WOMEN IN TECHNOLOGY 2012

MORTIMER SPINKS
technology talent

ComputerWeekly

Mortimer Spinks

From: Mortimer Spinks
Sent: July 2012
To: Computer Weekly
Subject: Summary for the survey

Hi Guys,

I was just wondering if you had an 'about us' summary we can use in the upcoming 'Women in Technology' survey? We are using the below to give you an idea of length…

"Mortimer Spinks are the leading innovators in technology recruitment. Our consultants, organised into specialist technology teams, are genuine experts in what they do.

Being Part of the Harvey Nash Group, we offer the stability, infrastructure and quality of a major plc. Clients benefit from access to our unique portfolio of services including technology projects in Vietnam, Contractor Management Services and Business Process Outsourcing.

We know that we work with some of the most innovative companies in the world as the majority of our customers are defined as 'Cool' and 'Superbrands' in the business to consumer marketplace."

www.mortimerspinks.com – info@mortimerspinks.com

Best regards

Computer Weekly

From: Computer Weekly
Sent: July 2012
To: Mortimer Spinks
Subject: RE: Summary for the survey

Yes, no problem, let's use the one below -

"ComputerWeekly.com is the leading provider of news, analysis, opinion, information and services for the UK IT community, and an advocate for UK IT professionals and the role of technology in improving organisations in all sectors of business and public life. On the web, on mobile and through face-to-face events, Computer Weekly aims to help senior IT professionals

  * Make better IT strategy and technology purchasing decisions;
  * Improve their knowledge and skills, and develop their careers;
  * Connect with the people and information they need to be successful in their jobs."

www.computerweekly.com

Kind regards
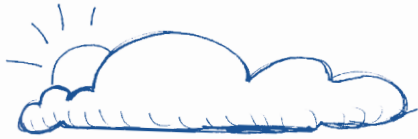
Mortimer Spinks

From: Mortimer Spinks
Sent: July 2012
To: Computer Weekly
Subject: We've run a quick survey and thought you might be
                 interested.

Hi Guys,

So, after the success of our Mortimer Spinks and Computer Weekly
Technology Industry survey I have had a nagging question going round
my head. We had 650 responses but only 10% of them were female.

It was one of those moments that once you realise you can't
ignore – at all!

As soon as we started Googling the 'women in tech' subject we
found loads of material, some of it's great, some of it is very
irrelevant but what you don't get is any consistency about what
the actual figures are….

As you know we interact with a large number of pure tech
businesses, everything from 3 person (resisted the habit of
saying "man") start-ups to ecommerce powerhouses; this puts us in
a good position to get some proper information about the industry
but also hopefully start affecting change within it….

We will send you the results from the 'women in tech' survey (we
had more than 500 participants) straight away. Just to give you
an idea, it has all been about getting a quick, clear picture
of what state the UK technology industry is in when it comes to
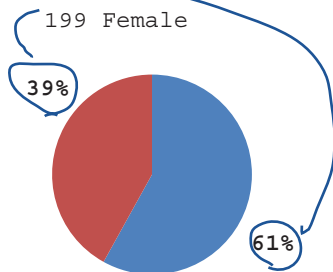gender balance. That's all we're trying to do.

Best regards
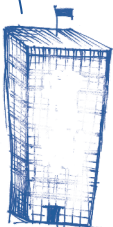
Mortimer Spinks

From:　　　Mortimer Spinks
Sent:　　　July 2012
To:　　　　Computer Weekly
Subject:　As discussed the "Women in Technology" survey results

1. Are you male or female?
509 Responses
310 Male
199 Female

39%

61%

This really is low. 15.75 means that 1 in 7 people are female...

