

IBM



Women of Color in Technology

Copyrighted

Draft Copy

© 2005 IBM Corporation

Women of Color in Technology Agenda

- Women in the Work Place
- Communicating Technology Opportunities
- Challenges & Barriers
- The Successful You



Women of Color in Technology

Women in the Work Place



Women in business: A global force

- Represent over 40% of the global labor force
- Earn and own more today than at any previous time
 - Women-owned firms in the U.S. generate \$2.3 trillion in revenue.
- Own over 25% of all businesses in advanced market economies
- Represent 20-25% of entrepreneurs in transition countries
- Control an estimated 80% of the spending in all households

Women in management: Global comparison

Country	% Women*	Country	% Women**
Panama	39.5	United States	45.9
New Zealand	36.1	Malaysia	20.2
Germany	35.9	Japan	9.7
Australia	35.5		
Canada	35.4		
United Kingdom	32.5		
El Salvador	32.2		
Spain	30.2		
Sweden	30.1		
Ireland	28.7		
Switzerland	27.8		
Denmark	26.2		
Singapore	25.8		
Mexico	25.3		

* Legislators, senior officials and managers (ISCO-88)

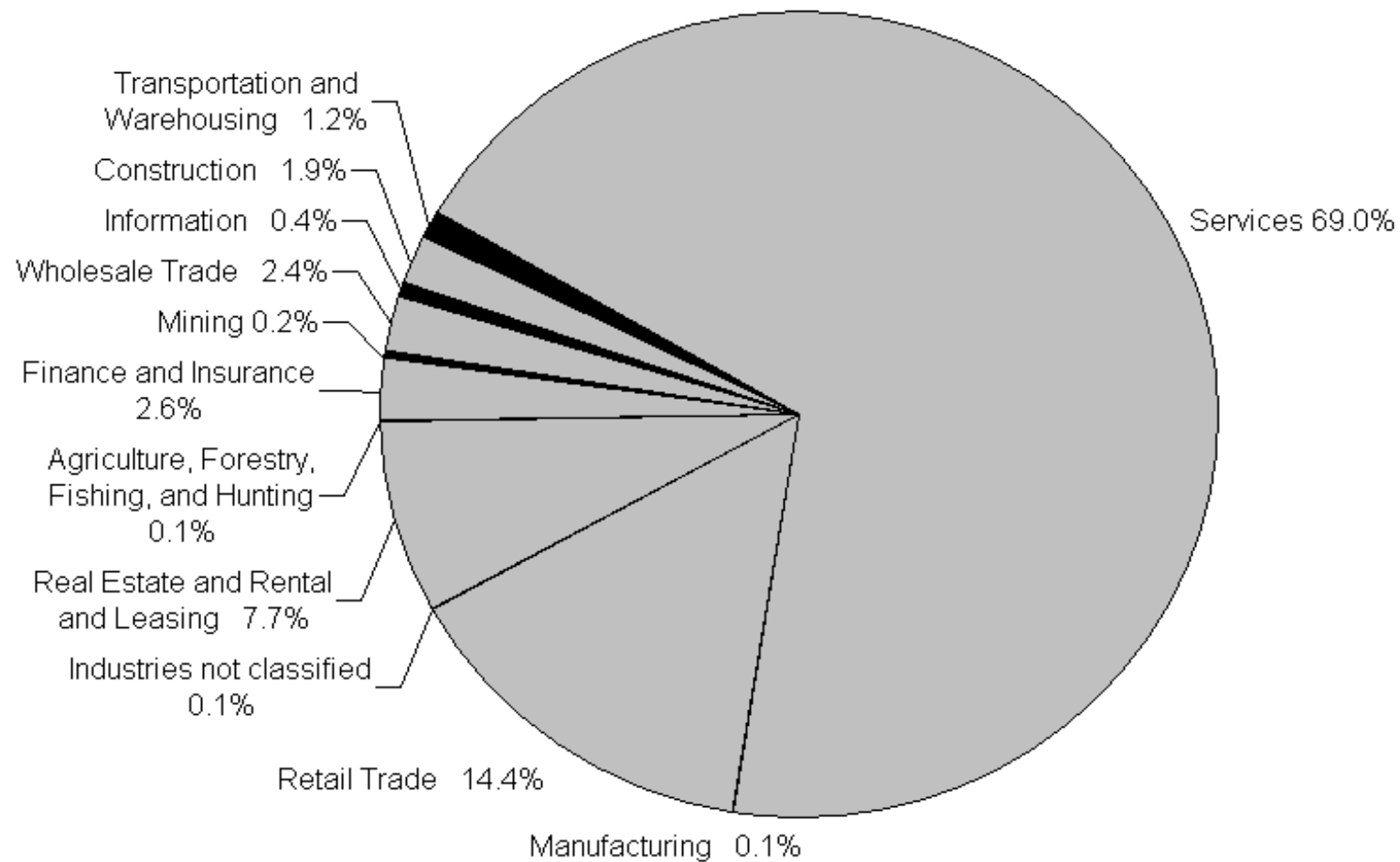
** Administrative and managerial workers (ISCO-1969)

