

Retaining Women in STEM (and Why Coaching Matters)

Corporate Talk

The tech field is full of companies talking about diversity & inclusion in the workplaces. Now more than ever, companies are now realizing that there is massive work to be done tackling internal biases and processes that have created an industry that is largely absent women and many minorities.

Years of work in this area show that progress is moving at a glacial pace for women in STEM. Most corporate programs miss out on the key pain points of working women and focus on nebulous culture change or early-stage recruitment. As a result, programs fail to make their mark and women ghost, citing 'better fit' elsewhere or another stand-in for the many hard-to-articulate microaggressions that have come to define their stalled and frustrating careers. In the end, women are often left with the talent to create an amazing career, but stuck waiting for an industry culture that hasn't caught up to them yet.

Talk Outline

This talk will focus on interventions that do (and don't!) work to retain women in STEM. We'll cover:

- Retention rates of women in STEM (and why they leave)
- What most tech companies are doing around gender diversity
- The seductive allure of working on the 'pipeline' problem
- The difference between mentoring, training, and coaching (and why that matters)
- When and why coaching makes a difference for women

The goal of this talk is to explore and explain ways to create fantastic careers for ambitious women and the companies who want to keep them.

About The Speaker



Holly Burton
Leadership Coach for Women in Male-Dominated Industries

Holly is speaker, facilitator, consultant, and coach with expertise in leadership, career development, feminist theory, and the unique mix of issues that make it challenging for women to succeed in STEM fields.

Holly spent the first ten years of her career as a mining engineer in an industry that is only 17% female. She now coaches ambitious women that want to advance their careers and works with companies to develop programs to retain female talent.

Holly speaks regularly at organizations including EA Games, DevOps Days Vancouver, Women in Mining BC, Disrupt HR, The BC Women in Energy Network, UBC Masters of Public Policy & Global Affairs, Women in Tech Week, The Society for Canadian Women in Science and Technology (SCWIST), The Women in Leadership Foundation, and her own Women in Male-Dominated Industries Speaker Series.

Holly can be found online at her [website](#), or via her meetup, [Women in Male-Dominated Industries](#).

The Details

Length: 1 Hour **Format:** Lecture-style talk (with Q&A)