




What Women look for in an 'Employer of Choice'

A white paper on the factors that promote gender diversity in organizations.



Embracing Inclusion to Drive Growth

📌 In an attempt to understand the factors that impact the happiness quotient of an organization's workforce, we studied over half a million online conversations using multiple AI-powered social listening tools. We found that gender diversity and inclusion were among the primary drivers for a healthy work culture.



Savneet Shergill

Sr. Director - Talent Acquisition (India)
Dell Technologies

Cultivating inclusion should be a fundamental part of an organization's DNA. Ensuring healthy representation of women in the workforce can:

- Unlock a wider talent pool
- Improve collaboration in teams
- Increase creativity and innovation

We believe that businesses that leverage the full potential of a gender-diverse workforce hold a strong advantage over those that don't. 🗨️

What do women look for in an 'employer of choice'?



By leveraging multiple social listening tools, we studied millions of conversations on blogs, forums, social media, and other digital platforms. We segregated these discussions based on key themes under the umbrella of gender diversity & inclusion in the workplace. We then leveraged AI-powered sentiment analysis to begin answering the question at hand - What do women look for in an employer of choice?

We segregated the results from the sentiment analysis into 4 categories, namely:

- Work Culture
- Career growth
- Learning & Development
- Work-life balance

By inspecting the findings in each category, we've identified the key drivers and barriers for an organization to become an 'employer of choice' for women. We've also highlighted how Dell Technologies is transforming itself to shatter industry standards and achieve this goal. 🗨️



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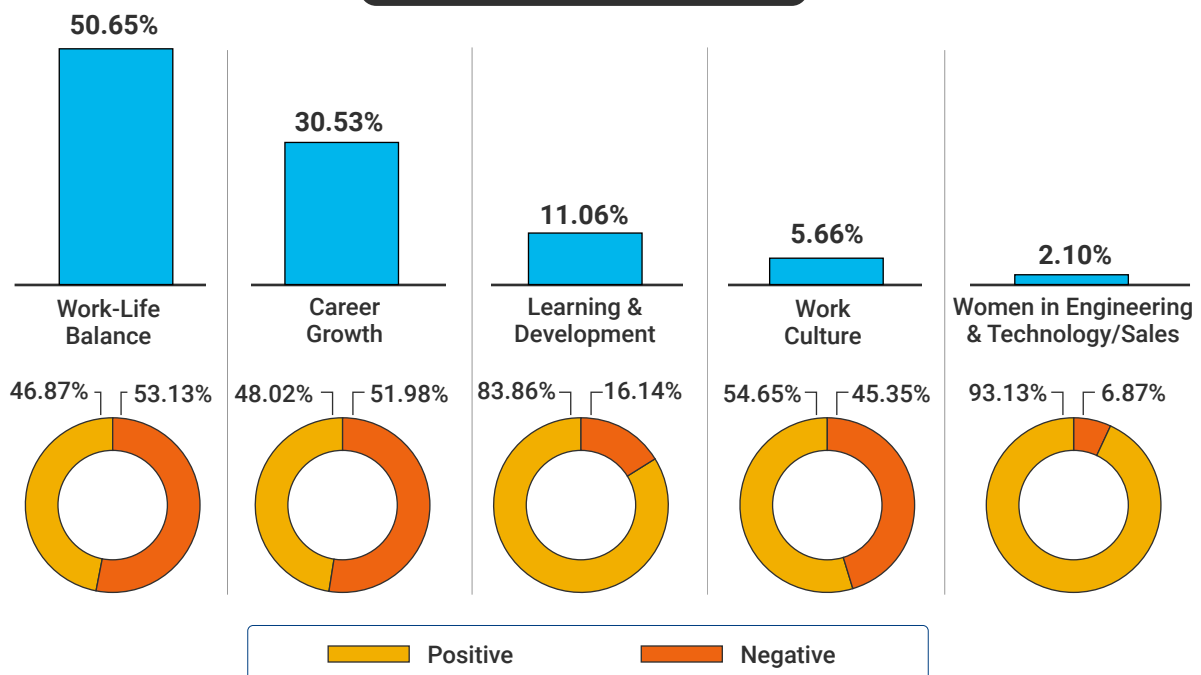
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Bird's Eye View

Industry Overview

- The study represents the findings from 570,249 conversations on online platforms relevant to gender diversity and inclusion in the workplace.
- India has been taken as the field of study and all research & analysis is limited to this geography.
- Over 80% of the conversations crawled were centred around 'work-life balance' & 'career growth' as their themes.
- Across the industry, positive sentiments were most dominant in conversations revolving around 'learning & development', 'women in sales' and 'women in technology'
- Discussions on 'work-life balance', 'work culture', and 'career growth' had an almost-even mix of positive and negative tones.

