

MAY 2020

TECH DUDES CAUGHT IN THEIR OWN MYTH



ALLBRIGHT

“The executive management is very white and very Swedish, there is an obvious glass ceiling at that level.”

STARDOM STOPPING WOMEN

The legend of the Silicon Valley high life seems to be a wet dream amongst young tech dudes. Take a second to visualize: three college friends with a groundbreaking idea, coding in the cool shimmer of a fluorescent basement light. All of a sudden, they have created a unicorn startup and achieved what comes with this mythological corporate creature. Wealth. Recognition. Stardom. However, in the pursuit of glory, many founders remain oblivious to workplace culture. Accounts from internationally renowned Swedish tech companies paint a picture of a hostile environment for women and people of color.



Most probably believe that modern-day technological companies are founded by open-minded young men with progressive attitudes towards inclusion and diversity. Yet, when Allbright looks closer into fourteen Swedish tech giants an unpleasant reality is uncovered, somewhat different than imagined.

In practice, these young men, contrary to their self-proclaimed modern mindsets, seem unwilling to work towards equality for their highly diverse workforce and for the tech sector at large. Although these companies are 21st-century establishments, women still make up only about a quarter of the management teams. Women that make it to these companies, come hell or high water, face a reality unlike the one they have expected. Instead of working with tech as they were hired to do, they are turned into nurturing office moms, tasked with making coffee and taking notes.

Every third woman who responded to the survey, sent out by Allbright to employees at the tech companies, reports that she has been discriminated against. Gender is not the only basis for discrimination. 33 percent of the respondents claim to have experienced discrimination related to their age, and as many as 59 percent claim to have experienced discrimination related to their nationality, language, or the color of their skin.

These reports are alarming. Male dominance in the corporate world is not unique to established and listed companies, such as those founded by Göran, Leif, and Anders, generic Swedish names common at the top positions in trade and industry. The same structures are also deeply rooted in their younger counterparts Daniel, Jacob, and Sebastian. Male dominance now comes in the shape of sneakers and ping-pong tables instead of suits and ties. These young tech founders have a knack for making things happen quickly, however with sloppy recruitment processes leading to women being neglected in favor of male friends.

Having a team of like-minded individuals might lead to easy and quick decision making, but homogenous thinking rarely leads to sustainable growth. The fragile Achilles heel of tech companies is that they grow too fast. Suddenly the number of employees grows from five to five hundred and minorities sound the alarm, testifying to discriminatory and unjust conditions.

This causes serious problems. Bad reputation makes it difficult both to find and retain talent, which leads to a lack of innovation – an issue that could mark the end for many companies. It is safe to say many tech companies do not make it to the outer world. The incentives for building business in the tech industry seem to be fast money and prestige.

This becomes even more obvious as diversity in the workplace is being treated as a side issue. The crucial responsibility of creating inclusive workplaces is far too often put on a single advocate for them to manage alongside their ordinary duties. A clever strategy, if the goal is for inclusion to be nothing more than a marketing strategy.

Tech companies are experts at coding, but the code for diversity and inclusion is yet to be cracked. The fact that white men dominate the innovation teams has already had severe consequences. Facial-recognition services misidentifying people of color and virtual assistants like Siri and Alexa responding flirtatiously to sexual harassment are just a few harrowing real-life examples. Tech companies have great power in shaping our future society. Excluding more than half of the population from participating in doing so is unacceptable – and does not sit well with big words about innovation and creativity.

A handwritten signature in black ink, appearing to be 'Amanda Lundeteg'.

AMANDA LUNDETEG,
CEO ALLBRIGHT

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YOUNG MEN THE NEW GATEKEEPERS

More sneakers and fewer suits. The tech industry is perceived as modern and progressive, but behind the surface male dominance thrives in the same manner as in other industries. The men in power might be younger, but they still discard competence by rejecting women in senior positions. Only two tech companies have gender-equal management teams and only one of the companies has a woman as CEO.

The tech industry claims to be innovative and forward-thinking. Nevertheless, they follow the pattern of listed companies and industries on the stock exchange.

PERCENTAGE OF WOMEN IN LEADING POSITIONS WITHIN TECH COMPANIES

29%

Only 29 percent of senior positions within tech companies are held by women. This is just slightly better than listed companies, where the corresponding number is 24 percent. Another reason to be concerned is that tech companies are significantly worse compared to the stock exchange giants when it comes to acknowledging that competence is spread across the entire population.

In other words, tech companies have very few women in line management positions. Only 12 percent of the line managers within tech are women – to be compared with 16 percent within listed companies. In fact, only a third of all companies have women as line managers. This is especially worrisome since line managers are often seen as a base for the recruitment of future CEOs. Pernilla Ekman, former CEO of Zound Industries, was forced to leave her position

last year in the middle of parental leave. This can easily be interpreted as a signal that gender equality is not viewed as important or valued by tech companies.

Out of all the companies that Allbright has reviewed, only two have reached gender-equal representation within their management teams - the fashion company Na-kd and the audiobook company Storytel. Despite the fact that Storytel has an equal management team only one woman can be found in a line manager position. The future direction of companies is largely orchestrated by line managers. If women are not represented in the top management, companies are at risk of losing women's perspectives, which could in turn be harmful to future development and profitability of the company.

The only female tech CEO is to be found at the gaming company Paradox Interactive. It is certainly refreshing to see CEO Ebba Ljungerud lead a company within a male-dominated field. However, Paradox Interactive still stumbles near the finish line and does not quite reach gender-equal representation in the management team, landing at 33 percent women in senior positions.

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“The fact that only five out of fourteen companies have women in line positions is embarrassing. The lesson learned from other industries is that the single most important measure to increase the number of women in line management positions is to have a woman as CEO. Female CEOs tend to outperform male counterparts when it comes to identifying competent women.”

