

THE 17% LIST

I am launching a new initiative called “The 17% list” and would love for you to be part of it.

I am a massive believer in action for change over talk and would like to show you how we can drive inclusion for our industry.

As we know only 17% of the technology industry are women and this figure hasn't moved much over the past few years. There has been lots of talk about change and a number of campaigns, awards, media drives and educational initiatives but simply put the needle hasn't moved.

I know that so many want to drive this number to a more equal figure, but some are unsure of how other than enforcing quotas in their application processes. Being part of my list will help you gain better visibility of who is out there and therefore give you more of a chance to make a difference.

These profiles may not be for you or your business right now and as such this isn't necessarily a recruitment drive. Instead, my purpose is to build the visibility of the 17% of the technology sector that are women and make sure my contacts out there can talk to their contacts with confidence about the 17% that exist.

The proposal is as follows. I will be signing up firms across the industry who say they want to affect real change with regards to creating a more gender equal workplace. These firms will receive 2 emails a month from me with 3 profiles of women who are seeking new employment within the industry but are specifically looking for firms who are genuine about creating an environment that espouses equal inclusion.

These profiles could be of a developer or a product manager or another specialism across the tech industry, the point for me is to increase your visibility of who is out there and more importantly turn our traditional ways of identifying 'diverse' talent on its head. Rather than only looking to reach quota targets when CVs are submitted to roles, I wanted to show companies that they can introduce themselves to a person if and when they see a profile that could work for them.

By agreeing to be part of this:

- Your name would go onto my “17% list” which would be shared with our female talent pool as and when we are working with them to find them jobs.
- I plan to talk about the list on social media but will leave each firm and their marketing team to share that they have signed up themselves to start with – I will move this into a more formalised marketing plan in the coming weeks.
- You would receive an email from me twice a month so you can see who we are working with.



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For more info to share on us and how we build our candidate database you can follow my new linked in page Fintech with Nadia: The D&I Discussions, or contact me directly: Nadia.edwards-dashti@harringtonstarr.com