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AUTHOR • COACH • SPEAKER

Women in Tech





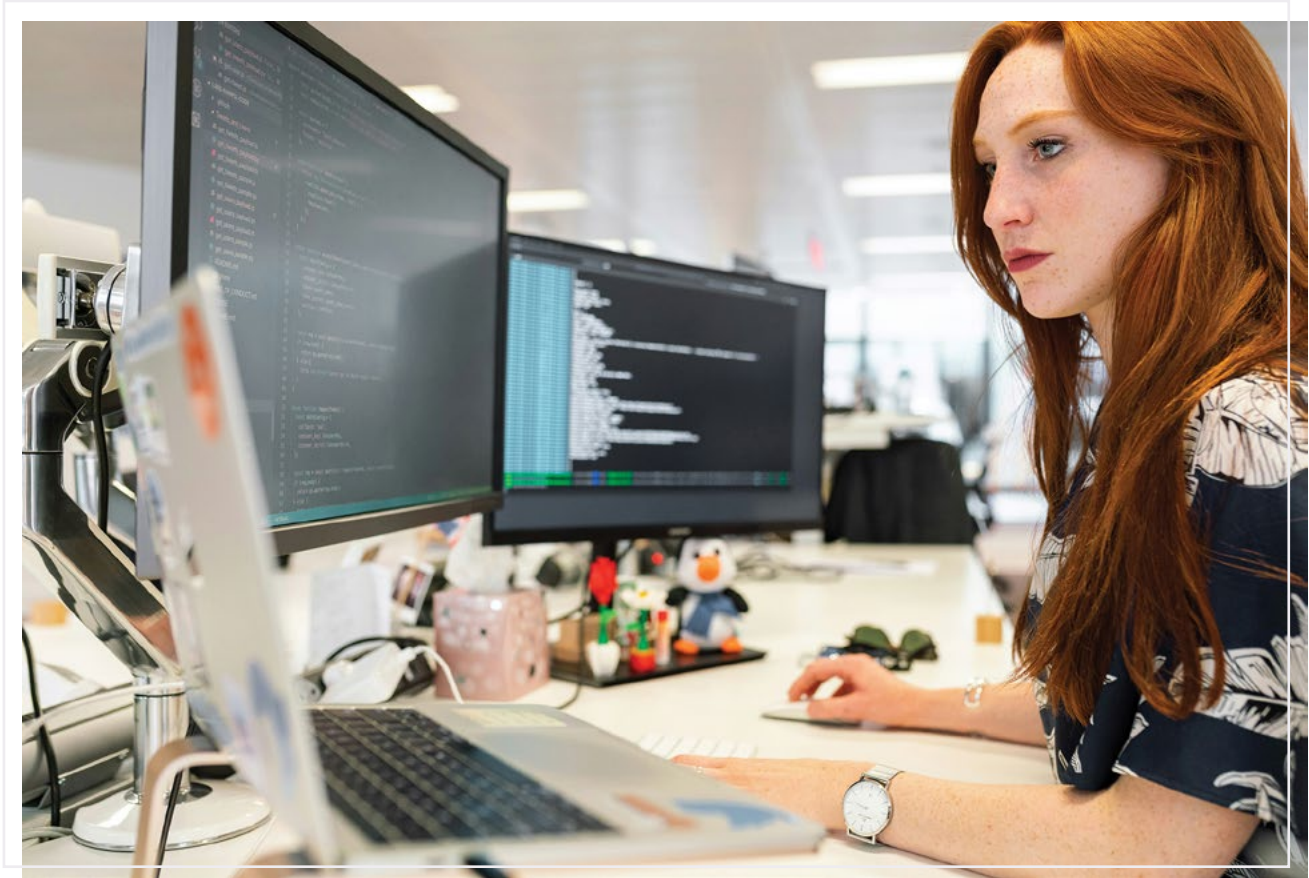
Contents

Women in technology the data, stats and what next?	3
Leadership for the new normal.	6
Resources	11
Testimonials	13

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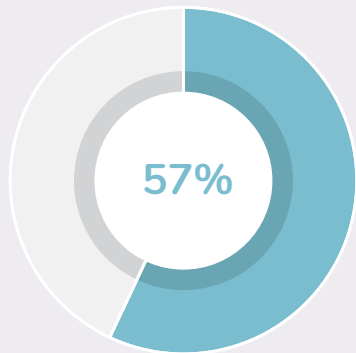
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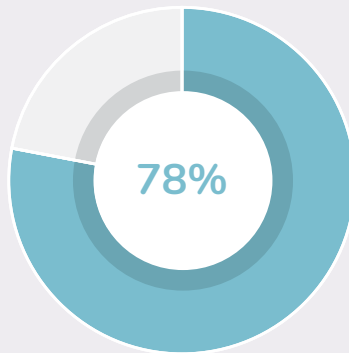
Women in technology: the data, stats and what next?