ALLBRIGHT'S RANKING OF THE TECH COMPANIES

#	Companies (percentage of women in top positions)
1	Na-kd (40%)
2	Storytel (40%)
3	Spotify (38%)
4	Paradox Interactive (33%)
5	Izettle (31%)
6	Voi (30%)
7	Kry (29%)
8	Boozt (29%)
9	King (25%)
9	Zound Industries (25%)
11	Truecaller (20%)
12	Klarna (17%)
12	Tobii (17%)
	Mojang has not shared information about their management team.

The companies have been ranked regarding to their proximity to gender equal representation (40/60). The ranking has been conducted in the following priority order: gender balance in the executive management and gender balance among line positions within the executive management.

ONE IN FOUR EXPERIENCE DISCRIMINATION

One in four employees has experienced discrimination. This is shown in the survey answered by employees within tech companies. Among female respondents, over one third report that they have experienced discrimination. It is clear that women and employees of color are overrepresented amongst those afflicted.

Unfortunately, discrimination is an ongoing problem within these otherwise forward-thinking companies. The results of the survey show that 27 percent claim to have been discriminated against. Among the female respondents, the number is even higher - 36 percent say they have experienced discrimination. Even more alarming is that 58 percent of the women of color who have answered the survey claim to have been discriminated against.

It is apparent that multiple grounds of discrimination are intertwined and not easily separated since many report having been subject to more than one form of discrimination. Amongst those reporting that they have been discriminated against, 82 percent report gender as the reason. One-third report age-related discrimination and 59 percent report being racially discriminated against in relation to their skin color, nationality, or language.

The survey also finds clear differences in the experience of future prospects among employees. Out of all the respondents, 77 percent feel that the company they work for offers equal opportunities

for employees, regardless of identity or ethnicity. Among respondents of color, the number is much lower. Only 67 percent feel that their employers offer equal opportunities to all employees. The survey thereby confirms the studies that show that people belonging to the norm are not always capable of noticing cultures of exclusion or discrimination.

As a woman in tech, you run a high risk of experiencing sexual harassment. The fact that 14 percent of the respondents report that they have been sexually harassed is worrisome. Among female respondents the number is even higher, showing that one in five women have been afflicted – a far cry from a welcoming and including culture.

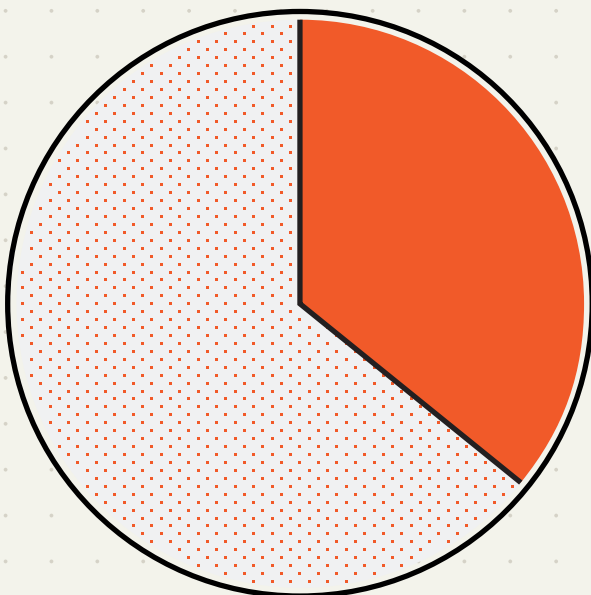
ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“There is something rotten about the culture of these tech companies. The situation is serious, not only when it comes to representation. Ensuring your employees’ safety must be a core building block in every company. When one in five women has been exposed to sexual harassment it is impossible to speak of these companies as inclusive. It is hardly a solid foundation for a sustainable industry.”

PERCENTAGE OF WOMEN WHO CLAIM TO HAVE EXPERIENCED SEXUAL HARASSMENT

21%

PERCENTAGE OF WOMEN WHO HAVE EXPERIENCED DISCRIMINATORY BEHAVIOR AT THE WORKPLACE:



36%

GRAVY FOR GUYS

Tech companies will rather pick a male friend than recruit a woman. More than one-fifth of all employees experience that promotions are not based on merits or even fairness, the result of Allbright's survey shows. "The HR department usually consists of women, whereas developers are men. There is diversity regarding ethnicity within tech positions, but other divisions are definitely more homogeneous", one of the respondents explains.

In-company recruitments and promotions are weaknesses within many tech companies. "It's a bit like the Wild West", says one of the interviewees. The respondent is not alone, a total of 22 percent experience that promotions are not fairly distributed. Within these young companies, it appears personal networks are an employee's best friend. It is clearly a prerogative for young men.

Openings that are either not announced or only announced within the company, usually with someone already in mind, are more rule than exception within many tech companies. One interviewee sums it up:

"Managers talk to their pals when they're about to recruit or if there's an opening, and women are not seen as pals. Just now there was an opening in our company. I'm friends with the guys in senior positions, and I knew they weren't planning on advertising the opening since they already had someone in mind."

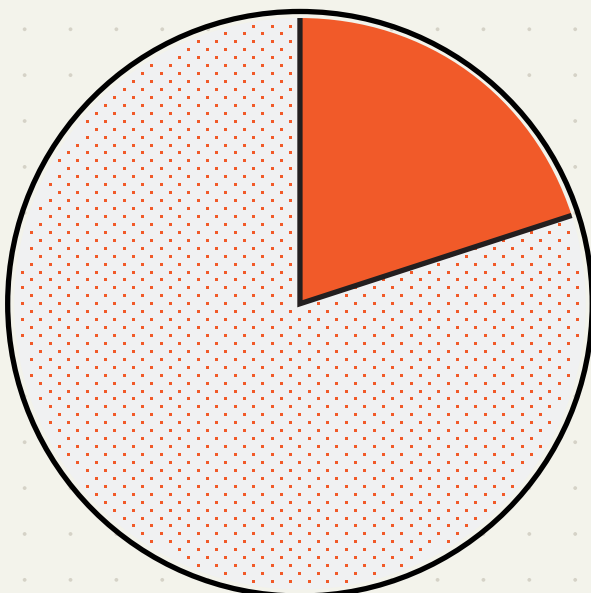
At another company, the executive management had hired several managers who, in turn, handpicked staff to their teams. Both the executive management and the managers were all men, except for one. Therefore, mostly men were handpicked for the open positions. When the executives were asked whether they had considered factors such as gender equality or diversity in the recruitment processes, the answer was a frank "no", they had not given it a single thought. A middle-level manager explains:

"I'm three levels from the C-suite, which makes me quite high up in the rank. But my feeling is that I will never reach the C-suite level as long as I don't know the right people."

