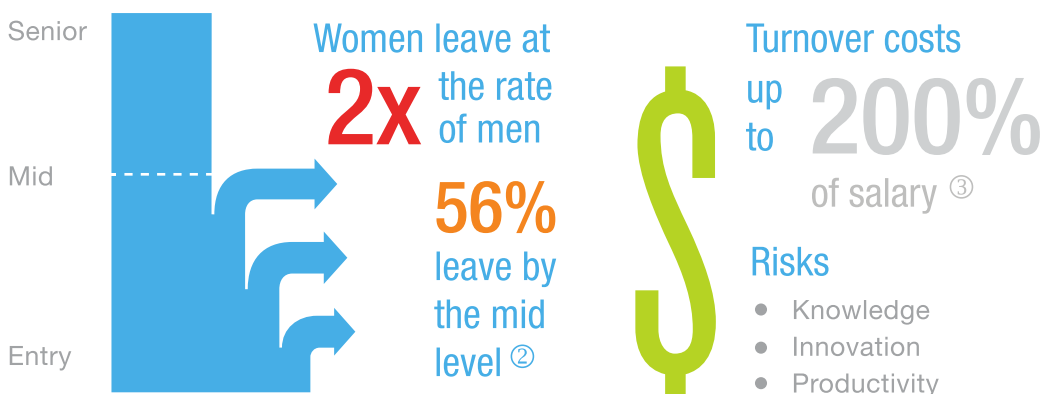


RETAIN WOMEN TECHNOLOGISTS

TURNOVER HURTS

A leaky pipeline hurts innovation

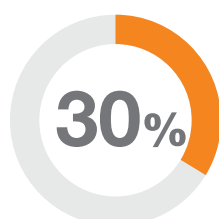
Talent-driven organizations recognize that their ability to succeed depends on their human capital, and turnover is a main source of disruption.^①



Women technologists have high attrition

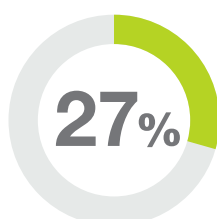
WHY WOMEN LEAVE

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



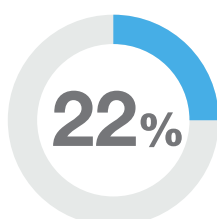
Working Conditions:

no advancement, too many hours, low salary



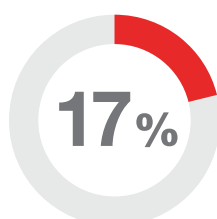
Work-Life Integration:

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

How to retain women in computing

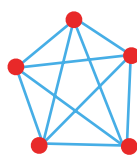
As the demand for top technical talent grows, leaders must foster an inclusive workplace culture to retain and develop women technologists.^⑤

BUILD A COLLABORATIVE CULTURE



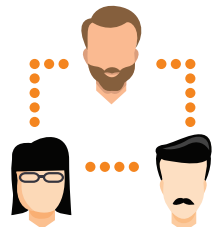
- Encourage diverse ideas and perspectives
- Provide unconscious bias training
- Offer development and visibility opportunities

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

1. Intellectual capital ROI, Journal of Intellectual Capital 3, 2002; 2. The Athena Factor, Harvard Business Review 10094, 2008; 3. How to keep your best employees, The Academy of Management Executive 15, 2001; 4. Stemming the Tide, University of Wisconsin-Milwaukee, 2011; 5. Women Technologists Count, ABI, 2012.

A retention whitepaper, "Women Technologists Count," is available at www.anitaborg.org/insights-tools



ABI connects, inspires, and guides women in computing and organizations that view technology innovation as a strategic imperative. We believe technology innovation powers the global economy, and that women are crucial to building technology the world needs.