According to a report by The World Bank, women make up less than a third of the world's workforce in technology-related fields. Data from McKinsey found that 50% of women who enter the technology field abandon it by the age of 35. Add to that the percentage of women in tech leadership roles has fallen to 28% in 2023 and we can see there's still work to be done here.

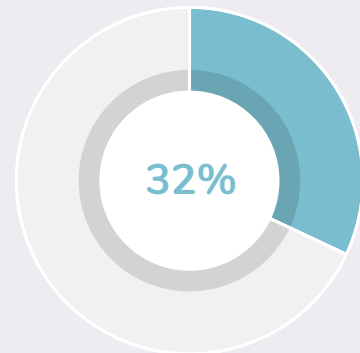
Studies have shown that diversity in our organisations is not only important but delivers the return on investment increasing profits for those business with greater diversity. The multiple perspectives of a diverse team are key to innovation. Yet we know there are still not enough women entering and staying in the tech industry. Whether it's the male domination of the environment, bias, gender stereotypes and barriers or burnout, family responsibilities and work-life balance issues. The environment and challenges are still different for women.



57% of women in technology reported feeling burned out at work, compared to 36% of men.



78% of women in tech report feeling like they must work harder than male coworkers to prove themselves.



32% of women in technical and engineering roles are often the only woman in the room at work.

Women make 80% of the purchasing decisions in the home, are users of our tech and according to Boston Consulting Group, women's wealth is expected to outpace global wealth growth over the next several years. Put simply, if women are not represented well in your business you're missing out which has a flow on effect on products, innovation and of course the bottom line. So how do we close the gap and increase diversity in the industry?

Many of our aspiring leaders, especially if they're from under represented groups, experience bigger challenges in unlocking their potential and progressing. Often feeling like they need to know more, have more influence, presence, feel more confident when sat at the leadership table. It's different for women and this programme has the solutions. For those new in role or just looking to prove themselves and deliver on what you know they're capable of.

It's not just getting the roles though but feeling like we can own our space when we get there. Far too often lack of confidence, lack of belonging or cultural misalignment leads to us overworking to the point of burnout to prove ourselves, leave part of ourselves at home in a bid to fit in or simply leave searching for an environment that aligns and feels like a better fit.

It's critical we support and nurture our leaders to grow and develop but even more critical when they are new in role or from under represented groups where they may look and sound different from others around the table. It can lead to us second guessing ourselves and trying to change the very skills and traits we were hired for in a bid to fit it. This support is key not just for their success but the impact they go on to have in the organisation.

The work that I do focuses on self leadership and knowing your brand whilst building mental fitness and the stamina to deliver on the demands of leadership, I believe where these two meet is the sweet spot of leadership development for this new era. Leadership isn't something we do, it's who we are. It's about how we show up, the legacy we leave and how we make others feel. The technical skills will only get us so far and look set to be the very stuff AI may replace one day in the not too distant future. Self leadership, the inner game, whatever you call it. These are the skills that future proof our leaders, prepare them for managing change and uncertainty and help them tap into the skills and behaviours that build great cultures and inspire and motivate others.

I believe whilst success in leadership assumes good technical knowledge, the skillset that gets you the job in the first place, there's much more to it. Beyond that there is the awareness and belief in your abilities along with the energy to deliver on that and perform at your peak. What is it I should be doing as a successful leader, how do I ensure I manage and motivate my team whilst also delivering results? How do I deliver on my potential as a leader and build my brand to lead with confidence?

I help leaders discover what it takes to be a great leader, critical skills required and how we progress into leadership roles and sustain high performance for ourselves and those who work with us. Understanding the unique issues women in the workplace face and how we navigate this to achieve our potential. Learn how to leverage your strengths, progress your career and continuously develop. Including resilience and executive stamina, emotional intelligence, dealing with self-doubt and imposter syndrome and how we manage ourselves as well as lead and inspire others. Build your brand and credibility, balance the busyness and embrace your authenticity as a leader to motivate those you work with to deliver results.

In the digital era, the explosion of technology has been matched by an equally seismic shift in the ways we think and talk about it. New digital tools give rise to new conceptual frameworks for understanding how these tools affect and interact with society.