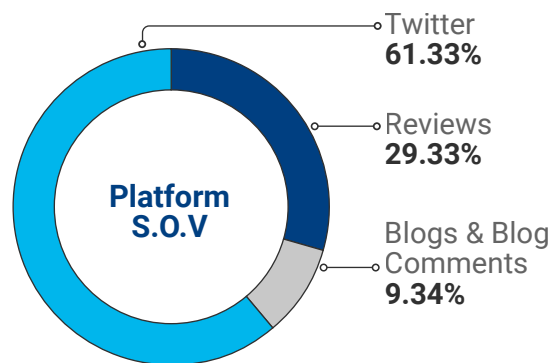
Themes by Sentiment



Work Culture

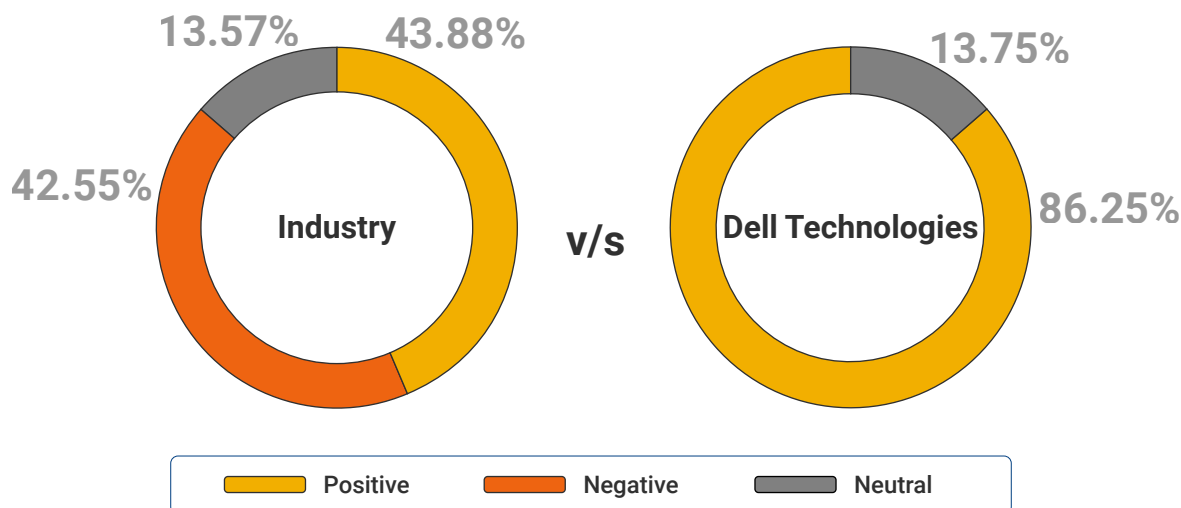
Out of 15,040 conversations talking about 'work culture':

- o 43.88% of the conversations featured positive sentiments
- o 42.56% of the conversations featured negative sentiments
- o 13.56% of conversations were neutral



We are proud to state that all conversations with the key phrases 'work culture' as well as 'Dell' or 'Dell Technologies' were a whopping 86.25% positive and 13.75% neutral. This brings us immense happiness as it helps us understand that we are making strides in the right direction. Dell Technologies will always be a people-focused organization that aims to pioneer positive initiatives towards building an inclusive work culture.

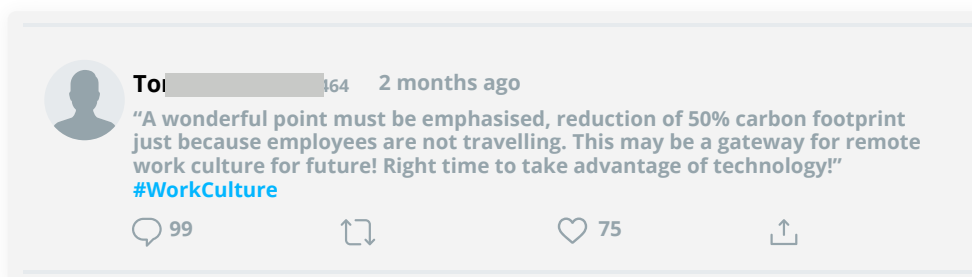
Sentiment Analysis



Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021
Powered by Cogent InCights

The voice of the people

Across the industry, positive posts largely touched upon the benefits of the Work-From-Home culture normalized by the COVID-19 pandemic. A sample post highlights how companies are leveraging technology to pivot to productive remote work ecosystems at scale.



