

The Ivanti logo is positioned in the bottom-left corner of a large red rectangular area at the top of the page. The logo consists of the word "ivanti" in a lowercase, sans-serif font, with a small square icon above the letter 'i'.

# Ivanti Women in Tech Survey Report 2018

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## Executive Summary

The Ivanti Women in Technology project launched in 2017 with the intention of creating and facilitating a women's network within the technology sector. The network was launched as an online and face-to-face support network for busy working women who are limited on time but still want to share their thoughts, ideas, and successes with like-minded peers. Through this network we run face-to-face networking events, as well as publishing online resources such as blogs, podcasts, and curated news through our Twitter page: @thetechiegirls.

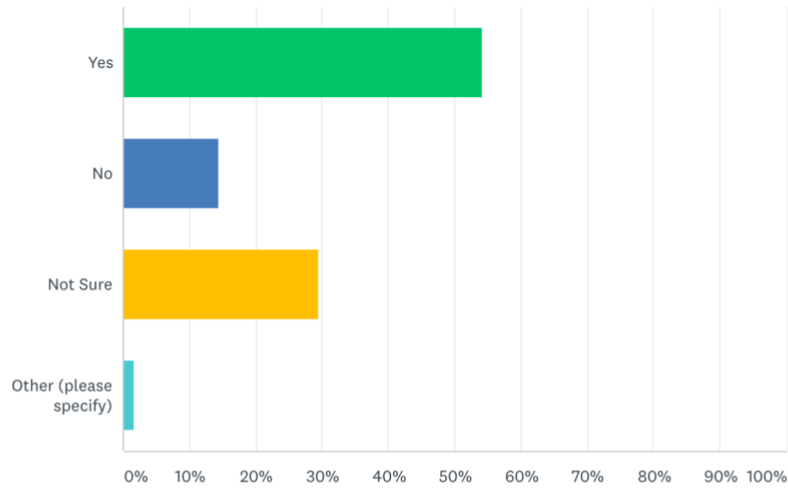
During these networking events, similar conversations have arisen surrounding the issues and benefits faced by working women and we wanted to find out whether these trends are true of a wider audience. We therefore launched our online Women in Technology 2018 survey and collated results from more than 500 women working in technology across the globe.

The survey reveals some really interesting results, including the finding that 54% of the women surveyed believe there are now more women working in technology than five years ago, while around six out of ten respondents (63.04%) see the need to be taken seriously as a barrier to entry.

To sustain continued growth of women working in technology, just over seven out of ten women (73.79%) cite equal pay as most the important motivator of growth, and 88% state that the key attribute a woman needs, if she wants to work in technology, is a desire to learn.

The survey's findings suggest that launching mentor programmes and reviewing recruitment practices within organisations would help to encourage more women into key or leadership roles within the technology industry.

