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INTERNATIONAL
WOMEN'S DAY

#IWD2025 #AccelerateAction



GENDER DIVERSITY BUSINESS CASE

Greater female representation in technology yields tangible business benefits. Research shows that closing the gender gap in tech can boost innovation, improve employee retention and engagement, unlock economic growth, and deliver strong financial returns.



Gender-diverse executive teams are **25% more likely to outperform on profitability**



Companies that cultivate gender-inclusive workplaces have **30% higher retention rates**



Advancing women's equality in the economy could add **\$12 trillion to global GDP**



Companies with the most women in senior management saw a **35% higher return on equity**

WOMEN IN TECH KEY STATISTICS

- ✓ Women comprise only around **27%** of the tech workforce overall
- ✓ Only about **17%** of technology companies have a **female CEO**
- ✓ Over **50% of women** working in the tech field have reported gender discrimination, inequality, or sexual harassment in male-dominated environments
- ✓ **50% of women** in technology roles leave their jobs **by age 35**, compared to only 20% of women in other sectors
- ✓ During recent tech layoffs, female employees were around **65% more likely** than men to lose their jobs

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GENDER EQUALITY 5 PROVEN STRATEGIES



10 DIVERSE HIRING & PROMOTION POLICIES

Require diversity in hiring pipelines (e.g. ensure gender-diverse candidate shortlists for every role) and in promotion considerations. Some firms set internal targets or “Rooney Rule”-type mandates to consider women for leadership positions. Additionally, training hiring managers on unconscious bias is now common practice. Many tech companies (over 83%) have adopted unbiased hiring and training practices as a standard.

2 INCLUSIVE JOB DESCRIPTIONS

Review job postings for biased language or requirements that might unintentionally deter female candidates. For example, Vodafone saw a 7% increase in female applicants within 3 months by using gender-neutral language in job postings, such as “bold” instead of “aggressive.” Additionally, focusing on essential skills and avoiding excessive requirements can attract more female candidates, as women tend to apply only when they meet 100% of the criteria, compared to 60% for men.

3 FLEXIBLE WORK & RETURNSHIP PROGRAMS

Embrace flexible work arrangements which have been shown to particularly help women remain and advance in tech careers. Additionally, implement “returnship” programs that support professionals returning to the workforce after a break. HP’s Career Reboot program is one example, offering reskilling and upskilling to those (often mothers) who paused their careers, helping them reintegrate into tech roles.

A large, stylized number '4' in white with a purple shadow, followed by a purple female symbol (a circle with a vertical line and a horizontal crossbar).

EQUAL PAY AND BENEFITS

Ensuring transparency in compensation bands and giving equal pay for equal work not only is fair but also helps attract and retain women. In addition, providing benefits like paid parental leave for all genders, childcare support, and family health benefits creates a more level playing field. Companies with progressive maternity, paternity, and family leave policies make it easier for women (and men) to balance work and family, reducing career interruptions.



ACCOUNTABILITY & EMPLOYEE RESOURCE GROUPS (ERGS)

Hold leadership accountable for diversity goals – for instance, include D&I metrics in management performance reviews. Establish ERGs or networks for women in tech, which provide peer support, mentorship, and a voice to inform policies. These groups can surface issues (like subtle biases or barriers in the workplace) and recommend solutions. Leadership can support ERGs by allocating budget and regular dialogue.

TO FIND OUT MORE INFORMATION
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