The fight for diverse talent

How Microsoft adapts to attract the best and the brightest.

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Background
Microsoft in Denmark

3 locations
4 focus areas
Sales, marketing & services
Dynamics 365
Visual Studio App Center
Quantum research

850 employees
50 nationalities
2 female CEO’s
Careers - when the world isn’t traditional
Challenges

Denmark will lack 19,000 ICT specialists by 2030
(Danish Business Authority 2016)

Women occupy 27.5% in IT in Denmark
(down from 30% in 2008 – DI 2016)
Perception..is changing slowly
New generation

New expectations
Diversity – what is it?
Differences welcome

There is no diversity without inclusion
Number 1 – IT Company Rank 2017 and 2018

“Most attractive IT workplace”

1500+ IT specialists rate the 50 biggest IT companies in Denmark

Version2 kårer årets it-arbejdsplads: «Diversitet giver mere innovation»

Microsoft Development bejler til kvindelige udviklere
Face-to-face events with engineers

Engineering culture

Meetups

School outreach

Engineer contest

TechTalks

Hackathon
Thinking long term

“By 2028, women will control nearly three quarters (72%) of consumer spending worldwide”
- Boston Consulting Group

“How do you create experiences that work well for women and men? It starts with understanding their different preferences and motivations, and the choices they make.”
- Microsoft #HackForHer project
Why do we need diverse teams?

But not just in tech – women’s perspectives are missing everywhere

Car dummies were by default male until the late ’00

Forgetting kitchens/stoves in post-disaster rebuilding

Phones too big for women’s hands

Gadgets too big (ugly) for a woman’s physiology

The design of city landscape: safe for women?

Bias in digital assistants

Siri – where can I buy Viagra?

Siri – can you find a gynocologist?
Why do we need diverse teams?

Diverse teams give higher performance, more innovation, higher returns

Every 10% increase in Gender Diversity grows EBIT by 3.5%  
Source: Boston Consulting Group

Diverse Management teams generate 19% higher revenue due to innovation  
Source: Forbes / BCG

Gender Diverse companies are 15% more likely to perform above industry medians  
Source: McKinsey

In the best workplaces, women hold half of management positions  
Source: Best Place to Work
New set of challenges

After 1980

Famous IT people

‘60s & ‘70s

Famous IT people PART 2
Interest in STEM decreases significantly in 8-9th grade (25%)*
The decline is led by the girls (20%)
8th grade: What do they relate to gender? Their career choices!
Step out of the box
#TheScullyEffect

Sure. Fine. Whatever.

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