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

"To be a code wiz or friends with the CEO does not mean you'll be a good manager. Tech companies seem to be stuck in schoolyard mentality, where pals are first in line. Using your gut instinct to choose a manager can become an expensive lesson, especially for tech managers recruiting their look-alikes."

EXPERIENCE THAT DECISIONS REGARDING PROMOTIONS ARE NOT FAIRLY DISTRIBUTED



22%

DIVERSITY - NO GUARANTEE FOR INCLUSION

The message from tech companies is crystal clear – talent triumphs over geographic location. Nine out of ten HR managers claim to have initiatives in place to attract and recruit talent from all over the world. Despite this, tech companies are still a long way from ensuring equal career paths for all employees, regardless of gender or ethnicity. In the analyzed companies, close to half of the women and people of color experience having to tackle bigger career obstacles due to their gender, ethnicity, or cultural background.

Language or geographical borders are not seen as barriers when recruiting to the tech sector. When interviewed, HR managers proudly refer to multiple initiatives put in place, to attract international talent. Nine out of ten companies use English as their main corporate language and ensure that policies, material, and meetings are all written and held in English.

Two of the companies emphasize that they also assist with practical aspects of their employees' relocation, such as housing and working visas. One of the HR managers interviewed explains:

“We have hired a consulting company that assists us with working visas. It is quite expensive, but it pays for itself. If we didn't recruit internationally, we would not have the same amount of talent accessible to us.”

However, a developer at one of the companies points out that even though the workforce is diverse, the management is not:

“The executive management is very white and very Swedish, there is an obvious glass ceiling at that level.”

The opinion is not unique for the respondent. According to the Allbright survey taken by employees at the tech companies, 47 percent of people of color experience difficulties with having a successful career in tech, due to their identity or cultural background. Among the female respondents, the corresponding number is 45 percent. Among white male respondents, 96 percent do not view their identity or cultural background as an obstacle for career advancement.

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“Professional networks, personal contacts, and being white seem to be important merits in order to have a successful career within tech. Even in multinational businesses recruiting internationally.”

DO YOU FEEL THAT IT IS MORE DIFFICULT FOR YOU TO BE SUCCESSFUL IN TECH BECAUSE OF YOUR BACKGROUND OR IDENTITY?

WHERE RESPONDENTS ARE
WOMEN OF COLOR

67%

WHERE RESPONDENTS ARE
WHITE MEN

4%

TECH NEGLECTS ORGANISATION

Interviews conducted with HR and managers responsible for equality and diversity suggest a newfound interest in creating inclusive workplaces. Half of the companies claim they have recently written policies and guidelines for inclusive and competency-based recruitments.

A majority of the managers explain that the first priority when starting a new company is business growth, not diversity. During the first stages, founders tend to search for talent within their own personal networks.

One of the interviewed HR managers tells her side of the story:

“We are a startup. A few years ago this company consisted of five people. If you were looking to hire you asked someone you knew who ‘was good at numbers’ if they would join the team.”

The danger with favoritism is that this recruitment method tends to linger when the company grows larger. One respondent regards recommendations as a routine procedure when recruiting new talent. It is difficult to enter the industry without personally knowing someone on the inside, the respondent says.

One of the operations managers agrees that speedy business growth can become an obstacle for non-discriminatory recruitment processes:

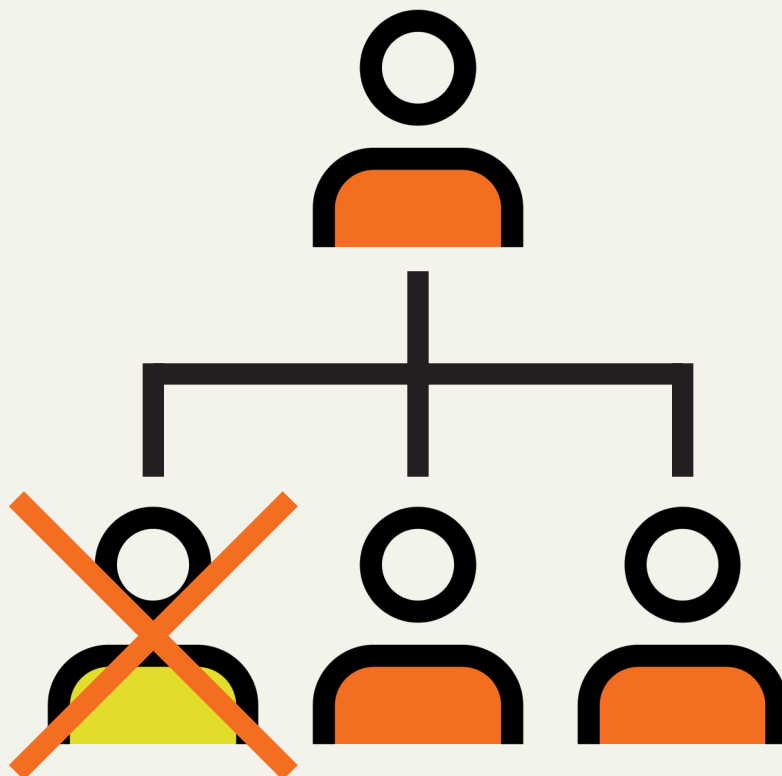
“We recruit at a fast pace. If we need to put extra time and energy into finding a woman for a certain position, well, then the choice will probably fall on a man.”

The rapid pace of recruitment is troublesome in a quest for a diverse workforce. The matter is put on hold, postponed to being dealt with at a later stage. A partner at an investment company condemns this short-sighted strategy:

“If diversity isn’t on the agenda from the beginning, it will be a lot more challenging to implement when the company has 500 employees. Diversity has to be built into the foundation of the company. We, as investors, can contribute by pushing for women in senior positions at an early stage.”

