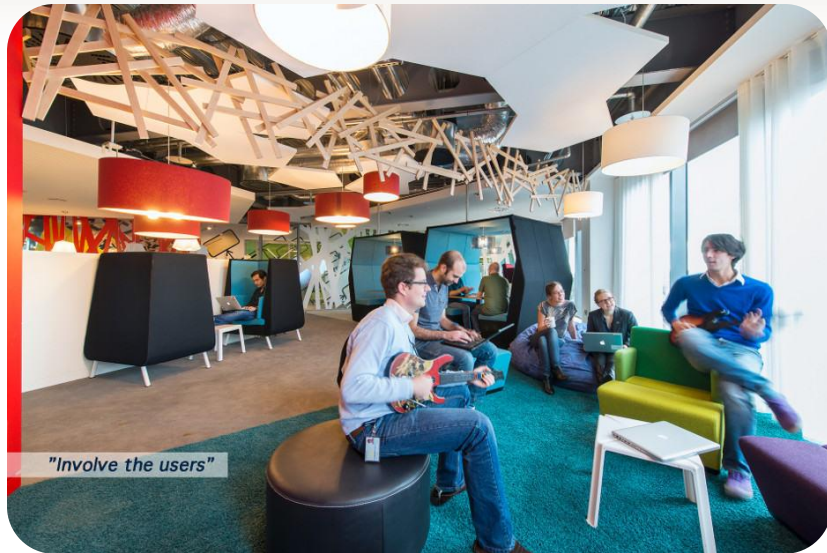
COMFORTABLE
IN THEIR PHYSICAL WORKSPACE



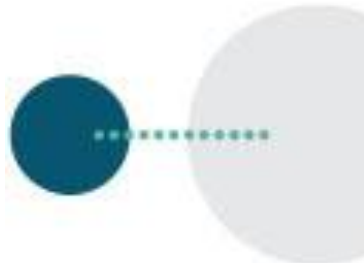
Spaces that make *Women* Leave



Spaces that make *Women Leave*



Spaces that make *Women Leave*



IT isolated from office

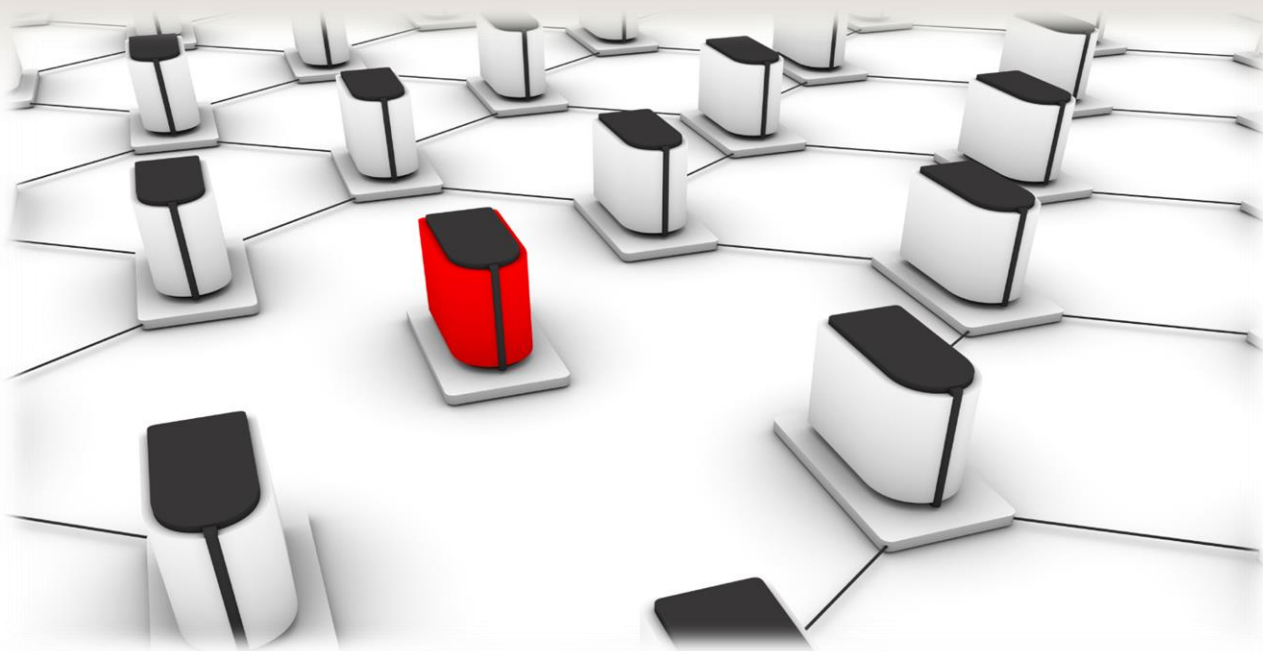
INTEGRATED SPACES



IT scattered within office



Make IT *work* for WOMEN



Make **IT** *work* *for* **WOMEN**

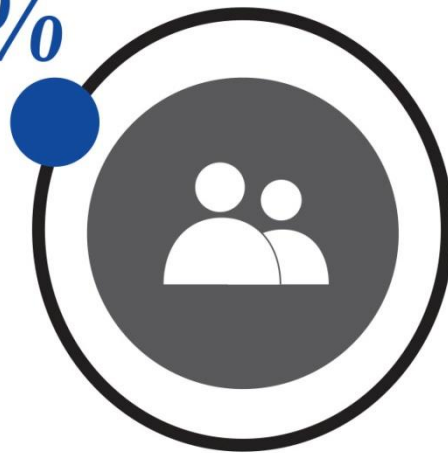
“We had 10 candidates and out of those 10, three were women... Ultimately we hired a man and not a woman because their skills...were not technical enough...”

- HR Manager at a Technology Firm



Make IT *work* *for* WOMEN

83%



Make IT *work* *for* WOMEN



57%



Make IT *work* *for* WOMEN

AWIS

**Association for
Women in Science**

Women in Science

national center for

women &

**INFORMATION
TECHNOLOGY**

TECHNOLOGY
INFORMATION



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