

WHAT WORKS

■ Women in Tech



BCTech's #whatworks Women in Tech series curated a conversation of BC Tech execs with a proven track record of putting in place practical, impactful solutions.

Here's what they told us.

“Taking action to start solving the problem is not as scary as you think. Doing nothing because you aren't sure how to do it perfectly, because you're afraid of offending someone, or because it might be uncomfortable gets us nowhere.”

Laura Zubick | Unbounce

Data



- Set targets and publish the results. Ask if your employee diversity mirrors that of your customers.
- Have a hard look at your data through an intersectional lens: promotion, retention, starting salaries, out of cycle comp increases. Put in place policies to support an even playing field.
- Use the tools available to ensure your job descriptions don't use gendered language. (eg <http://gender-decoder.katmatfield.com/>)

Recruitment



- Establish dedicated internship and new hire programs to broaden the funnel right at the start.
- Leverage your team's network: ask women in your organizations to identify people they've worked with in the past and would like to work with again.
- Fill your hiring pipeline with as diverse a candidate pool as possible and insist hiring managers work from shortlists that are 50/50 gender balanced. Don't accept all male rosters from your recruiters.

Culture

- Be clear and fact-based about the plans being put in place to address diversity and inclusion. Don't apologize, over-explain or otherwise ask for permission for change.
- Find your internal allies. Be an internal ally by speaking up.
- Educate the team on unconscious bias, provide respectful workplace training and put in place mechanisms that enable people to speak up.



Career Development

- Take a proactive approach to career development. This has benefits for all but making it the norm will ensure everyone participates even if they aren't comfortable asking.
- Ask yourself if talent is promotable before someone takes parental leave - consider promoting before they take leave.
- Put in place skills building workshops to address areas under-represented groups sometimes find challenging - eg negotiation, effective presentation skills, managing your manager. *(BC Tech provides these!)*



Pay Equity



- Proactively review job titles, scope and complexity of work and compensation regularly to be sure compensation is appropriate to the duties performed. Don't assume promotions happen automatically when duties expand.
- Put in place salary bands for each role, track and communicate pay vs. industry averages (compa ratios). Establish and enforce minimum salaries for each role.
- Don't try to tackle inequities that have built up over years through the annual process. You may need to be prepared to have a one-time budget to address the issue.



Final Words

“Make it a data driven discussion at every leadership meeting.”

Heike Neumann | SAP

“You can’t be what you can’t see—ensure your leadership team has 50/50 gender equity and make your first women appointments in engineering, tech, sales or finance (not marketing or HR).”

Helen Sheridan | STEMCELL

“Ensure women are part of the recruitment pipeline and allow flexible work policies and supportive paid leave.”

Amanda Mallow | Sophos

“Deliberately hire to achieve balance. Make the hard decision now to set your business up right for the future. Change is coming and the data is in—be relevant now or a dinosaur later.”

Ani Phelan | Work at Play

To apply to join BC Tech’s Diversity & Inclusion Tech C-Council email hello@wearebctech.com

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