



Myth vs. Fact

MYTH



Only women working in technical roles in tech-intensive industries face barriers to advancement.

FACT



Women working in business roles are outsiders in tech-intensive industries and face significant barriers to advancement, including the absence of female role models and vague evaluation criteria.

MYTH



Women across industries are equally likely to lack female role models to pave their way to the top.

FACT



Women in tech-intensive industries are significantly less likely to have a female supervisor than women working in other industries, and subsequently, have even fewer female role models.

Women working in tech-intensive industries—both in technical and business roles—face an uphill battle to advance.

Research has shown that gender diversity is critical to innovation and maximizing the bottom line. Once women are working in tech-intensive 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.

Through organizational self-assessments, examples of corporate practices, and suggestions for how to take action, [Advancing Women in Tech-Intensive Industries: Transforming Organizational Cultures](#) is an interactive tool that will help your organization:

- Assess the unique facets of its organizational culture to identify areas for improvement.
- Evaluate its current recruitment, advancement, and retention strategies for women.
- Transform its culture with concrete strategies to close the gender gap.
- Become an employer of choice for high-potential women throughout the pipeline.