

# HUMANIZING THE TECH INDUSTRY

## Minerva BC

Diversity and Inclusion

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### THE CHALLENGE

The tech sector is one of the biggest contributors to British Columbia's economy, yet women are vastly underrepresented at all levels of leadership and even when they do make it, they leave at alarming rates. Minerva BC, a non-profit organization supporting the advancement of women in leadership, asked us to design a program that would change the game for women at all levels of technology companies.

### OUR APPROACH

After completing deep discovery work with leaders throughout BC's tech industry, we designed and delivered a program that, over the course of six months, targeted hidden biases and organizational structures and norms that were inhibiting the advancement of women in the tech sector. Participants represented both small, early-stage and large, well-established technology companies.

### THE RESULTS

Upon completion of this program, each participant was given a toolkit of methods and means to create organic and urgent change within their organizations. Overall feedback from the program was very positive, with participants indicating a strong initiative to create change within their own organizations.

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