2. Are you happy that you have a career in technology?
90% of both men and women feel they are happy that they have a career in technology

3. What percentage of your technology team is female?
15.75: Average % of women in technology teams

4. Do you believe there should be more or fewer women in technology?

Women's opinion

More	155	79%
Same	19	10%
Less	6	3%
Not sure	17	9%
Total	197	100%

Men's opinion

More	208	68%
Same	36	12%
Less	13	4%
Not sure	50	16%
Total	307	100%

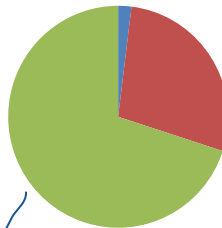*10% of men and women think there should be the same number of women in tech as there are now*

Seems like there's more 'not sure' than you'd expect

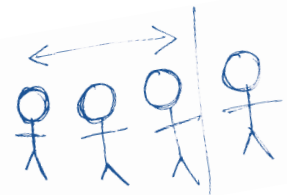**5. Do you believe women find working in technology jobs more or less attractive than men do?**

Women's opinion
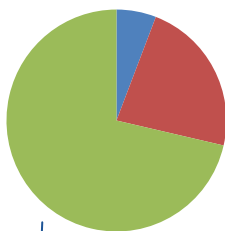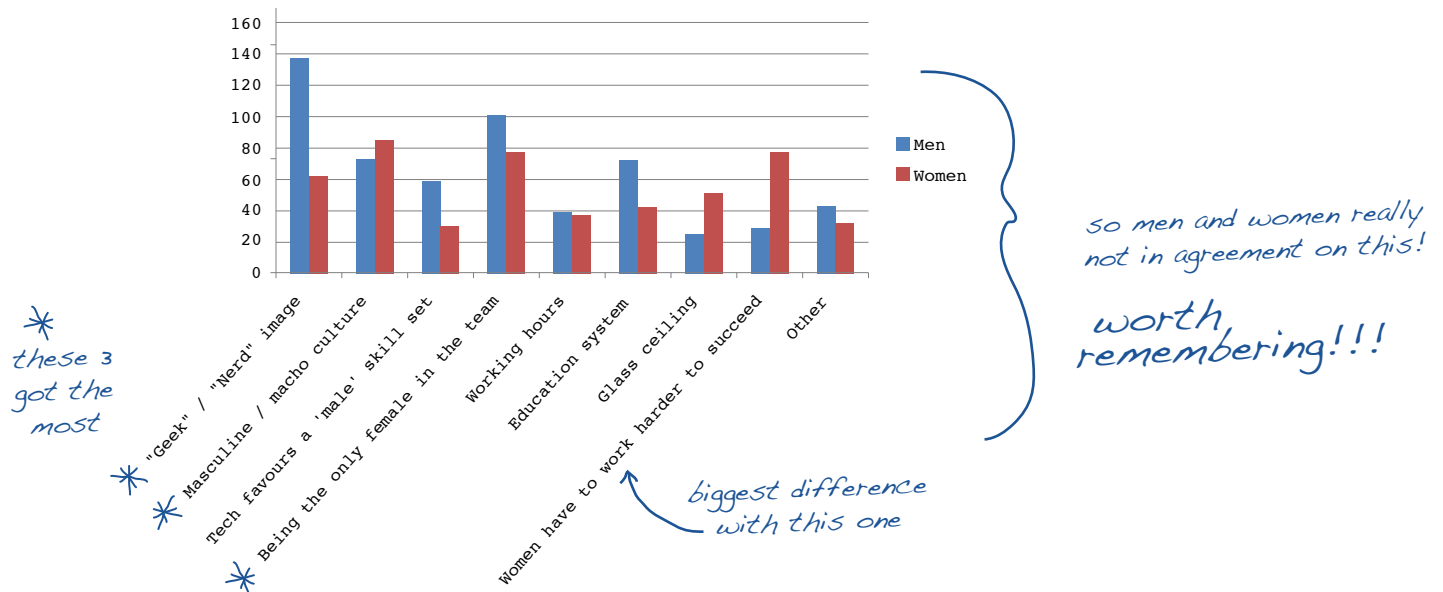
Men's opinion

- More attractive
- Same
- Less attractive

70% of men and 72% of women feel that women find technology jobs less attractive than men do.

*That's **3** in **4** people who work in the industry*

Why do people think that is?

