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HIGHTECHNOLOGYCOUNCIL

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**Women in Leadership Initiative
Update
September 29, 2019**



Convening Leaders, Developing Actionable Intelligence

For more than 42 years, the Council has successfully advocated in support of a variety of education and talent development policies and programs that support the workforce requirements of our tech and innovation economy.

Each year since 2016, the Council has partnered with McKinsey & Company and reachHire to discuss the implications of McKinsey research that tracks changes in the number of women represented at various points along the career path. Creating a process and structure to accelerate efforts to move from analysis to action was identified and prioritized by the Council's Board of Directors at board meetings in December 2018 and February 2019.

Since then, a team of Council leaders from McKinsey, PTC and reachHIRE has developed a program with MHTC to guide successful efforts in recruiting, retaining and promoting women into leadership roles across our organizations. With ongoing executive sponsorship and engagement from the Council Board, a development team of subject matter experts agreed on a process of building a menu of specific practices and recommendations in the following categories:

- Data- Framing the business case and measuring success
- Best Practices- Recruiting, retaining, and promoting talent
- Culture- Organizational leadership engagement

A key component driving efforts in each of these categories is a series of off-the-record "Best Practice" roundtable discussions open only to Council members and invitees along with public events where senior leaders can connect, develop and share actionable intelligence.



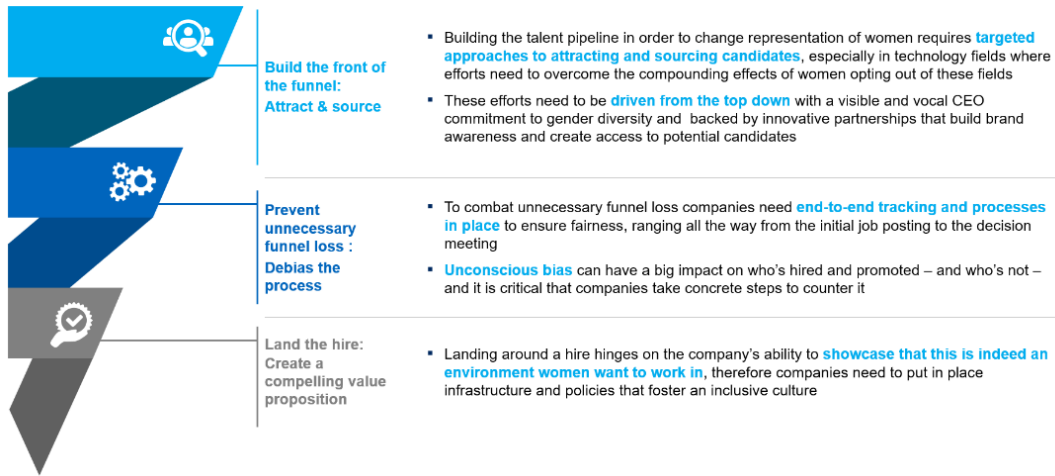
Recent Roundtables and Deliverables

Dozens of Council members and senior leaders have participated in our initial roundtables as detailed below and attendees left each session excited to take actionable learnings back to their organizations.

On July 25, Council member Care.com hosted our first roundtable focused on "**Cracking Recruitment: Finding and Attracting More Women**". Attendees heard and shared insights on:

- Elevating gender diversity as a strategic business imperative;
- Leveraging business-led and HR-enabled efforts to efforts should drive both broad and tactical initiatives meant to improve gender diversity and inclusion; and
- Developing strategies that address each stage of the recruiting funnel.

