RETAIN WOMEN TECHNOLOGISTS

TUROVER HURTS

A leaky pipeline hurts innovation

Talent-driven organizations recognize that their ability to succeed depends on their human capital, and turnover is a main source of disruption.\(^1\)

Turnover costs up to $200% of salary.\(^2\)

Employees leave at the rate of 2x men. 56% leave by the mid level.\(^3\)

Women technologists have high attrition

A study of over 1,000 women cited the following top reasons for leaving engineering jobs (mostly to other careers).\(^4\)

Working conditions: no advancement, too many hours, low salary

Working life integration: wanted more time with family, conflict with family or too much travel

Didn’t like work: lost interest or didn’t like daily tasks

Organizational climate: didn’t like culture, boss or coworkers

WHAT WOMEN NEED

As the demand for top technical talent grows, leaders must foster an inclusive workplace culture to retain and develop women technologists.\(^4\)

How to retain women in computing

BUILD A COLLABORATIVE CULTURE

- Encourage diverse ideas and perspectives
- Provide unconscious bias training
- Offer development and visibility opportunities

FOSTER COMMUNITIES & NETWORKS

- Host workshops and conferences
- Establish mentoring programs
- Sponsor employee resource groups

IMPROVE ACCOUNTABILITY & SYSTEMS

- Evaluate retention data and diagnose problems
- Hold managers accountable for improvement
- Provide supportive work options, tools and services

REFERENCES


A retention whitepaper, “Women Technologists Count,” is available at www.anita.org/whitepapers/

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