Work Culture

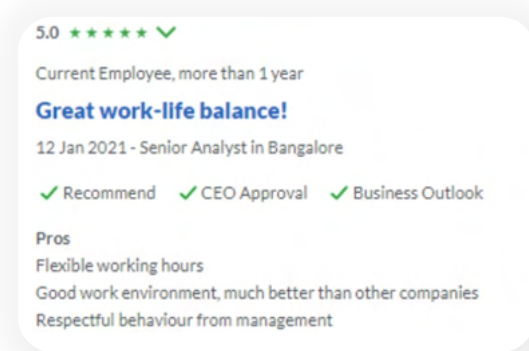
However, the shift to remote workplaces in various organizations now blurring the line between working hours and non-working hours was the primary concern raised by many.



We uncovered a total of 1,411 conversations online on the work culture at Dell Technologies. Of these, 1,217 conversations (86.25%) had positive sentiments and 194 conversations (13.75%) had neutral sentiments.

The stark difference between the Dell Technologies and the industry-standard could be a result of our 'Connected Workplace' program and our Flex Work offerings. Many of these initiatives long preceded the COVID-19 pandemic, for which we were recognized in FlexJobs 'Top 100 companies with remote work'. This also enabled us to pivot smoothly to a more collaborative digitized work culture at a larger scale after the onset of the pandemic.

It can be noted that Dell Technologies also featured in the Top 10 of Forbes' 'Top 100 Companies for remote jobs'.

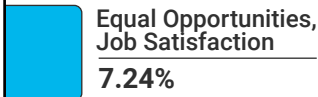
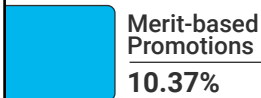


positive outlook great vibe work life balance
woman global pandemic india new work culture
benefits ability good work culture flexibility
Dell Technologies employee happiness team home
cyber safety support experience opportunity diversity
women at Dell Dell environment good management

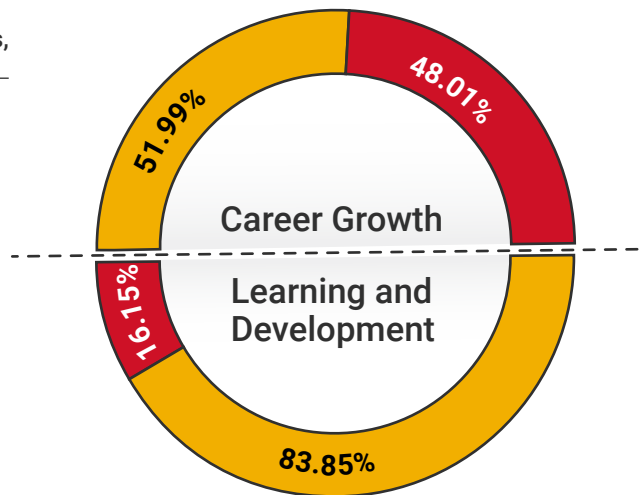
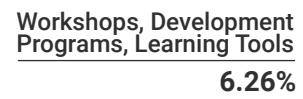


Themes of Conversations

Career Growth



Learning and Development



Sentiment Analysis (Industry)



Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021
Powered by Cogent InCights

What Makes Dell Technologies Different?

- **Many Advocating Real Change (MARC)** engages leaders in candid conversations about unconscious bias to achieve equality in the workplace.
- **Dell Women's Entrepreneur Network (DWEN)** supports and nurtures a community of female entrepreneurs by providing access to technology, networks, and capital.
- **RISE** is a highly customized, supportive, and collaborative one-year learning program for women, facilitated by experts and leaders, both from within and the industry.
- **Mentor Circle** is a peer-to-peer coaching team facilitated by tenured, knowledgeable business leaders.

With a vision to deliver a better tomorrow, Dell Technologies aims to transform the lives of **1 billion people** worldwide by the year 2030. The 3-step plan to accomplish this is:

- ① Creating technology to tackle global challenges that impact millions of people
- ② Bringing more people into the digital economy
- ③ Partnering to address society's most pressing challenges

Organizational Change Goals that Enable Women to Make an Impact at Dell Technologies

Progress Made Real (Goals for Inclusion):

By 2030, 50% of our global workforce and 40% of our global people leaders will be those who identify as woman

In FY21, 31.8% of our global workforce and 25.8% of our people leaders were individuals who voluntarily self-identified as women.