Source: International Labour Office, LABOURSTA, Yearly data: total employment, by occupation

Draft Copy

5

2006 Industry Distribution of 51% or More Women-Owned Firms



The Hispanic/Latina Industry

As of 2006 there are an estimated 856,7821 firms 50% or more owned by Hispanic/Latina women in the U.S., employing 418,518 people and generating nearly \$67 billion in sales.

- There are an estimated 745,246 firms **majority owned** (51% or more) by Hispanic/Latina women in the U.S., employing 277,683 people and generating nearly \$46 billion in sales.
- Between 1997 and 2006, the number of firms majority owned (51% or more) by Hispanic/Latina women increased by 121.3 percent.
- More than a third (36.9%) of all Hispanic/Latino majority-owned firms are majority-owned by women.

80% Service sector
97-06)

(286.2% growth between

9.2% Retail trade

(186.4% growth between 97-06)

4.5% Real estate, Rental/Leasing

(115.0% growth between 97-06)

The Native American Indian Industry

The African American Industry

Women of Color in Technology

Communicating Technology Opportunities



Opportunity in the IT sector

- Exciting, evolving and still relatively new
- Worldwide shortage of skilled employees
- High salaries
- Fastest-growing sector
- Work on the forefront of innovation
- Improve people's lives
- Make a difference in your community