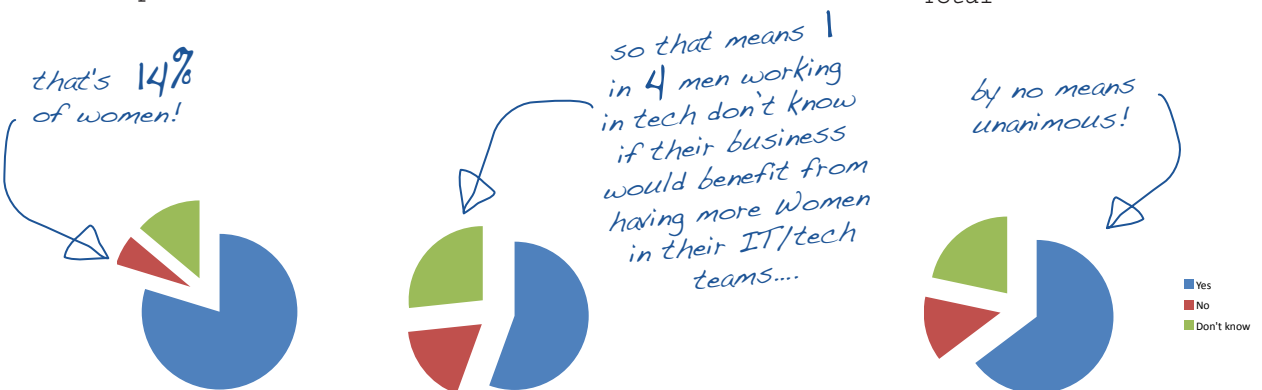**7. If you answered 'less attractive', please select the reasons why**

Chart categories (Men / Women):
- "Geek" / "Nerd" image
- Masculine / macho culture
- Tech favours a 'male' skill set
- Being the only female in the team
- Working hours
- Education system
- Glass ceiling
- Women have to work harder to succeed
- Other

Handwritten annotations:
- these 3 got the most
- so men and women really not in agreement on this!
- worth remembering!!!
- biggest difference with this one

8. Do you feel your business would benefit from having more women in your tech/IT teams?

Women's opinion   Men's opinion   Total

Legend: Yes / No / Don't know

Handwritten annotations:
- that's 14% of women!
- so that means 1 in 4 men working in tech don't know if their business would benefit from having more women in their IT/tech teams....
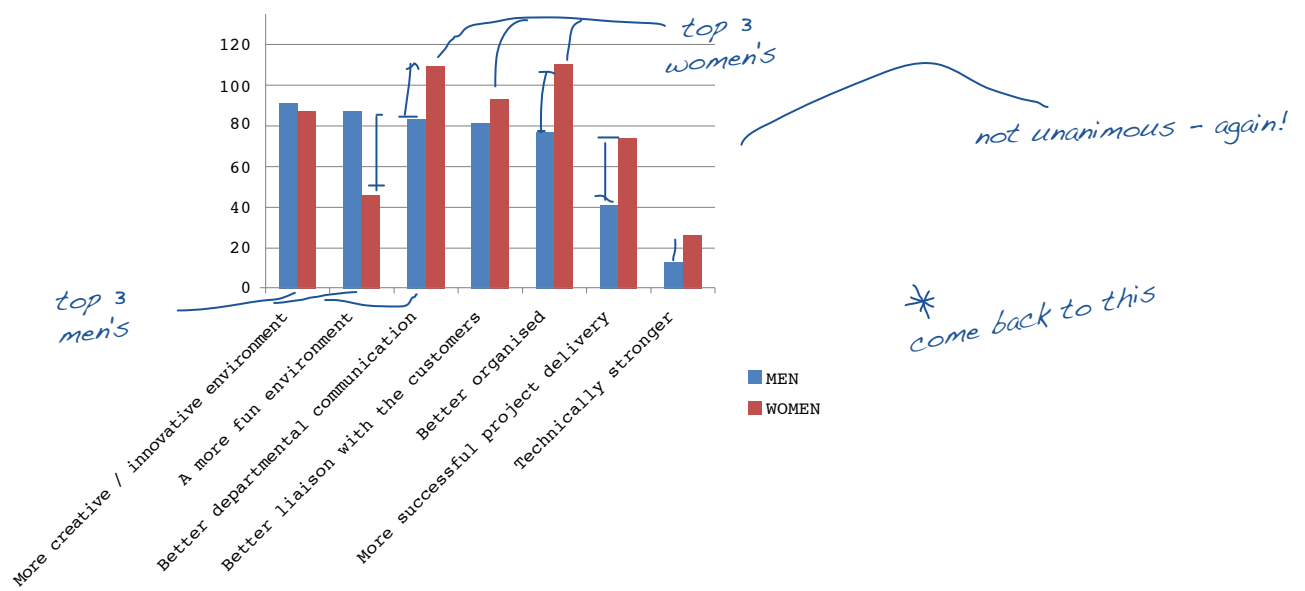- by no means unanimous!

