

Advice from Women Leading and Shaping the GenAI Revolution

GenAI proficiency is a requirement for some of today's and many of tomorrow's jobs. It is an accessible technology that does not require programming skill. But could it also be an inclusive technology, opening doors for women in the tech industry?

Rather than wait and see, several of my women colleagues are working to level the playing field. They recently [surveyed more than 6,500 employees](#) of tech companies in Germany, India, Japan, the UK, and the US to understand how women are using GenAI at work. They also talked to women leaders at tech companies, providing both a quantitative and qualitative look at how quickly women are adopting GenAI—and what's holding them back.

The results contain positive and negative signals.

- **Women and men use GenAI at work similarly.** About two-thirds of each group use the technology more than once a week.
- **Senior-tenured women who work in tech functions are adopting GenAI at a higher rate than their colleagues who are men.** These women in tech functions were 10 percentage points more likely than men in those functions to say they considered GenAI to be critical to their job success.
- **The picture is less encouraging for junior women in tech.** When it comes to using GenAI more than weekly, they

lagged behind their peers who are men by 7 percentage points.

- **And it's even worse for junior women in nontech functions**, such as HR, legal, and finance. Junior women in these functions lagged behind their peers who are men by 21 percentage points.

Lessons for All Companies

The survey and interviews offer general lessons for all companies, not just tech companies. “There is a small window of opportunity to make progress on the gender gap,” a director at a Fortune 500 AI company said.

The women executives we spoke to had clear advice for companies to encourage greater and more even adoption of GenAI.

- **Leaders should talk about the importance of GenAI** to corporate and career success. They then need to put in place change management initiatives to encourage all women, not just leaders, to embrace GenAI. “Leaders need to recognize and elevate GenAI such that people are excited,” a board member of an IT services company said.
- **Companies can create targeted upskilling programs** that encourage experimentation and build confidence among women. “Our company has courses that help explain for each function what are the applications of GenAI,” a vice president of a large tech company said.
- **Businesses should develop a pilot environment** that offers a safe space for employees to explore and test GenAI tools while following [responsible AI](#) policies. As the vice president of an enterprise tech company said, junior women “may be less likely to take risks without clear policies.”

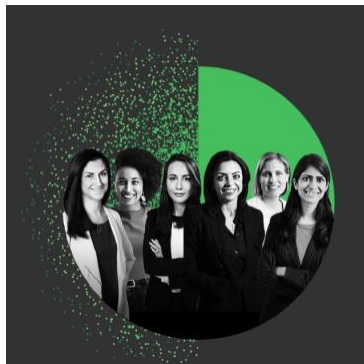
In the spirit of International Women’s Day last week and its 2024 theme—inspire inclusion—we have an opportunity to intervene earlier in the tech adoption curve to ensure that the benefits of GenAI are available to everyone.

Until next time,



Christoph Schweizer
Chief Executive Officer

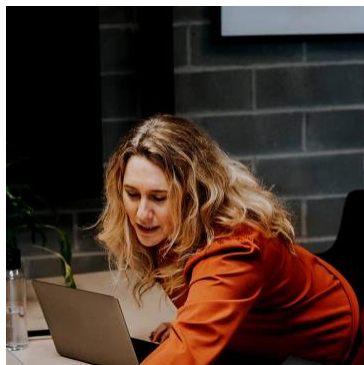
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[Women Leaders in Tech Are Paving the Way in GenAI](#)

Women in senior tech roles are 14 percentage points more likely to adopt GenAI than their male counterparts.

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