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“Tech CEOs will gladly talk about growth. And diversity has been proven to be the key to serious innovation. Picking between uniformity or innovation should not be seen as a matter pushed for a later date, it should be made a priority from day one when founding a new company.”



ALL (FEMALE) HANDS ON DECK

If it is not quantifiable it is not worth doing – at least according to tech industry employees interviewed by Allbright. More than half of the interviewed companies lack formal routines for administrative tasks, such as taking notes during meetings or planning events. According to a survey taken by tech employees, one in four women considers administrative tasks to be unequally distributed between men and women.

Similar to unpaid household work, women are expected to take responsibility for office housework, such as taking notes during workplace meetings or getting the meeting room ready beforehand. Worse yet, women are risking reprisals if they refuse to service. Studies have shown that when women reject assisting duties, they receive lower results in evaluations and less frequently receive recommendations for promotions.

Two strategies are used by the women in tech, interviewed by Allbright. One in five rejects the chores, being well aware of what is expected of them. Just under half admit to complying with the expectations, which is easier than refusing them. The case is described by a female manager:

“Before I was appointed manager, I regularly prepared the coffee and took care of other matters that were clearly not part of my role.”

The tech industry is largely focused on production. A developer at one of the companies explains:

“You are evaluated based on what feature you have worked with. It’s hard to argue that anything else than coding is of any importance.”

More than half of the companies interviewed do not have formal routines for informal administrative tasks. One operations manager shares an enlightening example:

“We arrange an annual conference, and only women offer to plan and coordinate it – even though we are a tech company where the majority of all employees are men.”

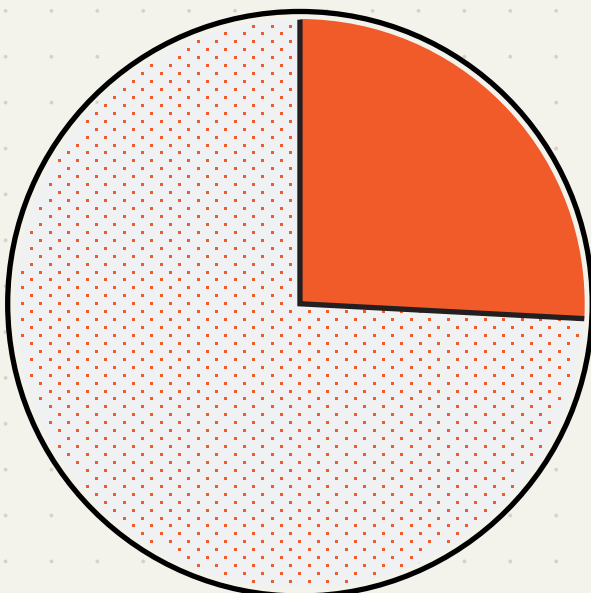
Working at another company, one employee adds perspective to the bigger picture:

“All these big tech companies attract people who want a nice-looking resume, and they have no ambition of staying and contributing to workplace culture. People are picky with what they will and will not do regarding assignments and tasks.”

ALLBRIGHT’S CEO AMANDA LUNDETEG COMMENTS:

”It is mind-boggling that women are being recruited to the tech industry mainly to take notes and make coffee for male colleagues. The issue isn’t that women lack competence, the problem is that executives seem to live in a bubble. They have moved from the little boy’s room at home to an exclusive men’s gathering at work. This should worry investors.”

PERCENTAGE OF WOMEN WHO FEEL THAT ADMINISTRATIVE TASKS ARE NOT DISTRIBUTED FAIRLY



26%

FEMALE FOUNDERS HINDERED AT ENTRANCE

Sweden has frequently been celebrated as a mecca of tech-innovation and entrepreneurship, close to the ranks of Silicon Valley. Despite scientific proof that diversity leads to better ideas and increased innovation, the founders of Swedish tech companies are a remarkably homogeneous bunch. Among 37 founders, only one is a woman.

Among the tech companies in Allbright's report, only one female founder emerges, namely Josefin Landgård, co-founder of Kry. This is far from an uncommon pattern. The fact that only one percent of the Swedish venture capital is invested in companies founded by women has already been established.

The profile for a successful tech founder has thus far been exceptionally narrow. As Allbright looks into the founders' backgrounds some clear patterns emerge. Almost a quarter of tech founders were educated at the Stockholm School of Economics. An additional quarter received their diploma from the Royal Institute of Technology. These numbers are troubling, considering the existence of some twenty universities and colleges offering equally qualified educations.

Furthermore, several companies were founded by people that studied together at university. As the company grows they continue to hire directly from their social circles, including friends from their school.