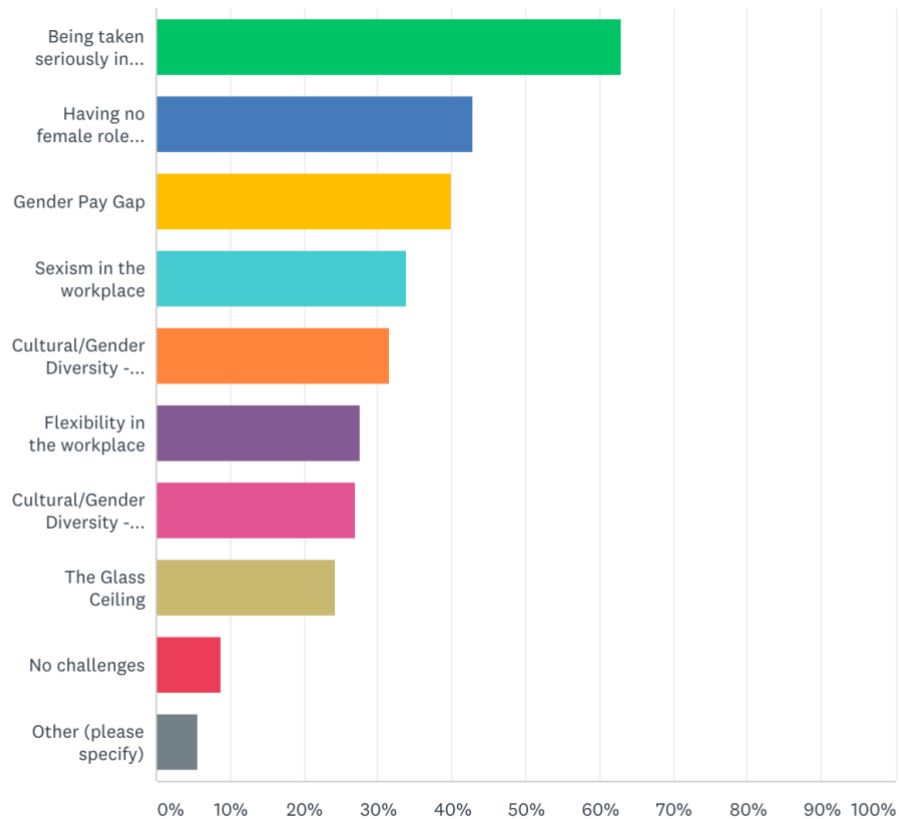
## Question #1: Are there more women in tech now than there were five years ago?



ANSWER CHOICES	RESPONSES
▼ Yes	54.28% 279
▼ No	14.40% 74
▼ Not Sure	29.57% 152
▼ Other (please specify)	Responses 1.75% 9
<b>TOTAL</b>	<b>514</b>

More than half of the respondents have seen growth in the number of women in technology over the last five years, but many would argue that this is not enough, and the needle is not moving quickly enough. Anecdotal feedback we received suggests that while there may be more women in technology than ever, they seem to get stuck in administrative roles and do not progress as quickly as their male counterparts. On the positive side, the Women in Tech movement is really building momentum now, and we are even seeing more men joining these networking groups for advice on how to attract more women into their teams. This suggests that we may see a more rapid increase in gender diversity over the coming years.

## Question #2: What is your biggest challenge as a woman in technology?



ANSWER CHOICES	RESPONSES
Being taken seriously in the industry due to gender perceptions	63.04% 324
Having no female role models to look up to	42.80% 220
Gender Pay Gap	39.88% 205
Sexism in the workplace	33.85% 174
Cultural/Gender Diversity - Company	31.52% 162
Flexibility in the workplace	27.63% 142
Cultural/Gender Diversity - Team	27.04% 139
The Glass Ceiling	24.32% 125
No challenges	8.75% 45
Other (please specify)	<a href="#">Responses</a> 5.64% 29
<b>Total Respondents: 514</b>	

Sixty-three percent of respondents say that not being taken seriously in the industry, due to negative gender perceptions, is one of their biggest challenges. This certainly speaks to the feedback that we get time and time again at networking events. From having their suggestions dismissed, being constantly interrupted in meetings, to being overlooked for promotion in favour of male counterparts, there is definitely a feeling that it's hard to be a woman in technology. That said, we do speak to many women

who have found a company and a boss that respects and encourages gender equality. Furthermore, this anecdotal evidence contradicts the 8% of survey respondents who believe women in technology face no challenges.

