



**WOMEN  
CHOOSE  
▶▶ TECH**

we're on a mission to include  
**WOMEN  
IN TECH**

For more information visit: [FIT.ie](http://FIT.ie)  
or email [womenchoosetech@fit.ie](mailto:womenchoosetech@fit.ie)



*With the support of*

**J.P.Morgan**

**We need your help to build more diverse and balanced tech teams. Join us on our mission to include more women in tech roles through our tech apprenticeship pathways. Tech is evolving. Help us speed up this evolution so that you can position your organisation as a leader in gender diversity while also benefitting from the following:**

- ✓ increase creativity and innovation
- ✓ improve your customer's experience
- ✓ attract and retain the right staff
- ✓ increase financial performance

## **Help your organisation:**

There is a wealth of research which demonstrates that greater gender diversity makes organisations more adaptable, more productive and more responsive to what their customers are telling them.



### **Increase creativity and innovation**

Diversity matters in the tech industry as companies with diverse teams will have varied thought processes offering new approaches to problems. By having a healthy mix of women, men, transgender, and non binary people on your team, everyone can benefit from multiple perspectives, enhanced collaboration, and an increase in the overall level of creativity and innovation of your team.



### **Improve your customer's experience**

It is most likely your customers are diverse therefore your employee base should reflect this. Having a diverse and gender inclusive tech team is crucial in helping any business understand their customers needs and the best ways to communicate with them.



### **Attract and retain the right staff**

Everyone benefits in an environment that is more inclusive. With higher morale and ample opportunities for all, staff will want to join and stick around for longer.



### **Increase financial performance**

More and more evidence is emerging linking gender diversity to increased profits. These findings are significant for all tech companies, start ups and industries where innovation is key to growth.

## How to get involved:



### Hire a female tech apprentice

Contact us today [info@fit.ie](mailto:info@fit.ie) and speak to a tech apprenticeship lead

- Widen access to highly motivated tech enthusiasts with bespoke skills
- Grow tech-savvy teams efficiently
- Bring fresh thinking and energy to new technologies and product development
- Add more resources to your team so experienced staff can do what they do best
- Avail of the gender-based bursary per apprentice (€2,666) for employers who hire a female tech apprentice on our ICT Associate Network Engineer or Cybersecurity programme.

### Recruit one of our newly qualified female tech apprentices

Newly qualified female apprentices are coming on stream all the time. Contact us today [info@fit.ie](mailto:info@fit.ie) if your organisation is interested in considering a candidate in your selection process.



Your customers are diverse, so shouldn't your team be too?



## What is Women Choose Tech about?

We all know that women are under-represented in the technology sector directly or in ICT roles in other industries. Increasing participation of women in technology roles will guarantee an adequate pool of talent, whilst fostering innovation and greater connection with female consumers and the best ways to communicate with them.

'Women choose tech' was set up by FIT in 2021 to attain 33% female participation in tech apprenticeships by 2022, and to complement and enhance many employers current suite of diverse initiatives already in place.

### About FIT

Founded in 1999, FIT has long striven to play its part in attaining gender balance in the tech sector in tandem with greater diversity and inclusion.

FIT is the National Coordinator of ICT Tech Apprenticeships at NFQ Level 6 and is delivering three apprenticeships programmes in Network Engineering, Software Development and Cybersecurity with a fourth in Cloud Computing currently in development.

### Women Choose Tech involves:

- Building on new and existing partnerships with tech and other employers to support engagement and recruitment of female tech apprentices.
- Providing inspiration to young female students in schools to get involved in technology and give their educators the tools to motivate and inform.
- Implementing additional supports for female tech applicants considering a tech apprenticeship pathway.
- Increasing awareness of opportunities available to female applicants through marketing & media channels.

## Other ways you can get involved:



200+ words

### Tell us your story

Every woman has a different career journey and we want to hear yours. Help inspire other women by sharing your story about your route to a tech career.

Download a guide with pointers on our website.



2 min video

### Create a video resource

We want to hear about your positive experience in tech in order to help other women make that step. Share your story to let other females know the opportunities and benefits available with a tech career.

Download a guide with pointers on our website.



5 mins

### Help us spread the word

Download and share our graphic on your own social channels to encourage others to join our mission. Tag us @fastrackintoit & use the hashtags #womenchoosetech #fastrackintoit



5 mins

### Share this brochure

Download a soft copy of this employers brochure from our website and share with colleagues or other organisations who might be interested.

**“Minimum two years’ experience required” for a job as a developer is something you see quite a lot. With an apprenticeship, I was able to get that experience without having going back to college.**

As the mother of a pre-school child, having the chance to work and earn money while studying was a real benefit. My salary was sufficient to pay the creche and meant I could continue to study and work.

**Software Developer Apprentice, Multinational professional services company**

**For me, one of the primary skills that I have developed is communication. I am part of a team that has members based in America, so it’s essential that there is really effective communication between us.**

After a task is completed and you get confirmation that it is working, it’s a great feeling, and what makes this job all the more worthwhile.

**Network Engineer Apprentice, Global insurance company**