9. Which of the following benefits do you think would come from having more women in the technology department?

Chart categories (MEN / WOMEN):
- More creative / innovative environment
- A more fun environment
- Better departmental communication
- Better liaison with the customers
- Better organised
- More successful project delivery
- Technically stronger

Handwritten annotations:
- top 3 women's
- not unanimous - again!
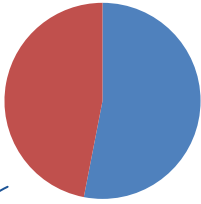- top 3 men's
- come back to this

10. Do you agree with this statement "In the future, a career in technology will become increasingly attractive to women"

Men's opinion
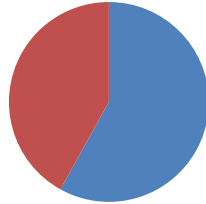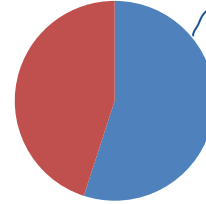
Women's opinion

Total

not unanimous

Yes
No

very nearly a 50-50 split

better?

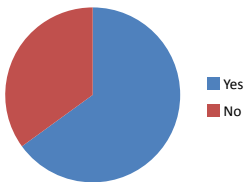*N.B. I guess the question is how do we make sure it does?*

11. For women only: Have you ever felt discriminated against in your job because of your gender?
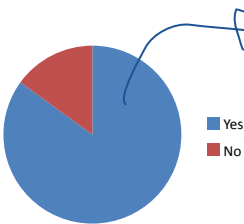
Yes
No

That's **65%** *yes!*

12. For women only: Would you recommend a career in technology to another female?

YES!

Yes
No

90% (roughly) would recommend BUT see Q10...

So that means despite discrimination etc they would still recommend tech to others!

Bad news – 2/3 of women working in technology have felt discriminated against in their jobs because of their gender...

Good news – Despite feeling discriminated against 85% of women would recommend a career in technology to another female...

Mortimer Spinks

From: Mortimer Spinks
Sent: July 2012
To: Computer Weekly
Subject: a few key observations

Hi Guys,
Just thought I'd follow up on the results and send through a few
ideas/observations – be great to get your thoughts.

Education – I don't think you can go anywhere near the subject of
the balance of gender in the industry without looking at education.
How are we engaging our school students around science, technology,
engineering, maths (STEM)subjects? Are we still teaching ICT in
schools? I know there has been a lot of talk about changing the
curriculum to Computer Science but when does this come into play –
and is changing the curriculum going to work? From the work that
we as a business have done in schools it seems to me that there is a
potential gap/opportunity around the function that careers advisors
play. How knowledgeable are careers advisors on the technology skills
gap and the gender imbalance in the industry – this has to be looked
at as an opportunity for young female students, are they being given
the right information?!
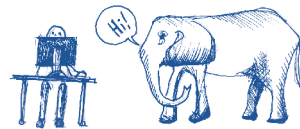
Perception – There are a few ways of looking at this. It could be
argued that the perception of the technology industry is nowhere
near the reality. To what extent does the 'Geek/Nerd' image still
linger over our industry? Almost any of the '100 best places to work'
or '100 fastest growing companies' lists are entirely made up of
young, online businesses. Do people make the connection that these
are businesses built on and around their use of technology…? It would
be perfectly fair to say that young technology entrepreneurs are the
rock stars of today – are we using their monumental success stories
to help market our industry? In fact who is marketing our industry
and why aren't they doing a better job?!