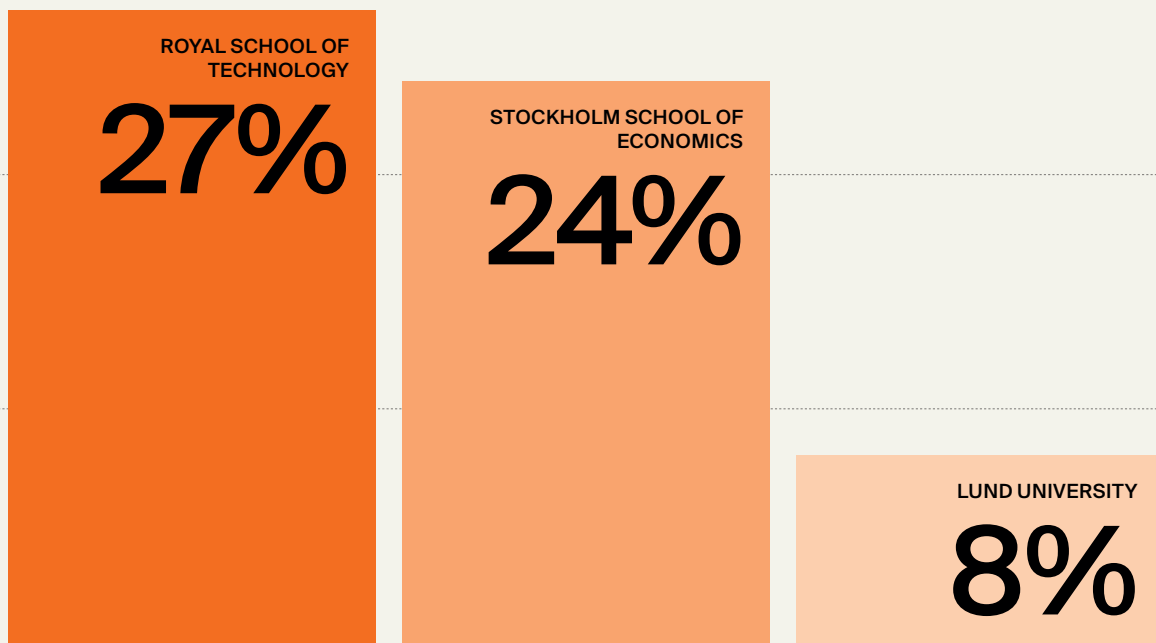
If the founders are not already friends from university, there is a significant probability that they have an identical background from another large tech company. Among the common denominators are companies such as Spray, Stardoll, and Tradedoubler, to name a few. This draws a distinct parallel to tech giants such as Apple, Microsoft, and Facebook – all founded by men who have known each other since university.

The founders of Truecaller are the only ones to have a background outside of Europe. Clearly, the thesis that the easiest way to secure funding is by being a white man is confirmed. Several studies confirm that investors, like all of us, are more inclined to invest in people that remind them of themselves in relation to their background, social circle or gender.

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

"Recruiting a copy of oneself might be convenient. But if business growth is the goal, a diverse workforce is a must. If these companies really want to break new ground they have to abandon the glorified idea of the male nerd. The future of the tech industry is alarming given its current state."

THE MOST COMMON EDUCATIONAL BACKGROUNDS AMONG FOUNDERS



BUSINESS BEFORE INCLUSION

After #metoo, tech investors are in agreement. Each investor interviewed by Allbright claims gender equality and diversity to be essential matters, needed to be put on the agenda. However, preaching is not enough – practicing is a whole different matter. One of the respondents, previously a senior employee at an investment firm, claims having left the industry due to investment companies “not actually taking interest in neither gender equality nor climate change”.

Allbright has conducted interviews with five of the early investors in big Swedish tech companies. From their point of view, it is clear that an increasing amount of people within the industry are discussing diversity issues. It is necessary if the investment firms are to survive in today’s social climate. Unfortunately, business growth and prospects for further expansion weigh heavier than matters such as diversity.

Each investor Allbright has spoken to claims to be working in-house with matters of diversity, for instance through unconscious bias trainings. Yet, the investment companies refrain from making tough demands when it comes to evaluating potential portfolio holdings. Instead, people are talking ambiguously about the “overall picture” and “making thorough research” in which the potential of earning big money always triumphs diversity issues.

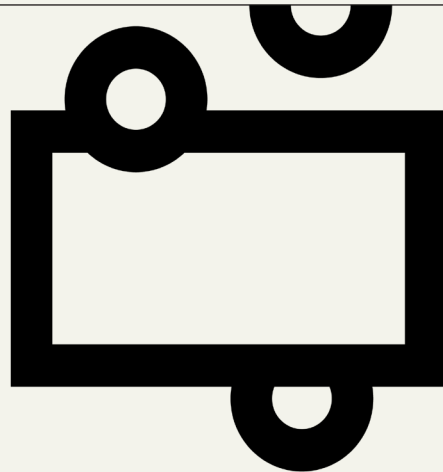
“Diverse teams are more effective” is repeated as a corporate mantra, yet the partner positions at the investment firms are predominantly held by men. At ten of the biggest investors only 12 percent at partner level are women.

Homogenous groups of men that hold the power at investor firms have historically been unfavorable to business concepts that lie closer to women. One founder clarifies how the tech industry is risking to overlook half of the market:

“It is primarily men who own capital, and as investors prefer to feel safe, they invest in business concepts that they are familiar with and understand, without having to do their own research. I know a lot of frustrated female founders who either have not gotten the chance to pitch their idea or having received irrelevant or ill-advised questions during their presentation.”

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“The investment firms have a chance to change and nudge young companies towards diversity and gender equality. However, only one out of all investment firms has threatened to withdraw capital if a portfolio company neglects matters of equality and diversity within the organization. All talk and no walk seems to be a suitable description for most investment firms.”



PERCENTAGE OF FEMALE PARTNERS AT INVESTMENT COMPANIES REVIEWED IN THE REPORT

12%

INVESTMENT COMPANIES REVIEWED IN THE REPORT

Atomico
Creandum
Equity
EQT
Kinnevik
Northzone
Spiltan
Sunstone
Vostok New Ventures
Zenith

TOUGH BURDEN FOR ADVOCATES

The critical work of creating an inclusive workplace has a tendency to fall on volunteers who are expected to carry out the additional tasks alongside their regular work assignments. Half of the companies interviewed say the work is driven by employees who have signed up voluntarily. The fact that the work is relying on enthusiastic volunteers can lead to an untenable workload. It also sends a clear message - the executive management, headed by the CEO, has no interest in taking responsibility for matters of equality.

Diversity and inclusion is not the top priority of neither managements nor CEOs. One of the interviewed employees explains:

“There is no real commitment from the executive management. It’s OK to work for diversity and equality, as long as you can argue that it has positive impact on revenue and turnover. But the work in itself has no intrinsic value.”

On the contrary, the work for diversity is often delegated to in-company constructed teams of advocates. Culture committees, diversity groups, and ambassadors are some of the initiatives intended to ensure an inclusive tech industry. The titles signal that these groups have less business value, which results in diversity groups rarely being credited for having a significant impact on the commercial effect.