Leading organizations have initiatives at each stage of the recruiting process



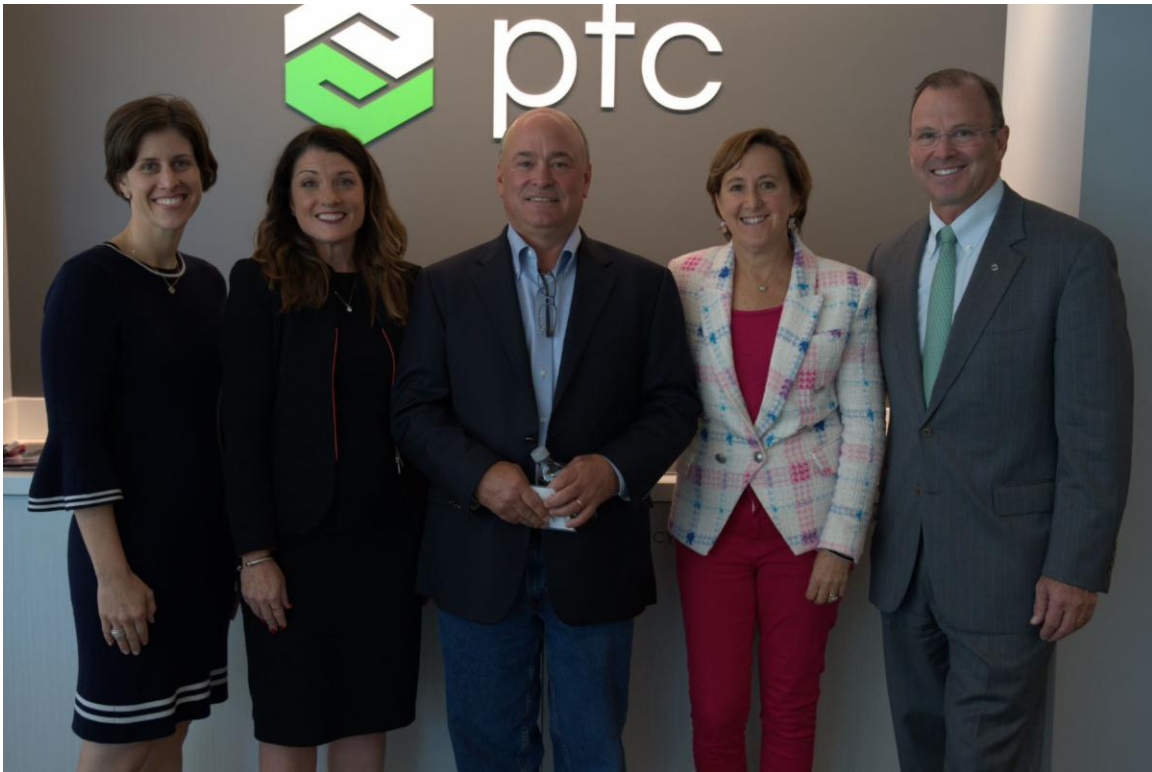
Graphic Courtesy of McKinsey & Co.

Additional information and [report-outs](#) from the July 25 session can be found in the [WIL Section of the Council's website](#).

Our second member-only roundtable was hosted by Council member PTC at their Boston Seaport headquarters on September 16 and centered on the **“Promotion of Women: Organizational Strategies to Promote Women into Leadership Roles.”**

PTC CEO and President Jim Heppelmann provided inspiring remarks about the company's foundational commitment to women and a diverse employee base as a desired asset to further grow their business. Attendees and participants in the roundtable provided insights and engaged in a forum discussion on:

- Cultivating the advancement of women to higher levels through targeted approaches to sponsorship, particularly in technology-focused organizations to overcome the compounding effects of women opting out of these fields.
- Advancing equity by debiasing talent and performance evaluation processes using more effective training of stakeholders and end-to-end tracking.



Upcoming WIL Events

Our next member roundtable will be held on October 3 from 10:00 to 11:30 AM at the Council's Burlington offices, with a focus on **“Executive Leadership: Setting the Tone for a Healthy Workplace Culture.”**

On November 12, the Council will again join with McKinsey & Co. and reachHIRE to host our fourth annual leadership gathering at McKinsey's Boston offices from 4:30 to 6:30 PM. This signature WIL event is open to the public and will feature a presentation on McKinsey's 2019 Women in Business survey, remarks from Massachusetts Lieutenant Governor Karyn Polito and an interactive panel discussion. Visit the event [webpage](#) for details and registration information.

Council leaders have embraced the WIL Initiative and its promise of impact with great enthusiasm and are looking forward to continuing to convene senior leaders in pursuit of actionable intelligence and insights. Over the coming weeks, we will be announcing a slate of 2020 roundtables to continue the discussion and more importantly, make a real difference in women's opportunities in the Massachusetts technology ecosystem.

Get Involved

The Women in Leadership Initiative team encourages business and civic leaders at every career stage to attend these sessions, participate in these important efforts and explore and apply the case studies, best practices and other key learnings in our emerging WIL Resource Library. Please contact [Bernie Prusaczyk](#) for more information.

OUR MISSION

The Massachusetts High Technology Council is an organization of CEOs and senior executives representing technology companies, professional services firms, and academic and research institutions dedicated to creating and sustaining conditions that support investment and job growth in Massachusetts. Our members are growth-oriented,

knowledge-intensive employers and institutions that develop, deliver and depend on technology products, services and innovations to advance their organizational objectives.

Our mission is to help make Massachusetts the world's most attractive place in which to live and work, and in which to create, operate, and grow high technology businesses.

For more information [visit our website](#).



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