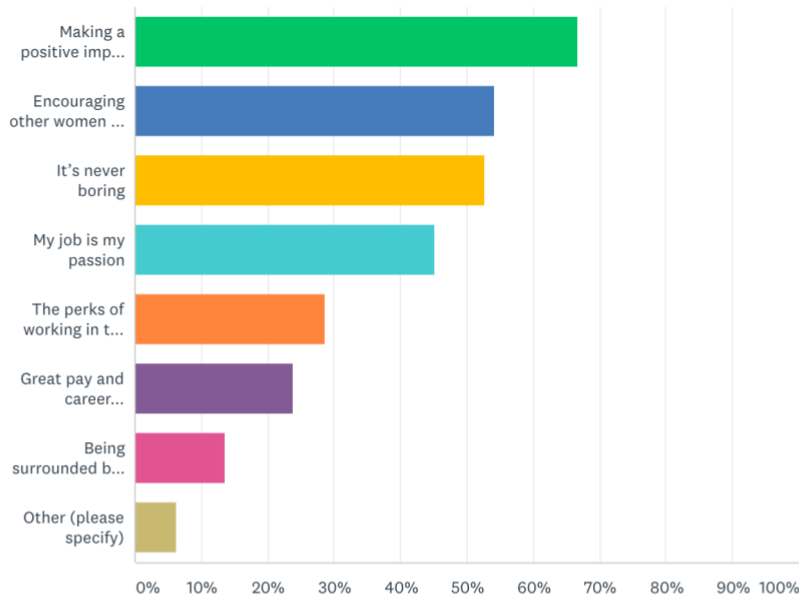
Another prevailing issue is the lack of female role models in the technology sector. Our survey confirms that 42% of women see this as one of the greatest challenges. This is also confirmed by third-party reports<sup>1</sup>.

Whilst there are women in history and current day such as Ada Lovelace and Grace Hopper who have been a leading force for the development of technology, they are not spoken about as often as male counterparts. Most technology events, with the exception of specific female-focussed events, feature mainly male speakers and while this is not necessarily a bad thing, it does mean that there are fewer female role models in the spotlight for other women to be inspired by. This is especially important for girls in STEM activities; we will speak a little later about that. Highlighting women in senior leadership roles within technology companies as role models for future inspiring technology leaders could go some way to combat this issue.

Gender pay gap also scores highly, with just under 40% of respondents stating it is one of the greatest challenges. The UK Government Gender Pay Gap Survey<sup>4</sup> highlights that this is not just a technology-industry issue but a larger cultural issue within the UK. And the feeling is that, with a few exceptions, this is a global equality problem.

Surprisingly, just over 27% say that flexibility in the workplace is a challenge. This is unexpected in an industry that claims to be forward thinking and innovative, which in today's workplace tends to be synonymous with flexible working. Technology enables us to do our jobs from anywhere at any time so it is concerning that workplace flexibility is an issue in the sector that claims to be leading the development of the future of work.

### Question #3: What is the best thing about being a woman in technology?



ANSWER CHOICES	RESPONSES
▼ Making a positive impact on my organisation/the industry (i.e. playing a part in designing new tech; helping your organisation to get ahead)	66.73% 343
▼ Encouraging other women to get into the industry	54.28% 279
▼ It's never boring	52.72% 271
▼ My job is my passion	45.14% 232
▼ The perks of working in tech e.g. flexible hours	28.60% 147
▼ Great pay and career advancement	23.93% 123
▼ Being surrounded by other women in tech	13.62% 70
▼ Other (please specify)	<a href="#">Responses</a> 6.23% 32
<b>Total Respondents: 514</b>	

On a happier note, there are many positives about being a woman in technology. Over 66% of respondents feel that they are making a positive impact on their organisation and/or industry, and that is the best thing about being a women in technology.

