Women in technology:

How companies can help close the gender gap

The need for new technologies and the skills required to support a digital workspace continues to rise. While this presents a significant opportunity for the tech industry, the persistent gender inequality that exists in tech still needs to be addressed.

Technology: An in-demand, growing sector

In recent years, technology jobs have been one of the most prominent fields of opportunity. So while more than 100,000 IT jobs were lost during the pandemic in spring 2020, two-thirds of those jobs have already come back, and more are expected to hire.

The tech industry is projected to reach $5 trillion in market value by the end of 2021, with these being the most in-demand technology jobs:

1. Security Professional
2. Cloud Architect
3. Database Administrator
4. Programmer Analyst
5. Systems Analyst
6. Mobile Application Developer
7. Network Administrator
8. Software Developer
9. DevOps Engineer
10. Help Desk and Desktop Support Professionals

As leaders look to fill these positions internally and externally, DEI needs to be at the front and center of the strategy.

THE OPPORTUNITY:

The gender gap won't fix itself

In the last couple of decades, the world has made huge strides when it comes to women in the workforce. However, the technology industry has been lagging behind.

In addition, the pandemic's disproportionate impact on women exasperated the issue. Women in technology were:

- Nearly twice as likely as men to have lost their jobs or been furloughed
- 4x more likely than men to see gender bias as an obstacle to promotion

As the technology industry continues to grow, leaders have the opportunity to break the cycle and empower women to achieve professional and financial equity. After all, Fortune 500 companies with at least three women in leading positions saw a 66% increase in ROI.

25% of technology jobs were held by **women** in 2018, despite representing about half of the overall workforce

25%

Only about **2%** of technology jobs were held by **Asian, Black, and Hispanic women** in 2018

THE SOLUTION:

Empowering women in tech through education

Diverse workforce education is one way organizations can enable women to advance from little to no experience to experts in the areas of technology, data and analytics.

Education is a great equalizer, and online education is a flexible learning option that allows women to work on their own schedules.

Companies can do more by developing career education paths to prepare women for the most in-demand technology careers.
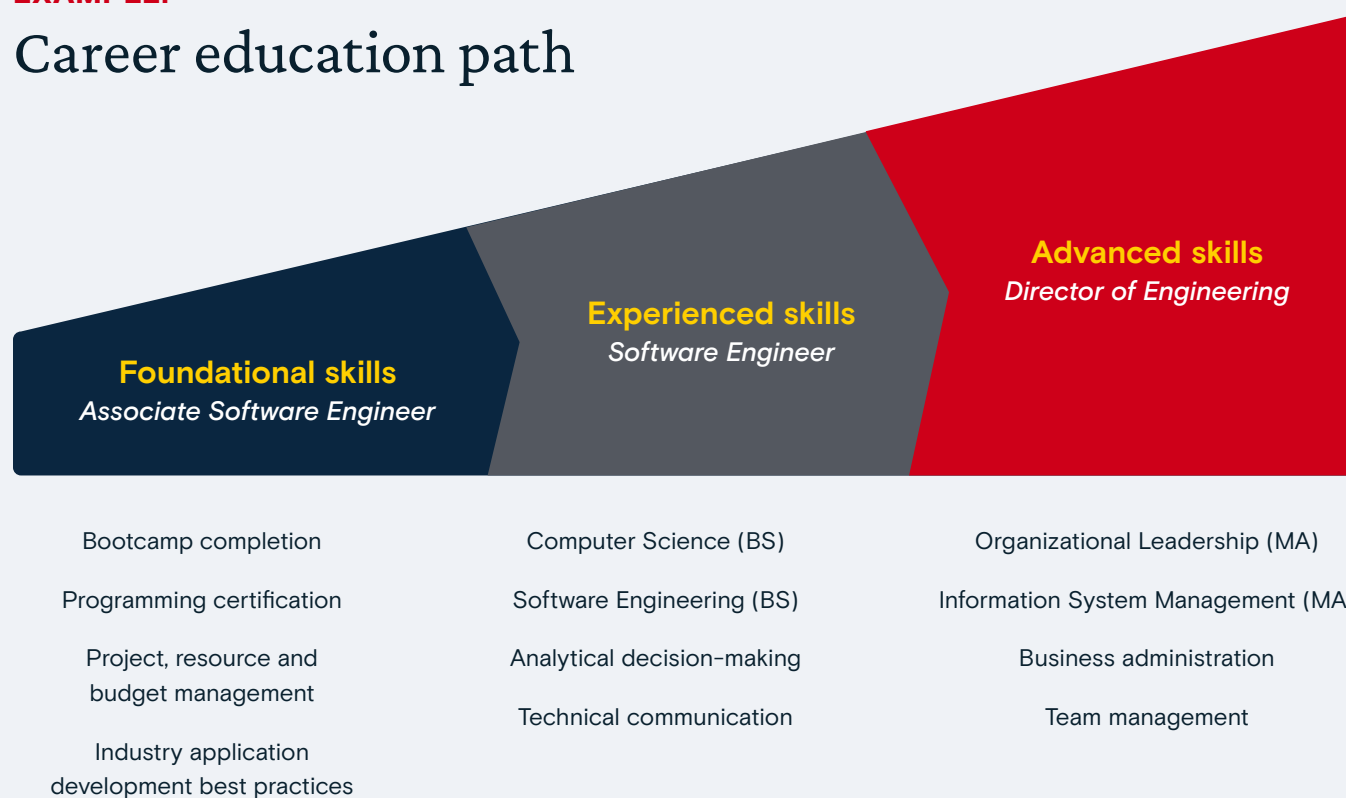
Flexibility is a must-have for many employees

86%
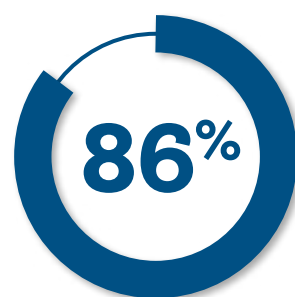
86% of working mothers said they would leave a job for an opportunity that better supports their work and life considerations.

EXAMPLE:

Career education path

Foundational skills
Associate Software Engineer

Experienced skills
Software Engineer

Advanced skills
Director of Engineering

Foundational skills	Experienced skills	Advanced skills
Bootcamp completion	Computer Science (BS)	Organizational Leadership (MA)
Programming certification	Software Engineering (BS)	Information System Management (MA)
Project, resource and budget management	Analytical decision-making	Business administration
Industry application development best practices	Technical communication	Team management

With this approach, everyone in the workforce has the fair opportunity to reach their full potential. Make an impact today and accelerate your DEI efforts.