Stereotype – This survey shows that in tech teams across the industry
there is about 1 woman to every 7 men – we know that in business
facing IT i.e. project management and business analysis disciplines
it is more like 1 woman for every 3 men, you can see from Q9 women
highlight the top 3 benefits they bring as communication, engagement
and organisation - we need to break this stereotype – we need
ambitious, courageous, pioneering leaders to forge the path so others
can follow – and then we need to champion them when they do….

Galaxy Gap – the old saying 'men are from Mars and women are from
Venus' continues to ring true. When you look at the results from
Question 7 and 9 you can see the "galaxy gap". If men and women
continue to remain in their stereotypes with women predominantly
going into business facing IT and men dominating any hands on
technical positions then the stereotypes will get harder to break and
our Industry will suffer as a result. Maybe it is possible to bridge
the "galaxy gap" through technology?

What are your thoughts?

Best regards
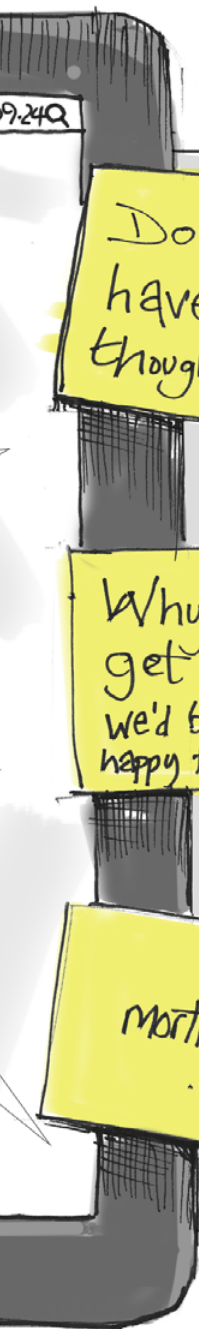
Can we get to a conclusion?
It's well documented that the more balanced your team/business is (across all functions) the more productive the team will be. We know that as a whole the industry is running at 15.75% female so we know that we have got some way to go.
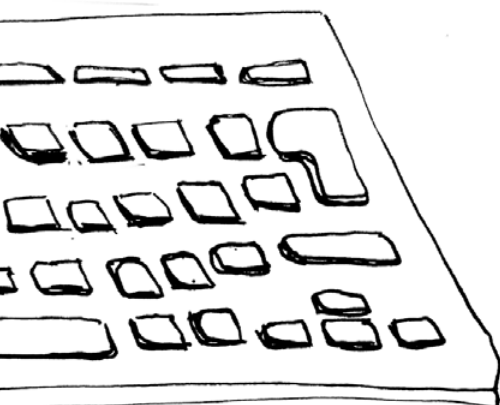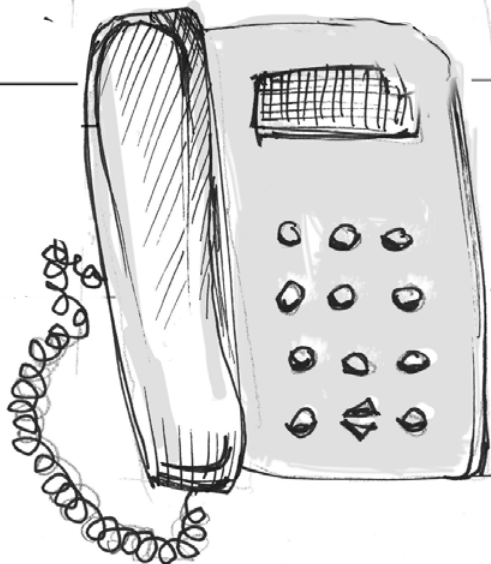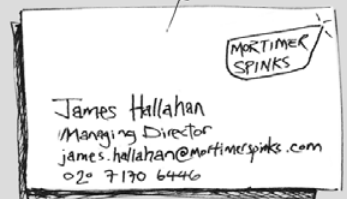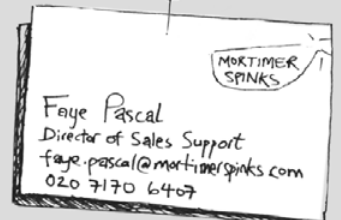
How do we get there?