Furthermore, business leaders are implying that the responsibility for working against discriminatory behaviour lies at the ones targeted by discrimination. One of the tech employee explains:

“My team has welcomed many internal referrals that were uncomfortable in other parts of the organization due to problematic jargon.”

Employees also uphold the difficulties of creating positive change. At an executive level, the understanding of the issues is usually too shallow for them to be able grasp the significance and relevance of the discussion. Managers are unable to recognize the the business effect of diversity, something that is repeated by several of the people interviewed.

“When we conduct surveys there are no alternatives other than “male” or “female”. We have stressed the importance of having more than two options regarding gender identity since not all employees define themselves as either men or women. But the company tells us no. Our hands are tied. Without actual data we cannot prove there is a problem.”

Half of the companies that Allbright have spoken to collaborate with industry organizations in an effort to improve equality within their own organizations. Despite these collaborations often being enthusiastically promoted, employees say it is difficult to create actual change.

“CSR is often presented as an important strategy within the company group, but the actual measures taken are few. My colleague had to go through a lot of people, including the CEO, in order to get support for a project. The effort ended in a single event. I don’t know if we’ll be able to arrange more events.”

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“The tech companies are being remarkably short-sighted. They frequently use words like CSR and diversity but fail to put them into action. These issues are never regarded as having actual business value. In order for the work to be fruitful, it needs to include the entire organization and requires leadership by the CEO and executive management.”



LIKE MINDED EQUALS – LESS QUALITY

The tech industry is in desperate need of 70 000 people to cover the shortfall in qualified staff. In part, these seats could be filled by simply adding diversity to the equation. Not only would the effort near enough double the recruitment base, but broadening the perspective of who is considered as skilled would also open up for recruitment from other groups. That is the conviction from trade associations that Allbright has interviewed.

Judging from the work for gender equality at tech companies, however, the verdict is clear. People are aware of the problem and have a will to change it, yet companies lack the knowledge needed. The issue is rarely reluctance to hire women, but the failure to do so due to inadequate structures and procedures. Associations are raising a red flag about how the already low and steady declining number of women risk affecting the quality of products:

“There is an awareness about the problem among the companies, and a will to solve it, but mistakes still happen. They need structure and more competence within this field. A suggestion is for them to take in external help.”

A recurring problem highlighted in the interviews is that the ambitions for gender equality and diversity are not reflected in the entire organization.

“HR is often highly engaged, but very often without support from upper management. Instead, HR gets caught in the middle as they really don’t have any authority to actually decide over recruitment and promotions.”

The industry does not, however, entirely lack women. In positions traditionally held by women, men are instead underrepresented. To nobody's surprise, nine out of ten HR-managers are women. A pattern recognizable from listed companies in Sweden. Within these well-established corporate giants, however “only” 72 percent of the HR managers

are women. Thus, the tech industry takes the price when it comes to upholding gender based segregation in the workplace.

An industry representative highlights that there are 70 000 people missing in order to fill all vacant positions within the tech industry:

“The shortage of women in tech equals a risk of loss in quality. When the workplace culture becomes too much of a boys club, many women consider leaving. And not because of the work assignments but because of the culture.”

Women with technological skills who stay in the industry often feel pressured into taking on other roles than men usually hold, for example as project managers. There seems to be an idea among companies that women prefer having staff responsibility. Unfortunately, these roles often come with the exception of keeping an eye on “the boys”. An image that is confirmed by a developer at one of the companies:

“Many more women than men evolve from developer roles to some sort of team manager. I have gotten the question as well. Every year at my performance review I’m offered staff responsibility and have to turn it down because I want to work with code. I’m the only one out of my colleagues to get the question because I am a woman.”

ALLBRIGHT'S CEO AMANDA LUNDETEG COMMENTS:

“It is no shock that the tech companies lack competence when assuming that it can only be found in men. The tech industry could grow at a faster pace if they opened the door for more women in tech, and not only asking them to be office moms.”

**70 000
PEOPLE**
ARE NEEDED IN ORDER TO FILL ALL
VACANT POSITION WITHIN TECH

ADVICE FOR A DIVERSE TECH INDUSTRY

Despite the challenges of today's tech sector, a lot of companies actively work towards changing the industry for the better. Recruiting and retaining talent is a make-or-break matter – especially in an industry desperate for qualified expertise.



RECRUITMENT

Is your company looking for the next “rockstar ninja”? Rethink your phrasing and aim for a quality-assured recruitment process in order to attract a wider group of talents. With two interviewers, one should always be a woman. Each candidate needs to undergo the same steps during the recruitment process. One of the tech companies addresses the importance of looking beyond first impressions and social abilities, as well as examining other skills than formal merits – particularly in order for individuals with neuropsychiatric disorders to have equivalent opportunities.



EDUCATION

With a knowledge-based insight of the problem in hand, counteraction is possible. Several companies interviewed by Allbright have initiated mandatory training focusing on implicit bias and inclusion in the workplace. This is a good start. However, few companies let the issues take place in everyday work. Thus, managers need to demonstrate their understanding of diversity and inclusion in order for the progress to show.



ALLYSHIP

Addressing and questioning exclusionary behavior is vital in order to take the first step towards change. Through trainings and workshops for all employees, companies can create sense of responsibility for everyone to act in a nondiscriminatory manner. The responsibility for change lies with all of us, not just with the person being subjected.



ACCESSIBILITY

The tech industry has many resourceful initiatives in place for inclusion – something others can learn from. One of the companies operate a flexible calendar for taking days off, meaning that employees can exchange a public holiday for another one such as Pride or Eid al-fitr. Another company encourages parental leave by making sure to replace colleagues taking time off with their children, so that their workload does not end up in somebody else's lap. For working parents there are baby changing rooms and playground spaces in place at the office. And one of the companies has appointed heads of accessibility, with the main responsibility of overseeing an accessible working environment for everyone.



EVALUATION

The tech industry is driven by data, which is of excellent use for recruitments and annual evaluation of employees. Review data for promotions to make sure you are not over evaluating men or under evaluating women. Multiple companies also send out surveys focusing on workplace culture, well-being and discrimination.

