

# RESETTING TECH CULTURE

**5 strategies to keep women in tech**



## Culture Reset

Tech needs women. To attract and keep them, tech culture needs to change. Our joint research with Girls Who Code shows us five steps that could help us reach

**3 MILLION WOMEN WORKING IN TECH IN 2030.**

### Two steps back?

In spite of the efforts made encouraging girls and women to pursue technology careers, the gender imbalance is greater than it was 35 years ago.

**35%** of women tech workers in 1984 vs 32% today.

Women leave tech roles at a **45%** higher rate than men.

Just **16%** of engineering roles and only **27%** of computing roles are held by women in the US.

Fewer than **1 out of 5** CIOs or CTOs are women in the largest 1,000 companies.

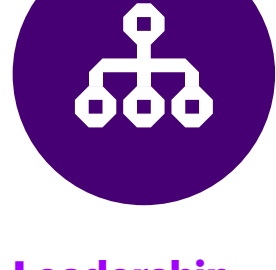
## Current landscape for women who want to pursue a career in technology.



**College**  
Only 25% of tech graduates are women, with a drop rate of 37% for tech classes vs. 30% for other programs.



**Workplace**  
50% of women who take a tech role drop it before the age of 35, compared to approximately 20% in other types of jobs.



**Leadership**  
Women are 2.5x more likely to drop tech roles than other roles before 30. Women represent only 18% of CIO/CTOs.



## Why the regression?

College and work cultures aren't inclusive enough. With all the emphasis leaders and organizations have put on getting girls and young women into tech, how are we moving backwards? It's not the subjects or skills themselves,

**IT'S ABOUT THE ENVIRONMENTS IN WHICH GIRLS AND WOMEN STUDY, AND THEN WORK, IN TECH.**

### What makes a college or work culture "inclusive"?

**The cultural factors that help women thrive in the tech workplace**

- Bold leadership**  
A diverse leadership team that provides role models and publishes targets
- Comprehensive action**  
Policies and practices designed to level the playing field
- Empowering environment**  
**Respect:** Employees are treated like humans; diversity and individuality actively encouraged  
**Autonomy:** Employees are given flexibility and control over how, when and where they work

## How to Reset Your Culture

Focus on these five initiatives so women in tech can thrive in your company:

**Let both parents parent**

Make sure women and men are encouraged to take leave, and be sure they see senior leaders doing the same thing.

**Make senior role models a metric**

Companies should set targets/goals for diversity in the leadership team. Moreover, these should be published publicly to hold leaders accountable.

**Send women-specific reinforcements**

Providing women with targeted workplace support such as mentors, sponsors and employee resource networks helps compensate for an uneven playing field.

**Encode creativity & innovation**

Environments in which employees are rewarded for creativity and innovation (which we define as creating new markets, experiences, products, services, content or processes) would appeal to many women.