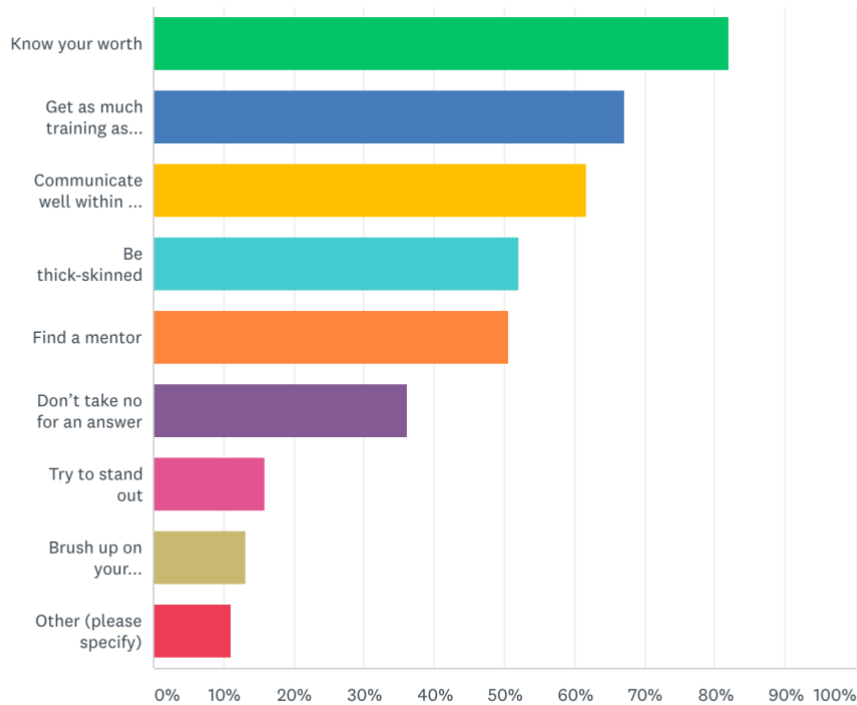
Interestingly, over 54% of respondents felt that helping to encourage other women to get into the industry is another great thing about being a woman in technology. This plays into the importance of women in technology networking events, mentorship programmes, and STEM programmes, which are growing in number all the time. It seems that many women in technology want to be an inspiration and a role model for others.

Another response that came up in our other comments field was that women relish in breaking gender perceptions and proving doubters wrong. This is a great indication of the strength of character of women in technology.

We also heard from women who feel that they could bring an alternative viewpoint or provide a different way of thinking to their male counterparts—an important business benefit . Backing this up, research conducted by Credit Suisse<sup>5</sup> found that diverse teams are more successful because they focus more on facts, process these facts more carefully, and are more innovative.



## Question #4: What advice would you give to a female starting a career in tech?



ANSWER CHOICES	RESPONSES
▼ Know your worth	81.94% 422
▼ Get as much training as possible, and become a life-long learner	67.18% 346
▼ Communicate well within the team	61.75% 318
▼ Be thick-skinned	52.04% 268
▼ Find a mentor	50.68% 261
▼ Don't take no for an answer	36.12% 186
▼ Try to stand out	15.92% 82
▼ Brush up on your maths/science skills	13.20% 68
▼ Other (please specify)	<a href="#">Responses</a> 11.07% 57
Total Respondents: 515	

The number one piece of advice (as voted by more than 81% of respondents) that women would give comrades who wanted to start out in tech would be to “know your worth.” Again, this is an issue discussed at many women-in-tech and women-in-business networking events.

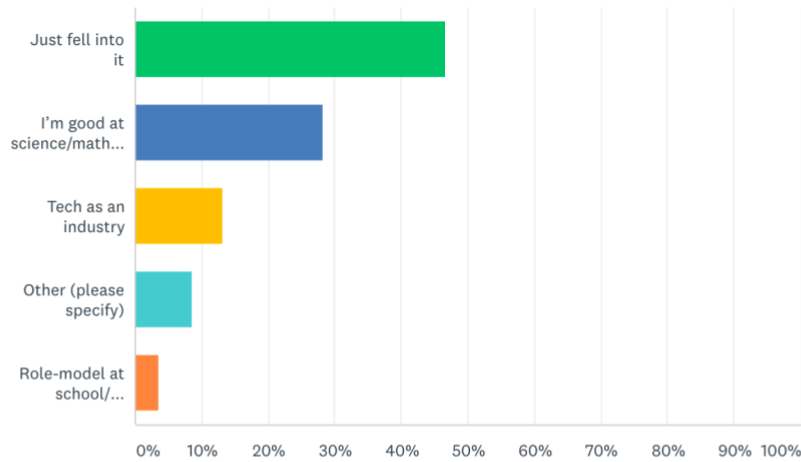
Women frequently struggle to take credit for, or be openly proud of the work they do, while their male counterparts may be more inclined to be vocal about their achievements. A lot of advice in business books, articles, and podcasts leads back to building a personal brand, making yourself known in the

organisation, and seizing opportunities to talk about your successes. It may not come naturally to some women, but it would appear that a lot of women surveyed see an issue here, possibly because the same character traits exhibited by a man are considered a “strength” and an “affinity for leadership”, while women are described as “bossy” or “arrogant” when exhibiting the same traits. These dated attitudes must change; strong women deserve to be respected, not vilified. For more advice on this subject, the book *Nice Girls Don't Get the Corner Office: 101 Unconscious Mistakes Women Make That Sabotage Their Careers* by Lois P. Frankel is well worth reading.

