

A large, stylized orange arrow pointing to the right, composed of two parallel lines that taper towards the tip.

High performance. Delivered.

Emma McGuigan

Video Transcript

My name is Emma, and I want to let all the girls in the world know that girls do tech too. You know, I always have had this really deep, rigid belief that you could sit on the sidelines and complain about something but that really wasn't very credible. And if you really wanted to make a change, you had to get involved.

Last January we ran this event we had 300 girls come into a big conference center in New Castle that the team up in New Castle organized. And we had this fantastic day where the girls were able to experience what it was like to be a

forensic scientist, they did a dance workshop, they built an app. And at the end of the day, these 300 girls, they were in 10 teams, each team presented their app and what they'd done in their 90-minute workshop. And I was lucky enough to be heading up the judging panel. And there was this huge energy of all these girls in the room and this great exciting day they'd had, and they'd got to experience 3D printing and all sorts of things they'd never seen before. And whilst that was awesome, there was always this concern I had, this little anxiety, that it was just a great day out. And there was a 13-year-old girl who

gave us some feedback that really made me feel like it was all worthwhile. And she wrote in her feedback, "You know, I've never been that good at English, but I always thought I'd have to follow up in English because that's what girls do. But now that I can see the potential of the type of career I could have using maths and science and technology, I'm thinking completely differently." And it's moments like that when you realize that the effort that you put in to try and to encourage more girls into technology careers or into stem careers is really, really worthwhile.

You know, I do these programs with young women, and I worry sometimes about whether you're doing the right thing. Maybe they're all happy taking careers in humanities. But when I look around me, I've had such a great career that I feel we have to get more young girls involved. Women are the bigger buyers of devices, and they're not involved in creating them. That does just doesn't feel right to me.

And diverse teams bring better ideas, they bring more creativity, and they just work better together. So why would I not want to make sure that we've got young women coming in to share in that?

Dear Madeline, my 11 year old daughter, you are amazing, you amaze me every day. Whatever you want to do with your life I want you to grab the opportunities with

both hands and take those opportunities and make the most of them. Don't sit on the sidelines and spectate about what might have been. And don't live with regrets. Enjoy what you're good at and make the most of it. And allow your younger brothers to continue to believe it's an abomination that women can't do the same things as men.