

Women, Networks & Technology

Initial Research Findings



Companies with strong executive level gender diversity are **21% more likely** to outperform peers on EBIT margin¹



For every 100 men promoted, **only 79 women** are promoted²



2X The increased likelihood of being selected for a high quality job, when a woman is centrally located in her network, in comparison to men.³



81% of women report some form of exclusion at work; **92% of men** don't believe that they are excluding women at all⁴

Themes from RedThread Research on Women, Networks & Technology



#1
Focus on the Woman or the Workplace?

What we heard
Many people focus heavily on improving women's skills and less on addressing the systems/practices that could be preventing their advancement.

What to do
Organizations should address skill gaps while also identifying and addressing cultural and structural barriers that impede women's advancement.



#2
Too Little Focus on Designed Networks

Many organizations provide women with networking opportunities, but little guidance on how to tap into critical networks, who is in those networks, and how to use those networks strategically.

Organizations should create a continuum of networks, ranging from structured, to designed, to organic to support women's advancement.



#3
Men: Partners, Promoters or Personas Non Grata?

The purpose of women-focused initiatives is shifting from collaborating on shared issues to actively trying to promote women. This is resulting in a changing role for men in advancing women.

Organizations need to explicitly understand how and when they will involve men, recognizing that it is not an either-or proposition.



#4
Technology as an Afterthought

Few companies use technology today to improve how women understand and access their networks. There is also a relative lack of imagination on the vendor side on how to help.

Vendors and organizations need to help women understand their current network and how to build it intentionally. Current technologies focus primarily on communication or mentor matching. More imagination is needed.

Learn more about this research here:
www.redthreadresearch.com