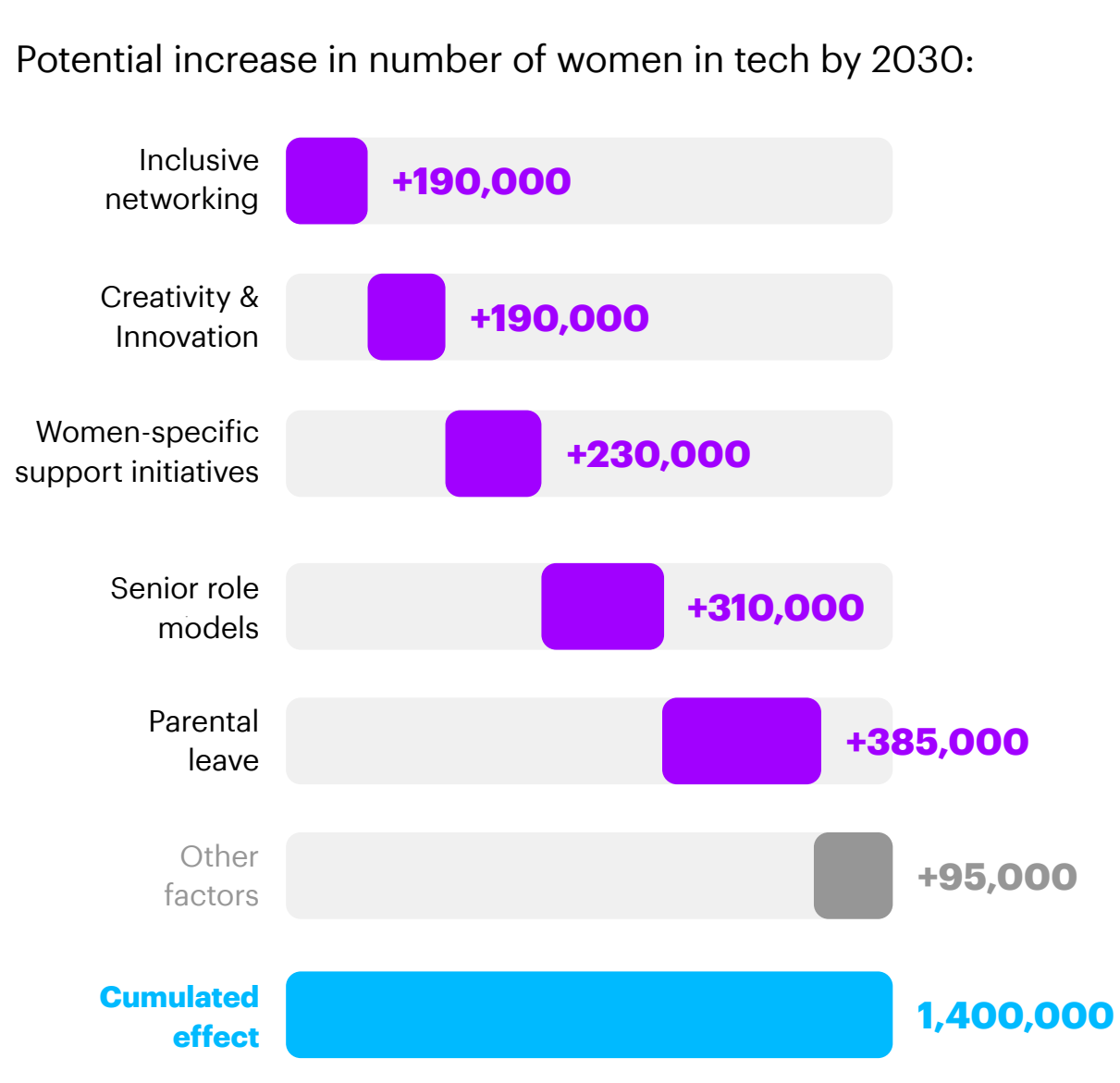
**Meet on their terms**

Opportunities to network with colleagues and senior leaders should be scheduled at more inclusive times. For example, planning events during working hours ensures that employees with after-work commitments can attend.

## Culture changes drive results.

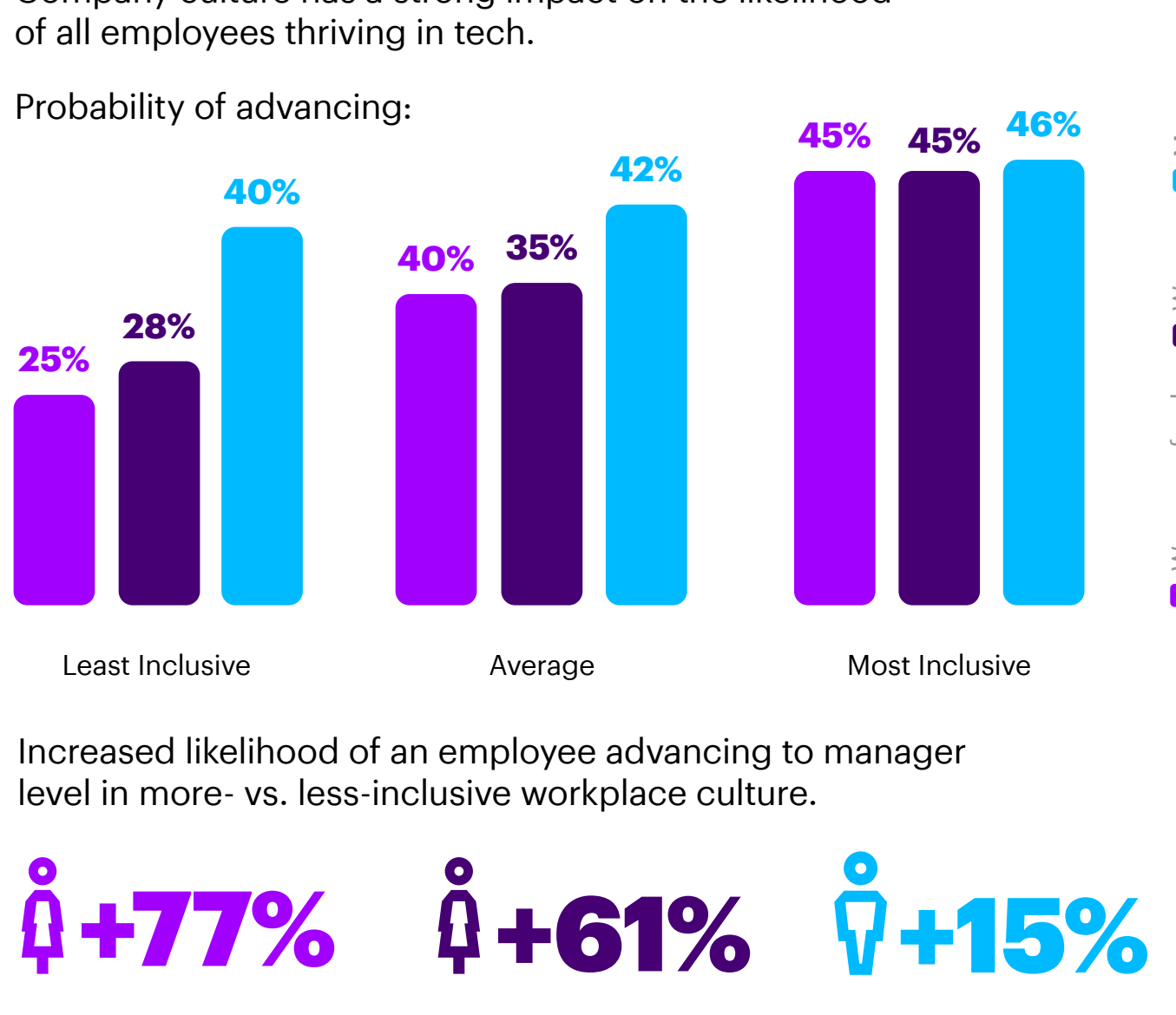
If all organizations were as inclusive as the top 20% – and adopted just five cultural practices – it could help retain

**1.4 MILLION WOMEN IN TECH ROLES BY 2030.**



## A more-inclusive workplace culture boosts women's advancement

Company culture has a strong impact on the likelihood of all employees thriving in tech.



## About the research

Read the full report at: [accenture.com/techculturereset](https://www.accenture.com/techculturereset)

Please refer to main report for all sources used.