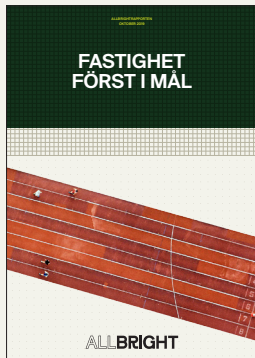


REPRESENTATION

Several companies uphold the importance of external representation. Video game characters have been added or improved to counteract damaging stereotypes. Models of different ethnicities, body sizes, and gender identities are being used in advertising to attract a more diverse group of customers. Furthermore, inclusive communication also attracts a diverse pool of talent for future recruitment.

PREVIOUS REPORTS

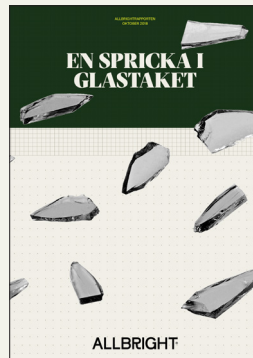
OKTOBER 2019



APRIL 2019



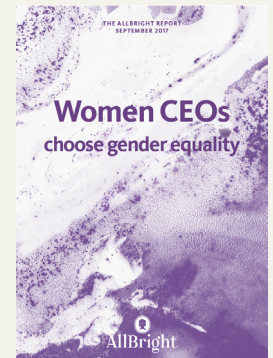
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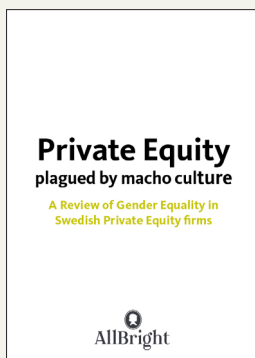
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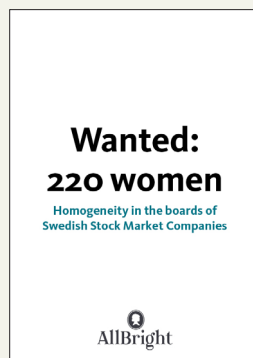
MARS 2017



MARS 2016



SEPTEMBER 2015



MARS 2015



NOVEMBER 2014



MARS 2014



NOVEMBER 2013



FEBRUARI 2013



SEPTEMBER 2012



FEBRUARI 2012



THE PEOPLE BEHIND THE REPORT

Allbright: Amanda Lundeteg, Claes Hemberg, Maija Inkala och Omar Bellini.
Volunteers: Cissy Avrin, Emmy Jansson, Erika Rydgren och Ingrid Fagerström.
Data collection and interviews completed between Januari - March 2020.