The voices of women, girls and other marginalized groups, historically absent in tech spaces, are urgently needed in decision-making processes.”

– UN Women.



Leadership for the new normal

It's clear that leaders will need to adapt and evolve – at speed – to meet rising employee expectations for fair pay, meaningful work, authenticity and trust in a hybrid world. We expect new leaders with new skill sets and mindsets to emerge. We also expect to see leaders challenge the basic ideas that have guided organisations for decades, such as traditional hierarchical structures and command-and-control approaches.

Organisations that thrive in the future will select and nurture these leaders and invest in leadership training and development.

Many of these challenges will fall on our leadership capability to fix.

- Nurturing emerging leaders to ensure talent pipeline
- Wellbeing of staff and addressing burnout
- Improving DEI
- Supporting leaders through this transition
- Lifting engagement



LeaderZEN

Self mastery & mental fitness for calm, confident, capable leaders

Whether it's talent shortages, recruitment difficulties, performance management, engagement or staff morale, leaders carry a high burden which has been exacerbated by the global pandemic. Empathy fatigue, change weariness, integrating hybrid working and trying to keep a culture of collaboration. It's no wonder burnout is on the rise as we not only adapt to a new normal but also lead others through this landscape.

LeaderZEN helps educate leaders to –

- Leverage self mastery and awareness as core leadership skills
- Develop an ability to adapt to change effortlessly and bounce back from set backs
- Increase focus and concentration and access a flow state to enhance productivity
- Become fearless but wise, compassionate and respected
- Empathic with the ability to regulate and control emotional response
- An energised sustainable resource with the ability to innovate
- Embracing trust and presence of mind to guide decision making and conflict resolution
- Develop mental fitness and perform at your peak

Develop the kind of calm that is contagious, when you speak, others listen. A conscious leader, you know who you are and stand in your power; cognisant and composed to navigate the challenges ahead and make an impact.

This is a new kind of leadership for a new kind of era. Post pandemic challenges have changed the face of how we work and lead. It requires evolution and a new focus as leaders to ensure we're ahead of the curve.

This unique programme includes –

- 3 bespoke leadership workshops
- Monthly follow up coaching and support
- Additional resources, reading material and online learning to support implementation
- Tailored to organisations needs not off the shelf
- Shared learning and understanding, leadership teams are talking the same language
- Practical strategies and proven experience, tried and tested in the leadership world



Men as allies

An ally is often defined as someone who is not a member of a marginalised group but wants to support and take action to help others in that group. Allyship in the workplace is crucial for inclusion and equality.

My passion for gender diversity and levelling the playing field has seen me spend many years helping women take their seat at the table. The flip side of this coin is ensuring the seats are there and the table is accessible.

In recent years, an increased understanding of the powerful impact of male allies at work and at home has led many organisations to recognise men as allies as a critical component of their diversity and inclusion efforts. Men who are allies for women colleagues are crucial partners in achieving gender equality. Without that partnership, it's much harder to address the barriers and inequalities that women face.

Those who have seats at the table find they are often a lone voice or get an unfair workload in the DEI space because it's their passion but also they are the lone voice from that community so lead all the connected initiatives.

Due to the work we've been doing in this space there are often allies wanting to support but unsure how. Either through not knowing what to do or a fear of doing / saying the wrong thing. We are often waiting for permission to step forward and support in a space we're not sure how to navigate or if we've got the right to be in.

This programme is designed to help educate leaders and their teams on being good allies, including –

- What is allyship?
- Overcoming unseen barriers – why support is needed
- How do we best provide support?
- How does this affect me?
- What's the impact and how do we know it's working?
- Unlocking unconscious bias
- Privilege and how to use it
- How our organisations can engage and support allies

This unique programme includes –

- A bespoke workshop for your leadership team
- Staff sessions delivered in lunch and learn format
- Follow up check ins and implementation support
- Tailored to organisations needs not off the shelf
- Shared learning and understanding, teams are talking the same language and sharing their experiences
- Additional resources to support implementation
- Practical strategies and proven experience

Obviously allyship goes beyond gender and this programme is available for all.

If you're already showing your commitment to closing the gender gap in your organisation and purchasing this programme alongside the Women in Leadership programme we'll reward your commitment with a discount.



