The infographic is based on a BCG survey of 457 female and 300 male leaders in technology. Other sources include “Gender Diversity in Senior Positions and Firm Performance” and “How Women Make It to the Top in the Technology Sector.”

**DIVERSITY IS GOOD BUSINESS**

<table>
<thead>
<tr>
<th>Reason for Importance</th>
<th>Male CEOs</th>
<th>Female CEOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Performance</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>2. Innovation</td>
<td>43%</td>
<td>47%</td>
</tr>
<tr>
<td>3. Risk Management</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>4. Customer Trust</td>
<td>42%</td>
<td>46%</td>
</tr>
</tbody>
</table>

**WOMEN ARE STILL UNDER-REPRESENTED IN THE TECH C-SUITE**

- 52% of women and 49% of men were less than 40 years old when they reached their senior-level role.
- 62% of women and 55% of men were more critical.
- Men had a different view; they indicated that later promotions were more important factor in receiving promotions. This underscores the need for women to be more comfortable in touting their technical accomplishments and for those companies to pay closer attention to the skill sets their women leaders bring to the table.
- Women were less likely to stay connected with mentors over a prolonged time period. This difference could be a disadvantage for women as long-term mentoring is a well-known strategy for professional advancement.
- Women were less likely to report that they switched employers less frequently than the men did. This may be due, in part, to the lack of long-term mentors—external opportunities often come with an increase in return on assets of 11 percentage points.

**LESSONS FROM WOMEN WHO MADE IT TO THE TOP IN TECH**

- **Promotion Timing**
  - Women tend to be promoted by their household, colleagues, and mentors, while men tend to be promoted by their own managers.
- **Technical Proficiency**
  - Women are more likely to focus on their technical skill set and be more critical.
- **External Support**
  - Women are more likely to seek support from external sources such as recruiting firms.
- **Long Term Mentors**
  - Women are more likely to have mentors who stay connected for a prolonged time period.
- **Changing Emphasis**
  - Women are more likely to emphasize their personal accomplishments, while men are more likely to emphasize their professional accomplishments.

**5 STEPS FOR WOMEN TO REACH THE TOP IN TECH**

1. **Research Your Fit**
   - Research your qualifications to identify any gaps in your skill set.
2. **Seek Support**
   - Seek support from household members, colleagues, and mentors.
3. **Develop Your Network**
   - Develop your network and seek support from external sources.
4. **Seek Mentorship**
   - Seek mentorship that is long-term and helpful.
5. **Broaden Your Vision**
   - Broaden your vision for your organization.