

A photograph of two women in an office setting. The woman on the left, with brown hair in a ponytail and wearing a black top, is looking intently at a computer monitor. The woman on the right, with long dark hair and wearing a white patterned sweater, is smiling and looking towards the same monitor. A large purple rectangular overlay covers the left side of the image, containing the text 'Women Leadership @Microsoft' in white. The Microsoft logo is in the bottom right corner.

Women Leadership @Microsoft



Women have spending power

- Represent **40%** of the world's labor force
- Control **\$20 trillion** in annual consumer spending
- Make nearly **85%** of all consumer electronic purchases
- Purchase **\$55 billion** in consumer technology products



Women have business impact

- Companies with the highest representation of women in senior management had a **35 percent higher return on equity** and a **34 percent higher return to shareholders**.
- In a study of more than 100 teams at 21 companies, teams with equal numbers of women and men were **more likely to experiment, be creative, share knowledge, and fulfill tasks**.

Source: [NC WIT - The Facts](#) - global survey



Tech needs more women

If current trends continue, by 2018 the information technology industry will only be able **to fill half** of the available jobs.

- In 2012, women made up **only 25 percent of the IT workforce**. Women's representation also varies by race/ethnicity.

Source: US Government Report



Microsoft's Diversity & Inclusion Strategy

Microsoft Strategic Vision	Create a family of devices and services for individuals and businesses that empower people around the globe at home, at work and on the go, for the activities they value most.		
GD&I Strategy	Create the environment that helps Microsoft capitalize on the diversity of its people and inclusion of ideas and solutions to meet the needs of its increasingly global and diverse customer base		
Key Strategic Elements	<p>Increase diverse pipeline across the enterprise; prioritize target areas based on data analysis</p> <p>Representation</p>	<p>Support cultivation of an inclusive workplace that surfaces the best ideas and solutions for the company and customer</p> <p>Inclusion</p>	<p>Develop the capabilities to drive revenue through penetration of high value diverse markets</p> <p>Market Innovation</p>
			

Creating a
focus through...

Representation

Reaching out externally to encourage great female talent to join us or consider a career in technology

Inclusion

Inclusion day to day but also dedicated groups to bring females together and celebrate the value diversity bring to the company

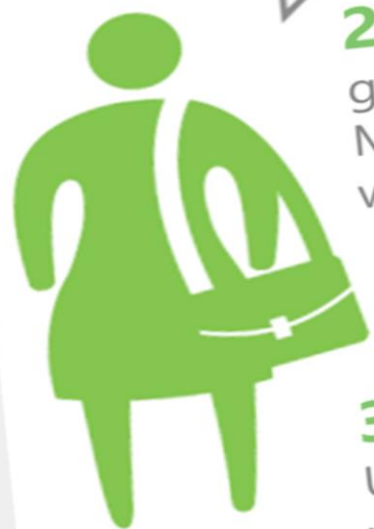
Market Innovation

Investing in new approaches and ideas to help our female population be successful in their roles and achieve their career ambitions



Diversity Representation at Microsoft WW

APPROXIMATELY
23,800 women are in the
Microsoft workforce



24% Women
globally in the
Microsoft
workforce

38% Minorities in the
United States Microsoft
workforce



What Does It Take To Drive Results?

What We Do

Drive Leadership Commitment & Focus

“What’s Measured Get’s Done” - DDSR

Drive The Business Case For D&I

Mentoring & Sponsorship

Equip Staffing & Hiring Managers With Tools To Drive Hiring Diverse Talent

L&D Offerings To Create An Inclusive Environment

Our Results

2,300 senior leaders have the D&I Commitment

16,908 employees trained on diversity and inclusion globally, including more than **2,400** managers

23,500 DigiGirlz since 2000 (**16** countries)

Increased representation of female talent across Microsoft International

External Recognition

Ranked #44 on DiversityInc for 2013

- #4 – best company for Asians
- #9 – best company for people with disabilities

#1 in 13 countries - Best Place to work award



Market Innovation – Code for Her

Started 2011 as a Women in IT India initiative to utilize the new platform of the Windows Phone to develop innovative content/applications exclusively for Women.

- Received over 50 applications. The winner, The Immunization Tracker, ultimately made it into the marketplace.
- 25 applications have been developed since the beginning.

Season Two

- Theme: "Family"
- All six businesses across India engaged
- Over 200 applications submitted

Season Three

- Theme: "Re-imagine the World"
- Over 360 applications submitted



Gender Diversity @Microsoft Italy



780 FTE, 30%
female, 43%
working mothers



50% of senior LT
positions held by
females



La Nuvola Rosa

External
activities:
Nuvola Rosa,
Empowerment
@I femminile
Smart Working
Day



8 communities to
foster inclusion
and
collaboration:
Donne on the Rise



DI strategy
impacting on
internal KPI's and
ext rankings: Italy
1st place in the
GPTW 2013

Research tells us about the challenges

Top Three Barriers To Career Progression For Women - Women Matter 2011 McKinsey Report

"Double-burden" syndrome (women balancing work and personal responsibilities)

"Anytime, anywhere" performance model (work model requiring unfailing availability and geographical mobility at all times)

Tendency of many women not to promote themselves

Mercer research: Gender Diversity Benchmark for Asia 2011 – top three challenges for women

Work life balance

Developing and expanding professional network

Increasing visibility

Flexibility and female leadership

“A more flexible workplace fosters women’s presence and leadership”*

The growth of flexible tools and policies helps to create the conditions to improve diversity and possibilities for female talent towards: attaining leadership positions, contributing positively to organizations’ performances and economic KPI’s.



Flexible
Workplace



Meritocracy



Work for
Objectives



Technology

*McKinsey – Valore D Research The value of Flexibility

Technology enables flexibility

The way we **think and do** our work has changed and Microsoft technology can show women a new World of Work



... and Women will be the ones to lead and develop the Next generation of Microsoft technology

The Continued Case for Diversity



Diversity drives
innovation,
which drives
growth

The collaborative energy that is created when talented people from different backgrounds come together to focus on innovation has helped fuel Microsoft's success for more than 30 years. As we bring our innovations into more and more markets around the world, and as we strive to bridge the digital divide so that people at all levels of society can benefit from the opportunities of the global knowledge economy, we recognize that it's more important than ever to honor diversity, both inside Microsoft and in the communities where we live and work.

— *Bill Gates, Founder and Technology Advisor*



Thank you!

Grazie!