Leading with confidence

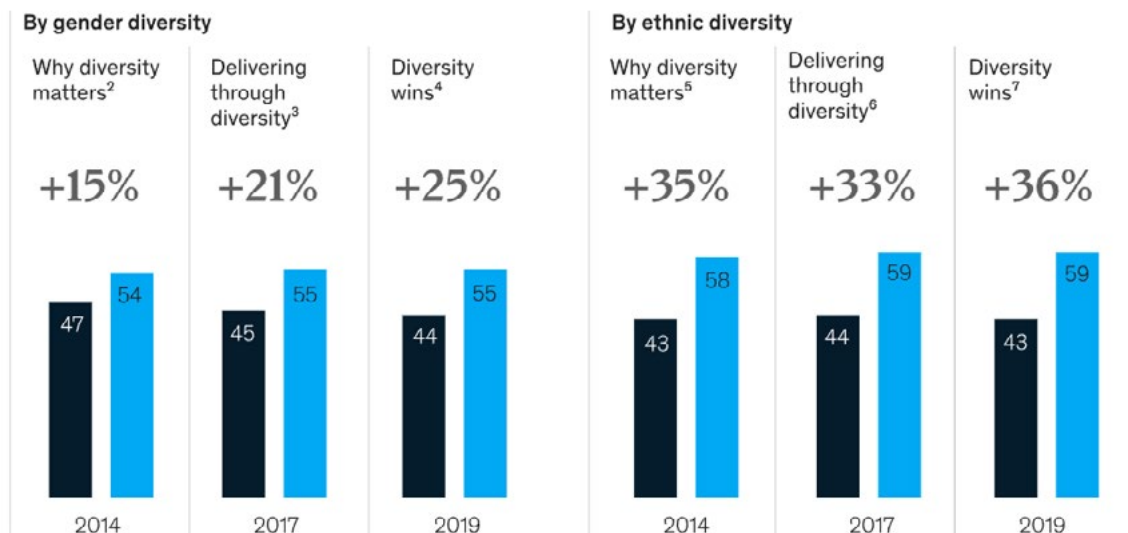


The pinnacle of our DEI achievements is reflected around the leadership team, where the influence and impact happens, where diversity of thought and experience can make such a difference to an organisations performance. Its ability to know its customer base, prepare for the future and better respond to challenges.

The business case for diversity in executive teams remains strong.

Likelihood of financial outperformance,¹ %

■ Bottom quartile ■ Top quartile



¹Likelihood of financial outperformance vs the national industry median; p-value <0.05, except 2014 data where p-value <0.1. ²n = 383; Latin America, UK, and US; earnings before interest and taxes (EBIT) margin 2010–13. ³n = 991; Australia, Brazil, France, Germany, India, Japan, Mexico, Nigeria, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁴n = 1,039; 2017 companies for which gender data available in 2019, plus Denmark, Norway, and Sweden; EBIT margin 2014–18. ⁵n = 364; Latin America, UK, and US; EBIT margin 2010–13. ⁶n = 589; Brazil, Mexico, Singapore, South Africa, UK, and US; EBIT margin 2011–15. ⁷n = 533; Brazil, Mexico, Nigeria, Singapore, South Africa, UK, and US, where ethnicity data available in 2019; EBIT margin 2014–18.

Source: Diversity Wins data set, McKinsey & Company

Stepping into a leadership role can be one of the most challenging yet rewarding parts of our career and often what we've aimed for since arriving on the career ladder. Yet it can also be tough, especially for those from minority groups. The need to hit the ground running, so much to learn, wanting to prove ourselves and the nagging voice of self doubt that rears its head when we get out of our comfort zone. Particularly prevalent if you're the only one like you represented at the top table.

Often we've trained for the technical role we have for decades and we're good at it, that's why we got promoted. Now there's this additional full time job I feel I know nothing about: how will I inspire and motivate my team and prove to my own leadership team that I can add value? I need to know all the answers but I'm still learning?

It can also be an incredibility busy time, not only are we responsible for our own workload and results but our teams now too. We have taken on additional responsibility and accountability so ensuring we're a sustainable resource and can achieve peak performance without burning out in the process is a must.

I help emerging leaders overcome imposter syndrome, hit the ground running, back themselves to succeed and set you up for success that'll prove the right hire was made! Don't let your inner critic keep you playing small. Step up and own your space.

With 2 decades in the leadership development space and an author of 6 personal development books I have been a senior leader myself. My combination of lived experience and leadership development expertise gives emerging leaders a unique insight into what to expect and how to succeed.