Education – We need to get enough young women interested in tech from an early age to give them a chance of pursuing it.
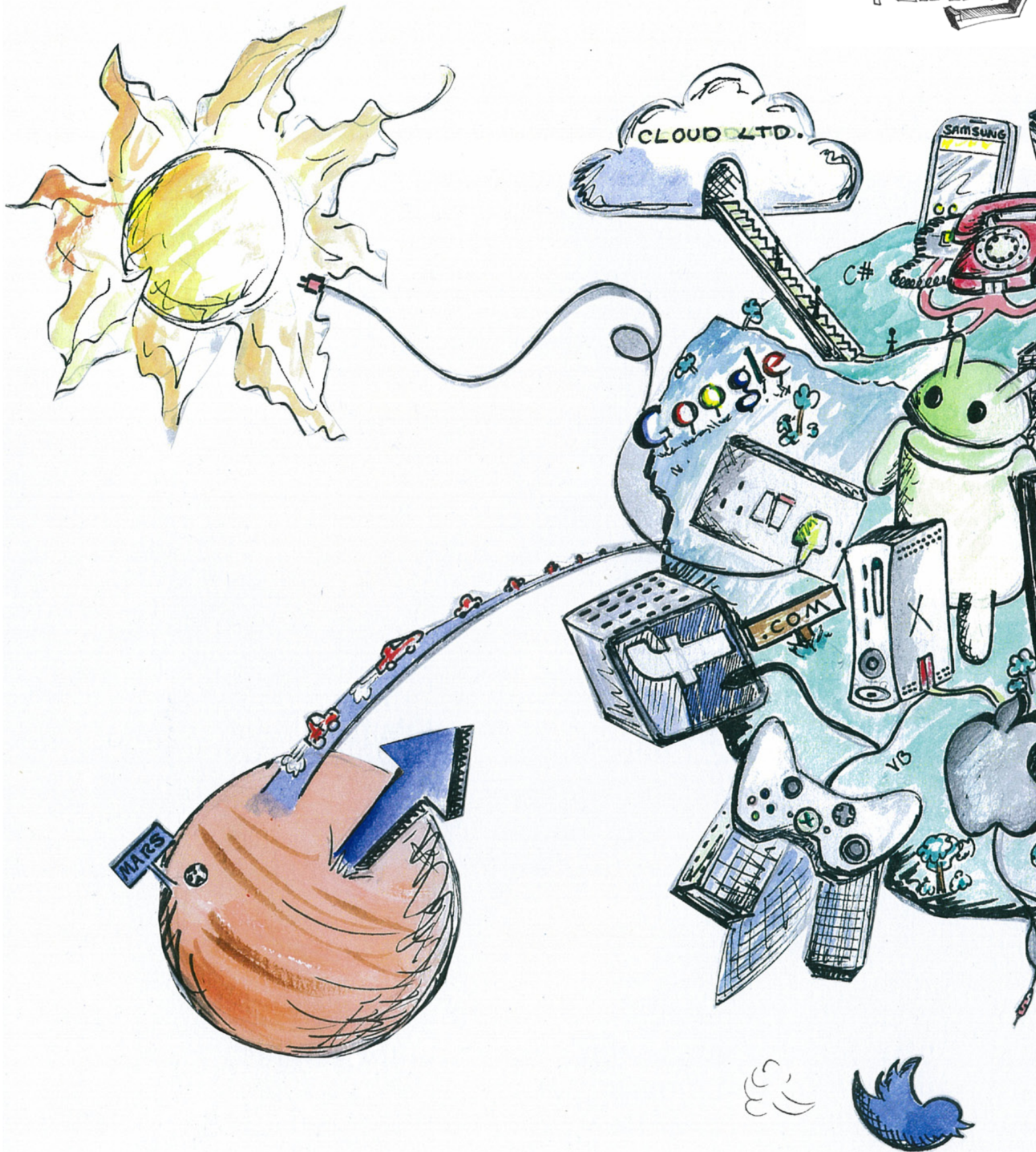
Pioneers – We need more ambitious, courageous young women to forge the path into the industry for others to follow and from our part we need to make sure their message is heard.