DATA

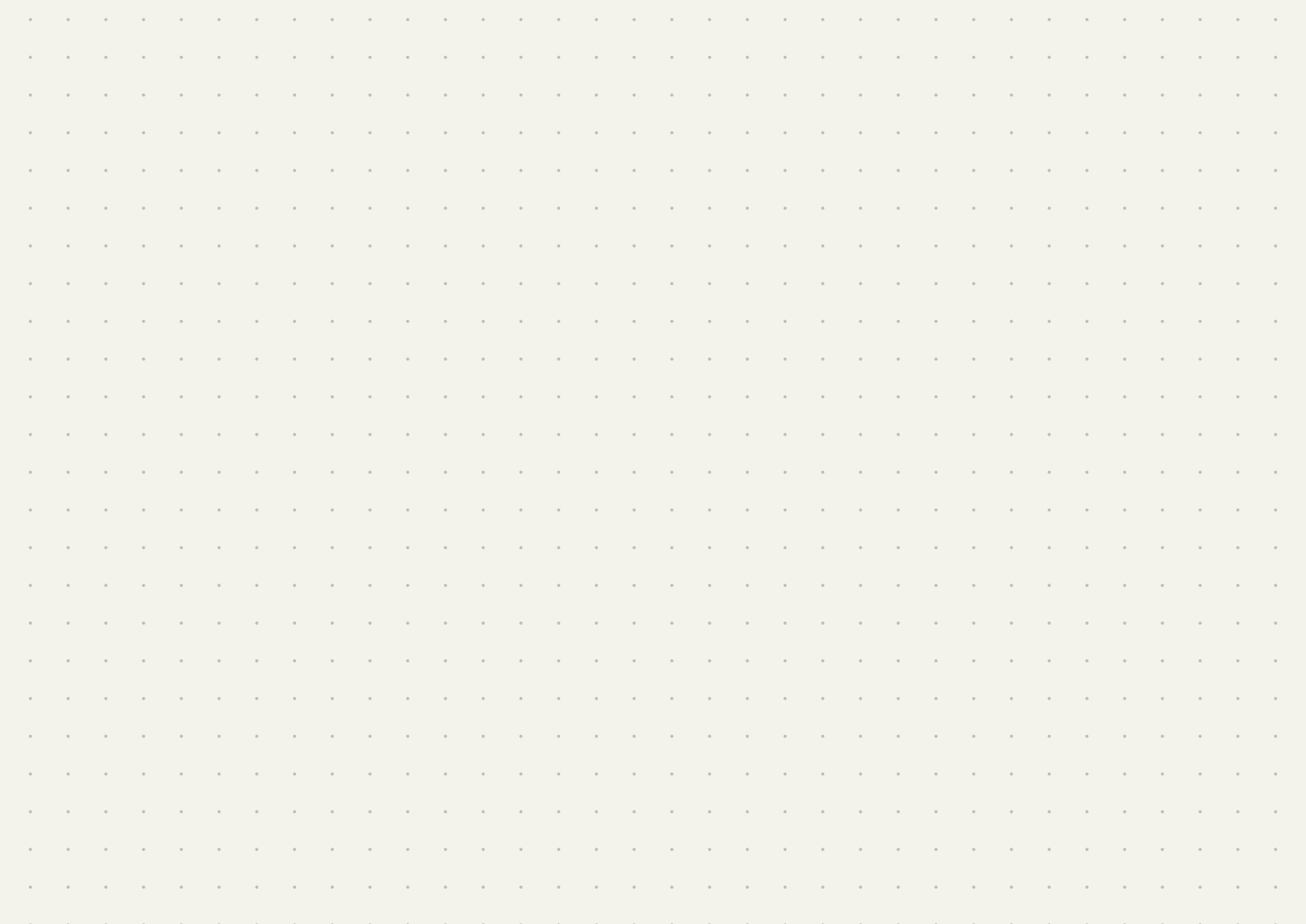
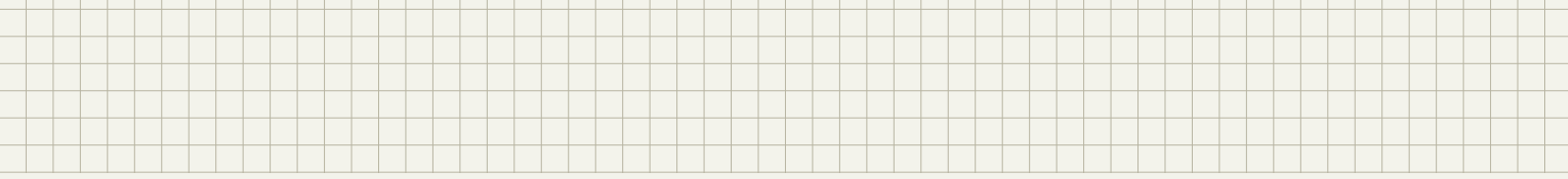
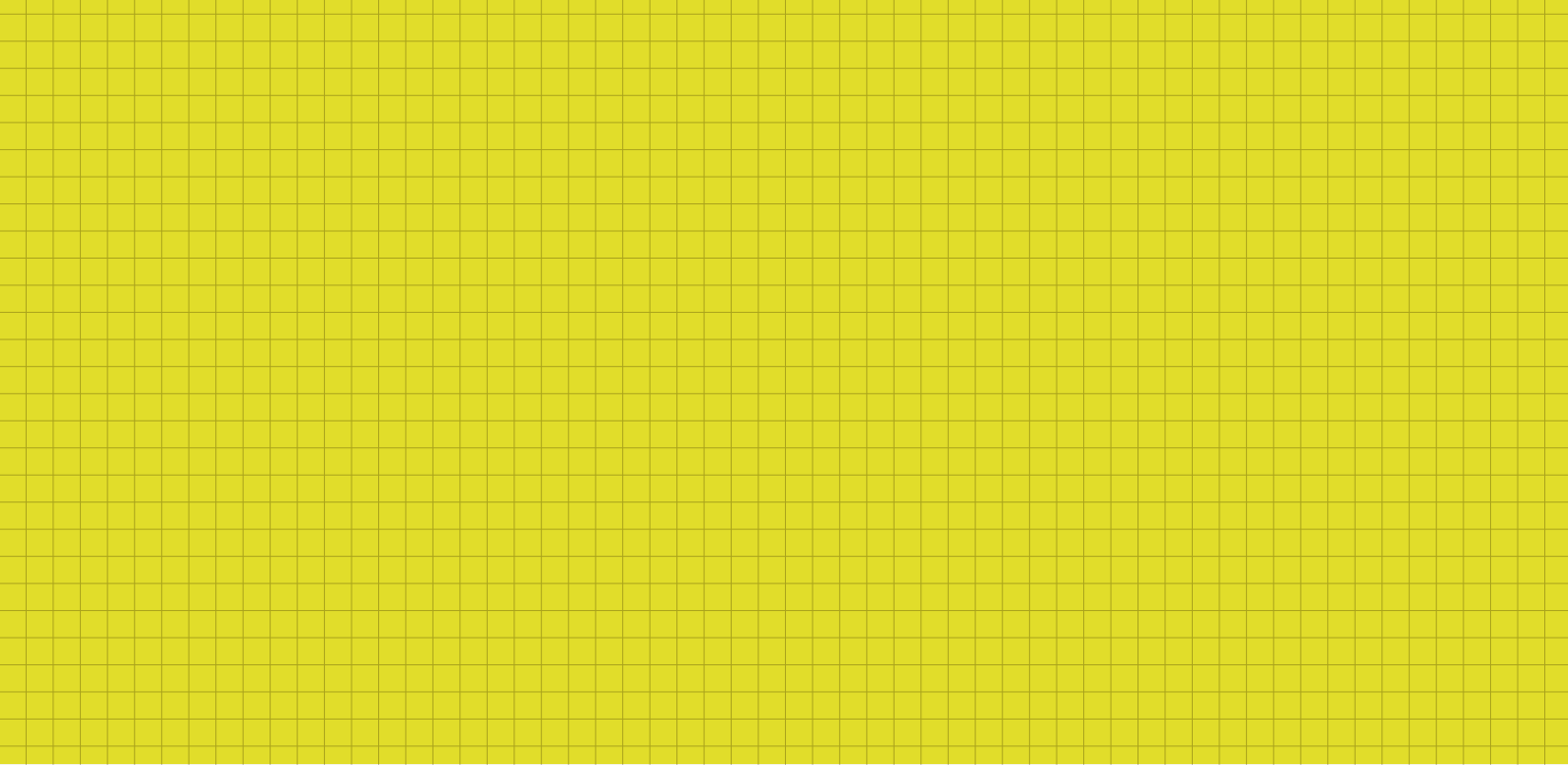
Data regarding the percentage of women in executive management has been collected through representatives from the companies or through company websites. The data has been collected between January and March 2020.

Data regarding the gender balance at the partner level within ten of the biggest investment firms in the tech industry has been collected through the investment companies' websites.

Data regarding educational background and gender balance among company founders has been collected through company websites and LinkedIn.

Interviews have been conducted with employees at different levels, HR managers, employees responsible for in-house diversity, operations managers, investors, founders, and representatives of trade organizations. In total, 31 interviews have been conducted.

A survey has been sent out and spread among employees at the companies. The survey has been shared through the companies themselves, for instance via company intranets or by employees through in-company channels of communication. In total, 219 respondents have responded to the survey.



ALLBRIGHT