Over 67% of respondents suggested that getting as much training as possible and becoming a life-long learner are very important to success. This is great advice for people of any gender, but it could also link back to knowing your worth. A report published by Hewlett-Packard a few years ago is still quoted regularly. It states that men apply for a job when they only meet 60% of the qualifications, yet women apply only if they meet 100% of the criteria. Perhaps by being life-long learners and getting as much training as possible, women should feel more confident when applying for new roles or promotions.

Another trend we have seen through the other comments field is “Be yourself”. The temptation, when joining a male-dominated team, is to fit in by hiding some of the more feminine personality traits or showing an interest in something you just don't find interesting. There is a balance to be had, but most ladies we speak to believe that if you are yourself—your true authentic self—you are more likely to be accepted by your colleagues and fit in with the team.

## Question #5: What inspired you to get into technology?

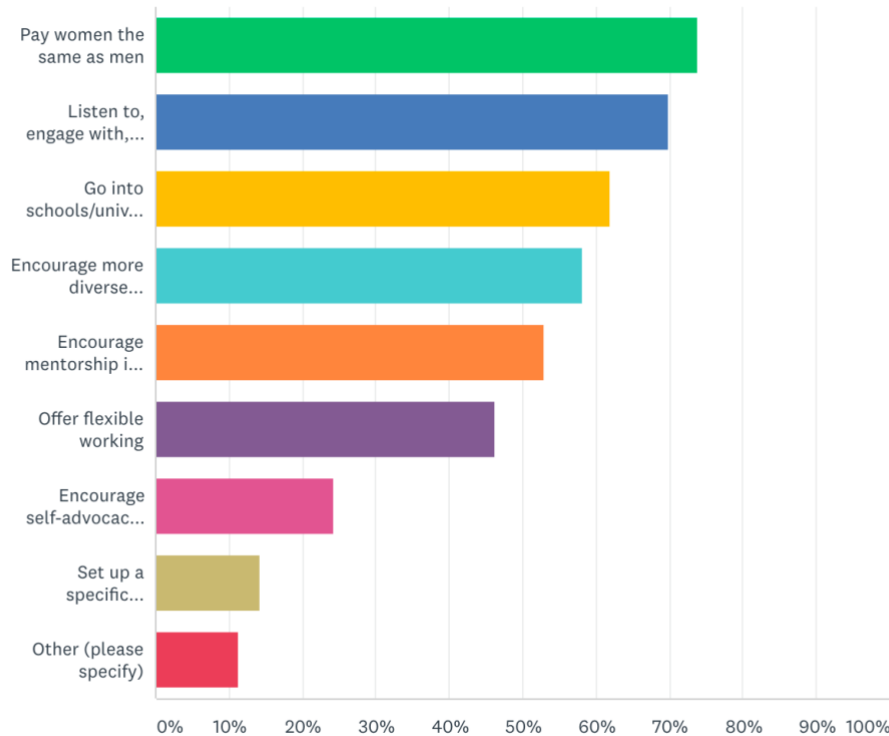


ANSWER CHOICES	RESPONSES
Just fell into it	46.60% 240
I'm good at science/math/tech	28.16% 145
Tech as an industry	13.20% 68
Other (please specify) <a href="#">Responses</a>	8.54% 44
Role-model at school/ university	3.50% 18
<b>TOTAL</b>	<b>515</b>

This is one of the shocking statistics from our survey. Forty-six percent of women surveyed stated that they just fell into technology roles. Again, we hear this time and time again at networking events. Whilst it is great that technology is attracting top talent, it is a concern that women and girls are not seeing their potential in the industry from a young age. There has been a lot of talk recently about closing the gender gap at a much younger age by avoiding gender-specific toys such as a nurse dress-up outfit for a girl and builder dress-up outfit for a boy and changing the language we use with our children. An example of this is Egmont Publishing releasing a new book in 2017, *Little Miss Inventor*, which was a massive hit with the women in tech community.