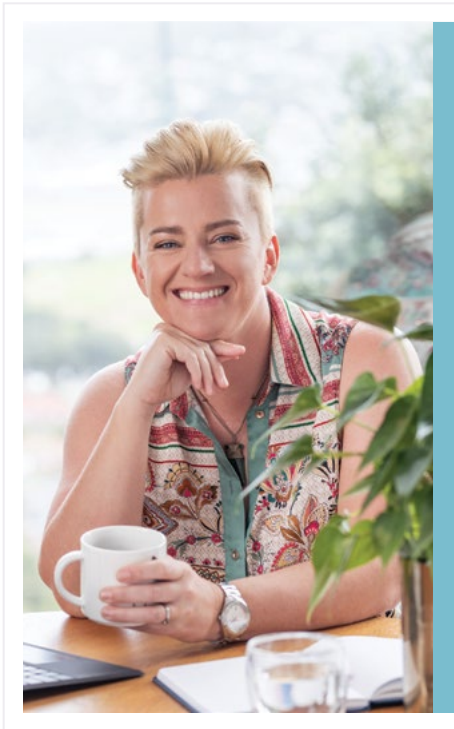
Limited to just 10 places this 90 day programme is accessible from anywhere and includes –

- 3 live webinar masterclasses on brand, confidence and performance
- Online self paced Lead with Confidence study course
- Ask me anything check in sessions
- One to one coaching
- Books and welcome pack with resources and recommended reading
- End of programme reflection and implementation session
- A supportive group of like minded leaders to learn with

Ideal if you're in the first 5 years of your leadership journey or just stepped up into a new role. Specifically designed for women and minority groups where the biggest leadership challenges are faced. This programme helps you overcome them and hit the ground running to back yourself and own your space to add impact and value.



Resources



About Jess

With 15 years in the corporate world as a female senior leader herself, she now empowers others to achieve their potential.

A brush with burnout in her corporate career led Jess across the world to train with Buddhist monks and Nuns. A decade later, after coming out, writing seven books and running her own successful business she shares what she knows about mind-set, resilience and self-belief to empower people to unlock their potential.

Author of seven personal development books and a sought after international keynote speaker. Described as inspiring, articulate and relatable by audiences.



WORKING WITH



Executive Coaching

With two decades working across industries and countries Jess knows what high performance looks like in leaders. Her HR experience allows a behind the scene access to career development, team dynamics and the secrets to peak performance. A sought after coach and mentor who supports you to make an impact, align to your purpose and lead with confidence.

Jess mentors and coaches women and non-binary leaders and founders who are –

- Developing your leadership brand to have impact and influence
- Committed to building high performing teams and know this starts with the leader
- Technical experts transitioning into people management roles
- Tackling career and life demands and ensuring a sustainable balance
- C Suite Executives and those aspiring to be
- Senior Women in male-dominated industries
- With executive one-to-one coaching options for senior leaders and group programmes for emerging leaders.

Workshops

Customisable training for your organisation to unlock the potential of your people. Hugely practical, great resources and so many take aways these workshops consistently score high ratings.

Popular workshops –

- Burnout to brilliance
- Back yourself
- Mindset and self mastery
- High performance habits
- Women in leadership



International Speaker

A highly sought after International speaker, Jess has a passion for motivating others with her words. With media experience across multiple countries Jess has inspired many.

Popular keynotes –

- Burnout to Brilliance: peak performance – ideal for busy high achievers and leaders
- Back Yourself & Own Your Space – ideal for women in leadership
- Overcoming Imposter Syndrome – ideal for emerging leaders and those new in the role
- Lead with Confidence – ideal for middle managers
- Slowing down to speed up; are you busy or productive? – ideal for busy teams focusing on productivity

FEATURED ON



Hear what others have had to say about working with Jess Stuart

Far out the verbal feedback that has streamed in about your session is phenomenal.
– Waikato University,
Women in Leadership Symposium

Jess's work contributed to a number of women being promoted to new roles within in the National Security Workforce.

I saw immediate benefits from Jess' coaching. I noticed a big change in my confidence and stress levels, having explored various scenarios with Jess and receiving support and actionable strategies for these.

Jess is well researched and understands the world of women in leadership very well.

Jess creates aha moments when I listen to her.

Thanks so much Jess! I have lots of take-outs from this session. Lots of food for thought!

Absolutely amazing to work with.
So open, professional, reliable, and relatable. Very engaging with a great sense of humour. Able to relate to different audiences and adapt content when needed. You provided practical tips and strategies and reminded us to "look after you."

Thanks Jess, really helpful. Love how you simplify and bring tips to the forefront.
– NZ Merino team.

Jess helped me understand my skills and strengths and leverage these to become an effective, authentic, confident leader.

Jess brings a positive, friendly and professional attitude that's infectious and inspiring.

She has lived experience which is easy to connect to and her advice is always so practical.



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