Perception – The fact that technology is now the subject of Hollywood films should help to update people's perceptions of tech. As people that work in the industry we have a responsibility to act as ambassadors for it.
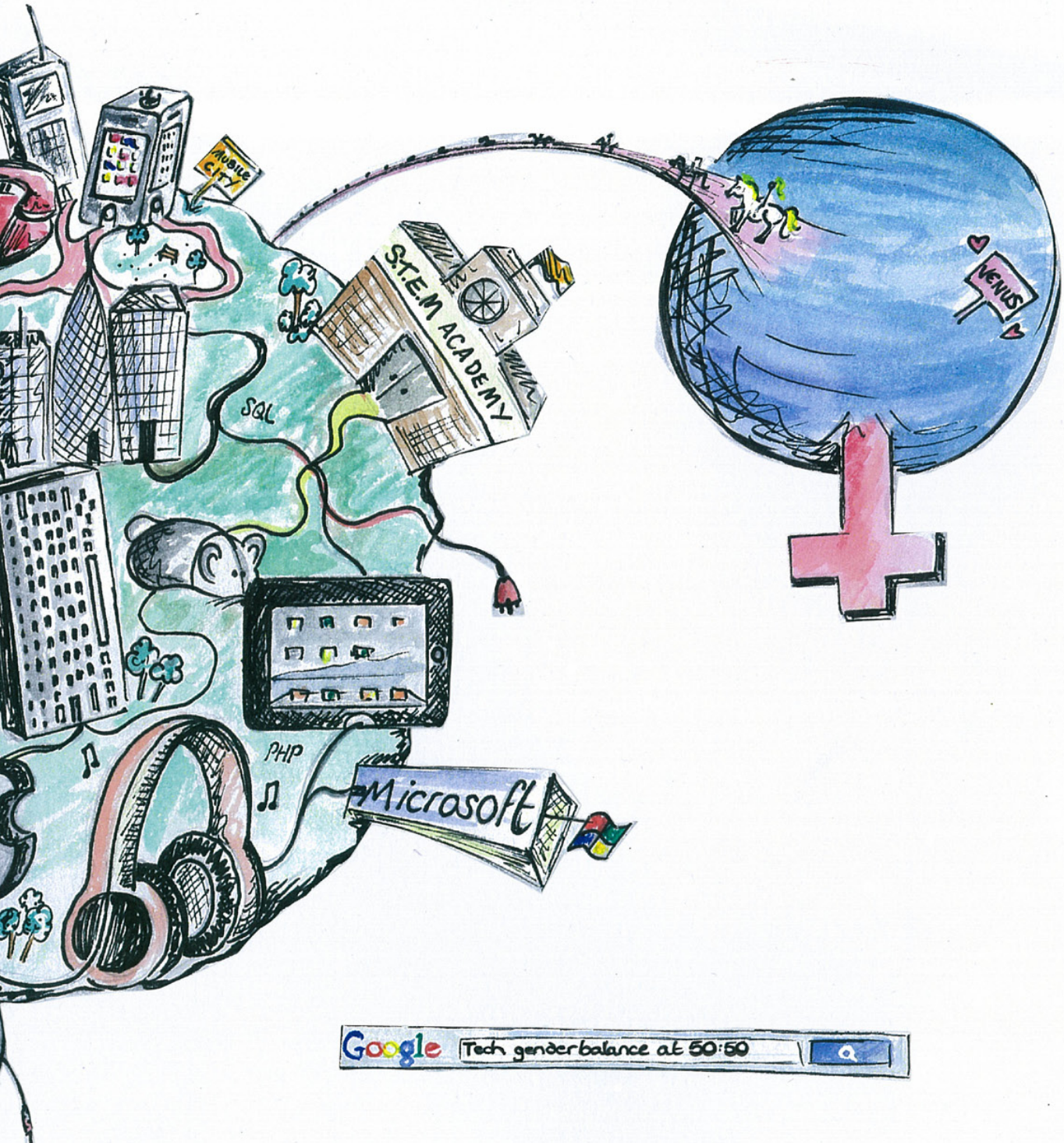
We have to break the stereotypes…

Do you have any thoughts on this?

Why not get in touch? We'd be more than happy to discuss them

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