There are also a number of studies into the optimum age to encourage children into specific careers, and by 10 or 11 years of age, children already have strong ideas about gender roles. There are many great organisations encouraging STEM education and Ivanti have pledged their charitable support to STEM initiatives, including paid time off for staff who wish to volunteer at STEM clubs. There is a feeling that we need more women to go into schools for these clubs, again, giving those girls a relevant and inspiring role model.

## Question #6: What could organisations, and the wider industry, be doing differently to encourage more women to get into technology?



ANSWER CHOICES	RESPONSES
Pay women the same as men	73.79% 380
Listen to, engage with, and encourage women in their organisation/industry	69.90% 360
Go into schools/universities and encourage young women to get into tech/ study STEM subjects	61.94% 319
Encourage more diverse leadership	58.06% 299
Encourage mentorship in company culture	53.01% 273
Offer flexible working	46.21% 238
Encourage self-advocacy in company culture	24.27% 125
Set up a specific female-only hiring campaign/ female-only quota	14.17% 73
Other (please specify)	Responses 11.26% 58
Total Respondents: 515	

Again, the gender pay gap is rearing its head and the research in the UK is far from pretty. According to the latest report from the Office for National Statistics<sup>6</sup>, the gender pay gap for full-time workers is entirely in favour of men for all occupations and the gap remains smaller at younger ages. The gap from the age of 40 widens, reaching its peak between the ages of 50 to 59. Does this mean that women are not progressing in their careers as far as men? Which brings into question whether this is because women are not climbing the career ladder to the same extent as men.

The second most popular answer, with just under 70% of respondents choosing it, is that employers should listen to, engage with, and encourage women in their organisation. Fortunately, we see this happening more and more. Numerous large tech companies, including Ivanti, have a Women in Tech programme with a view to advancing greater networking, sharing, and mentorship within the workplace. This is becoming more and more important to women looking to join the tech community or move to new employers within tech.

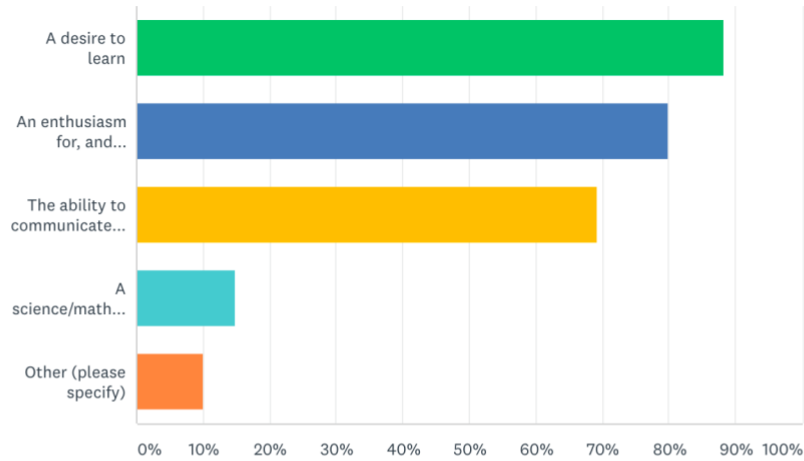
Remarkably, only 46% specified flexible working as a way to encourage more women into technology, since this is a subject that comes up time and time again at networking groups.

With women often being the main carer of children, the ability to be able to work flexible hours from locations of their choice is becoming more of a factor when choosing a job. The great thing with tech roles is that it is quite often very easy to do your day-to-day job anytime, anywhere—employers just need to be more open to this idea and support it. One concern we have heard women speak about is the stigma sometimes attached to flexible working, so it is important that companies fully embrace this and ensure that the company culture does the same.