Draft Copy

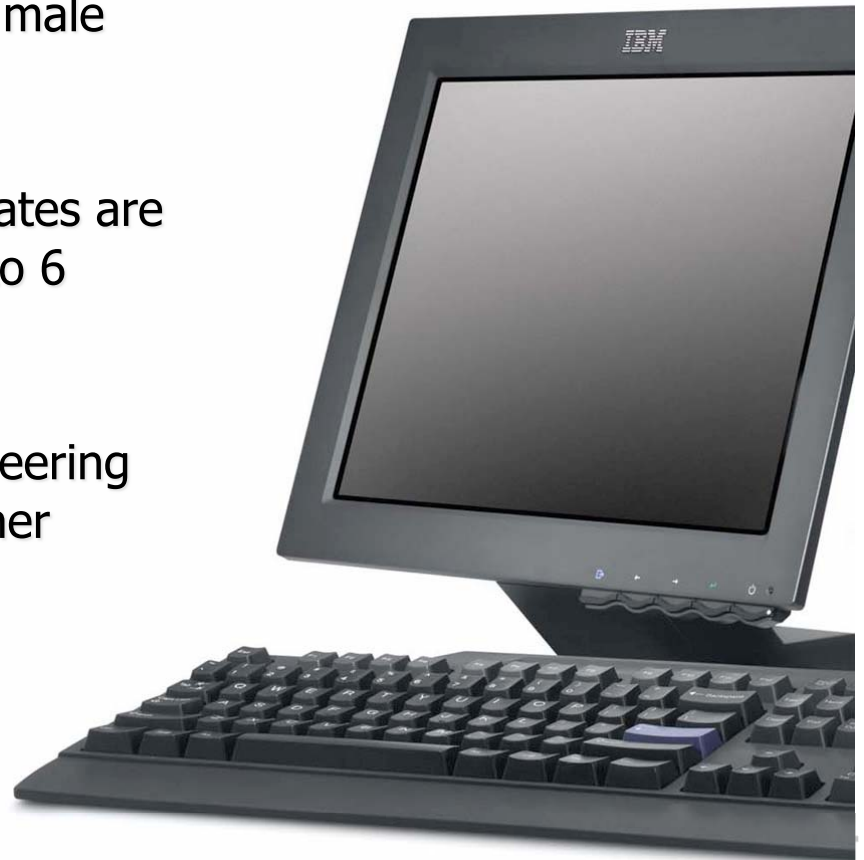


Opportunity in the IT sector

- Diverse and unlimited opportunities
 - Small towns, big cities
 - Small companies, large firms
 - International sites
- Opportunity to work with people all over the world
- Access to latest technologies
- Flexibility
- Technology “guru” or expert

Opportunity in the IT sector

- According to the National Association of Colleges and Employers, new women in graduates in engineering earn slightly more than their male colleagues.
 - 15 percent of new engineering graduates are women, they comprise only about 5 to 6 percent of all employed engineers
- According to a survey by Electronic Engineering Times, women respondents reported higher salaries than men: \$75,400 vs. \$71,900.



Draft Copy

Women of Color in Technology

Challenges & Barriers



Uncharted Territory

- How different is the transition from college experience to corporate culture?
- How do you learn the rules of engagement, navigate the landscape, speak the language?
- Are there special skills needed during your first years of work?



Draft Copy

15

The challenge of finding the right job

- Know yourself / Assess yourself
 - What are my strengths and weaknesses?
 - What am I passionate about?
 - What is motivating me?
 - Where do I want to be in 5, 10, 20 years?

Source: "Going to the Top" by Carol Gallagher, Ph.D.

Draft Copy

16

Gender Differences: Lives and Expectations

According to *Leaders in a Global Economy*:

- 75% of executive-level men in the U.S. have a *non-working spouse/partner*, while 74% of executive-level women in the U.S. have a *spouse/partner who works full-time*.
- 34% of women vs. 21% of men reduced their aspirations; 67% of total attributed to "the sacrifices I would have to make in my personal or family life."
- More likely to have made the conscious choice of not marrying or entering a committed relationship because of their job.

Barriers to advancement

- Stereotyping and preconceptions of women
- Exclusion from informal networks of communication
- Lack of high-visibility assignments



Women of Color in Technology

The Successful You!



What do employers expect of you?

- **Strong personal characteristics**
 - Drive to succeed
 - Self-motivation
 - High self-esteem
 - Flexibility/adaptability
 - Creativity, innovation
- **Excellent communication skills**
 - Written and verbal
 - Variety of audiences: executives, manager, co-workers, clients
- **Team player**
 - Global workplace
 - Multidisciplinary teams; many personality types

Success Strategies

- Embrace being new on any job. Develop the right attitude
- Get organization savvy: Observe and learn.
 - Learn how things are done in the company.
 - Keep eyes and ears open.
 - Focus on learning prior to making suggestions and presenting ideas.
 - Primary mentor should be a woman.
- Earn trust and establish commitment.
 - Team dynamics.
 - You may need to earn your place.
 - Leave the “not” word out of your vocabulary
 - I haven’t....
 - I didn’t
 - I couldn’t ...

Draft Copy

21

Get on the right track!

- Make other people comfortable.
- Get past other people's assumptions.
- Develop the right look.
- Sell to your audience. Develop your "room radar."
- Radiate confidence! Be bold! Take risks!
- Perform beyond expectations.
- Deliver before time and consistently.
- Plan for what you can and can't do.
- Toot your own horn!
- Increase your visibility.
- Build your expertise for it will impress and they won't forget.
- Nothing comes to she who waits.

Draft Copy

22

ibm

Thank you!