

# GIVE TO GAIN

## HOW TO SUPPORT WOMEN IN TECH





## WOMEN REPRESENT HALF OF THE POPULATION, WHY NOT HALF OF TECH ?

Women are still underrepresented in the tech sector. The suggestions that you will find here are ideas to help change that.

It doesn't matter what your experience level is or what position you hold, there are things you can do to promote more inclusion and diversity for women.

Small steps lead to big impact

Thank you for supporting more women in tech and cyber.



I am Itzel Lusenti, self-confidence psychologist and feminism advocate.

I help women who don't believe in themselves reach the positions and respect they deserve

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## How can I help another woman ?

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### ADVISE HER OR SPONSOR HER



- Act as a sponsor : recommend her for promotions, committees, and high-visibility projects when she is not in the room
- Use your influence to open her doors, make warm introductions
- Offer concrete guidance on politics, strategy, next moves, and risk-taking
- Encourage her to mentor or sponsor another woman
- Share experiences, advice, regardless of your experience level

### AMPLIFY HER VOICE AND VISIBILITY



- Amplify her contributions in meetings (repeat, go back to them when they were interrupted, name their ideas)
- Notice when she hesitates and create space for her input
- Give her credit publicly so that no one else 'steals' the credit from her
- Introduce her by their role, expertise, and achievements, not by adjectives (nice, helpful, etc).
- Encourage her to apply for awards and prizes

### HELP WITH FAIRER SELECTION AND FAIR PAY



- Explicitly invite her to apply for promotions, nominate herself, lead projects, speak at conferences, or join important teams.
- When hiring, be clear on criteria for hiring, promotion, and evaluation (When standards are vague, women are more likely to be judged on likability rather than on competence and results)
- Base her compensation on market rates and internal equity, not on whether or not she negotiated hard or self-promoted herself.
- Be transparent about what is negotiable, what the range is, and how decisions are made, because transparency increases women's willingness to ask.
- As a leader, correct her salary expectation to match what men had negotiated for.

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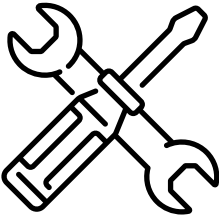
How can I help another woman ?

## PROMOTE A HEALTHY AND SAFE TEAM CULTURE



- Build a culture where speaking up for women is normal, including calling out dismissive behavior, biased assumptions, and unequal treatment before it hardens into “just how things work here.”
- Stop assigning women stereotypical support work by default, such as note-taking, coffee, emotional housekeeping, or low-visibility helping tasks that do not build power.
- Put more than one woman on important teams (avoid isolation, they’ll be stronger together).
- Reward collaboration, relationship-building, and emotional intelligence as leadership strengths
- Ask women who leave why they really left, and use that information to change culture, flexibility, and advancement practices instead of assuming attrition is just a personal choice.

## SHARE TIME OR TOOLS



- Share a failure that you experienced (presentation, promotions, mistakes). By making failure visible, you help her understand that nobody is perfect.
- Share your personal files, successful reports, or negotiation email templates. Providing these foundational tools helps her focus on strategy and execution.
- Offer to role-play difficult conversations, such as salary negotiations or boundary-setting with a toxic boss, before they happen in real time.
- Invite her to events about cybersecurity