Interestingly, just over 14% of respondents feel businesses should set up a specific female-only hiring campaign. This seems to be a love it or hate it idea, with many women feeling that it will only widen the division in the workplace while others feel some action must be taken to initiate diversity for it to seed and grow within a business.

Another suggestion that came up in the other comments, and that has been spoken about in the press recently, is unconscious bias within job descriptions. Examples of this would be advertising for a “Development Ninja”. Very few women would see themselves as a ninja or indeed relate to the term, so the use of terms like this to describe a job could possibly put them off at the very early stages. There are software programmes available that more companies are now looking to implement that can scan your recruitment documents for signs of unconscious bias. In addition, we would refer to our previous comments about the Hewlett-Packard study; are you listing must-haves in your job description when they are nice to have? Remember, women want to tick 100% of these boxes before considering applying.

## Question #7: What skillsets and qualities do you need to get into technology?



ANSWER CHOICES	RESPONSES
▼ A desire to learn	88.35% 455
▼ An enthusiasm for, and understanding of, 'how things work'	80.00% 412
▼ The ability to communicate effectively about complex subjects	69.32% 357
▼ A science/maths/technical degree	14.76% 76
▼ Other (please specify)	Responses 10.10% 52
Total Respondents: 515	

You may be surprised to see that only 14% of respondents feel a science, maths, or technical degree is a requirement to pursue a career in technology. We are hearing this more and more at networking groups, and this may be because nearly half of the women we speak to didn't consciously choose a technology career when starting out. As a result, employers are therefore missing out on employing great talent. Are you putting a technical degree as a must-have on a job description when, in fact, practical experience or soft skills are more important?

A desire to learn came out as the top answer with nearly nine out of ten (88.35%) of respondents choosing this option. As we know, the world of technology is advancing at an unprecedented rate. In order to stay at the top of our game, we always need to be learning. For people with a passion for learning, technology is a limitless career choice.

When speaking with hiring managers we are often told that they are looking for problem solvers and good communicators. This is reflected by almost 70% of respondents citing as a key skill the ability to communicate effectively about complex subjects. Gone are the days where the technical teams were hidden away from the outside world, fixing problems or coding software anonymously. Technology needs people who can communicate their ideas in order to gain support for their initiatives and garner invaluable feedback, making their output far more effective.

## Conclusion

The greatest takeaway for us is that the conversations we are having around gender diversity coincide with the survey results. In addition, several of the issues and challenges faced by women in technology could be addressed by employers making small changes to their recruitment processes and in-house culture.

By making these small, but massively important changes, we could encourage more women into this exciting industry. However, we also need to build a pipeline of talent from the younger generations. Revisiting STEM initiatives in clubs, groups, and schools to make sure we are positioning these creative, fun, and satisfying roles to young girls as desirable is imperative for the long-term growth of the technology industry. It is great to see that many women are already getting involved in these activities to inspire future female technologists.

If we can encourage more girls to take up technology in higher education, we will witness a growth of women in technology. Simultaneously, we need to ensure that once they make the first small step into a technology role, they have peers and role models to aspire to who help them progress and build a successful career in technology.

## Third-Party Resources

1. [http://www.isaca.org/info/2017-women-in-technology-survey/index.html?cid=pr\\_1210374&appeal=pr](http://www.isaca.org/info/2017-women-in-technology-survey/index.html?cid=pr_1210374&appeal=pr)
2. <https://www.pwc.co.uk/who-we-are/women-in-technology/time-to-close-the-gender-gap.html>
3. <https://digileaders.com/female-role-models-can-change-tech-better/>
4. <https://www.gov.uk/government/publications/dft-gender-pay-gap-report-and-data-2017/dfts-gender-pay-gap-report-2017>
5. <https://hbr.org/2016/11/why-diverse-teams-are-smarter>
6. <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/articles/understandingthegenderpaygapintheuk/2018-01-17>

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