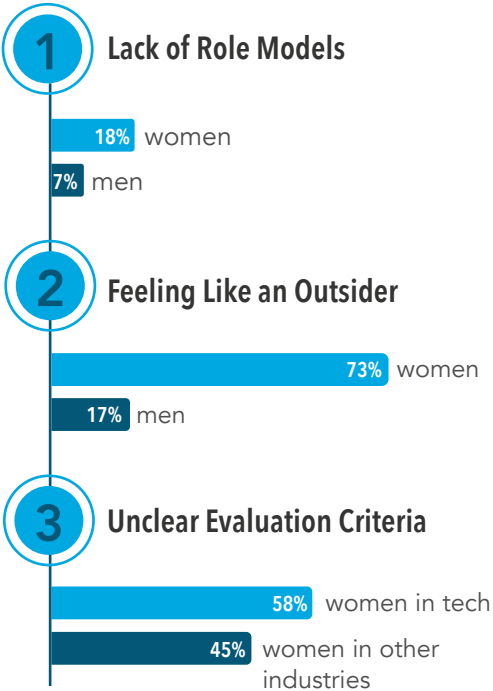




# Advancing Women in Tech-Intensive Industries

## Three Main Barriers



### *How to recruit and retain top female talent*

Research has shown that gender diversity is critical to innovation and maximizing the bottom line. Yet women working in tech-intensive industries—both in technical and business roles—face an uphill battle to advance.

Once women are working in these industries, organizations must do more to retain them and avoid costly turnover. In addition, women who end up taking their talents to another industry are extremely difficult to get back.

How can tech-intensive companies attract and retain high-potential talent from day one and hold on to them over time? [High Potentials in Tech-Intensive Industries: The Gender Divide in Business Roles](#) is a report and infographic which:

- Identifies the gender gap women experience working in business roles in tech-intensive industries from day one.
- Uncovers the barriers holding women back and provides insight into why women leave.
- Provides recommendations on how companies can reverse these trends by attracting and retaining top female talent in business roles and becoming employers of choice for women.