Each year through 2030, 90% of our employees will rate their job as meaningful

In FY21, 91% of our employees rated their job as meaningful

By 2030, 50% of our employees will participate in Employee Resource Groups to drive social impact

In FY21, 44% of our employees participated in ERGs

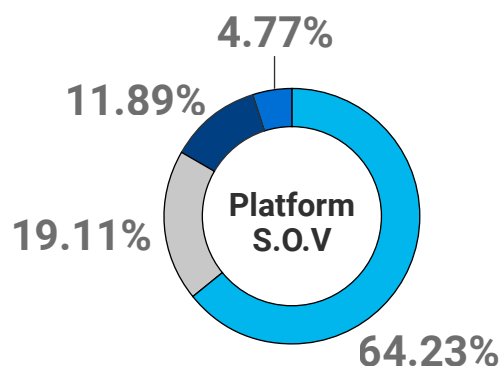
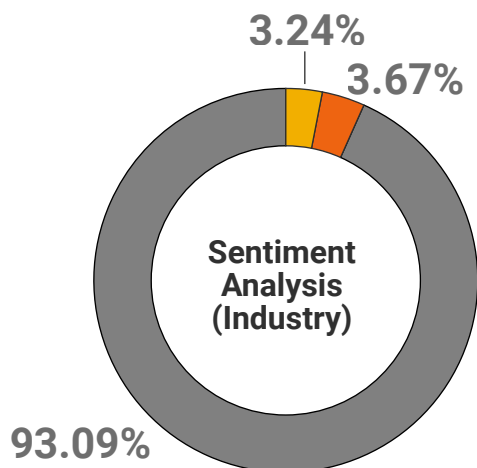
Each year through 2030, 75% of our employees will believe their leader is inspiring

In FY21, 83% of our employees believed their leader was inspiring

Each year through 2030, 50% of the people empowered by our social and education initiatives will be those who identify as girls, women, or underrepresented groups

In FY21, 56.1% of the people empowered by our social and education initiatives were those who identify as girls, women, or underrepresented groups

Work-Life Balance

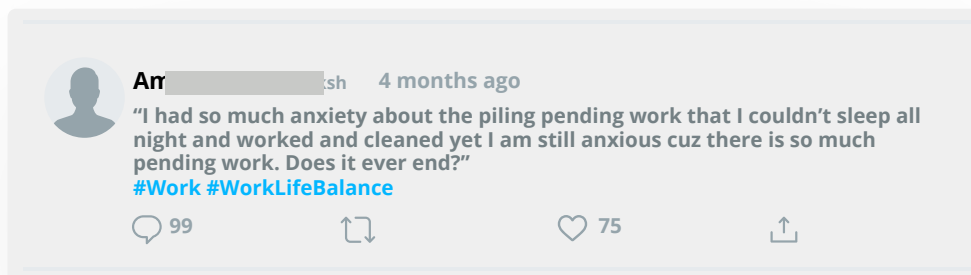


Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021 | Powered by Cogent InCights

From a total of 218,702 conversations on topics related to 'work-life balance', we found that:

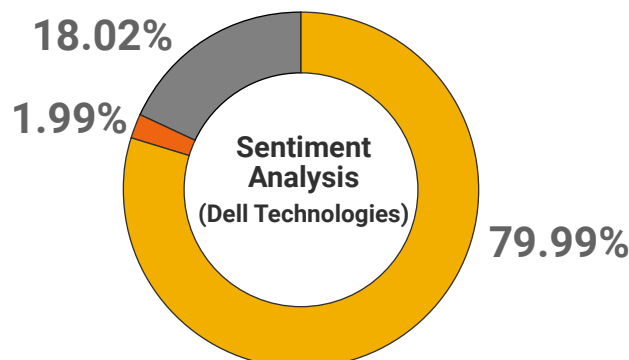
- 7,093 conversations (3.24%) were positive
- 8,035 conversations (3.67%) were negative
- 203,574 conversations (93.09%) were neutral

'Telecommuting' was a buzzing topic featuring **6x** more posts with negative sentiments than those with positive sentiments. These conversations primarily voiced complaints about stressful work environments, overload of work, anxiety associated with pending work and "pointless" meetings.

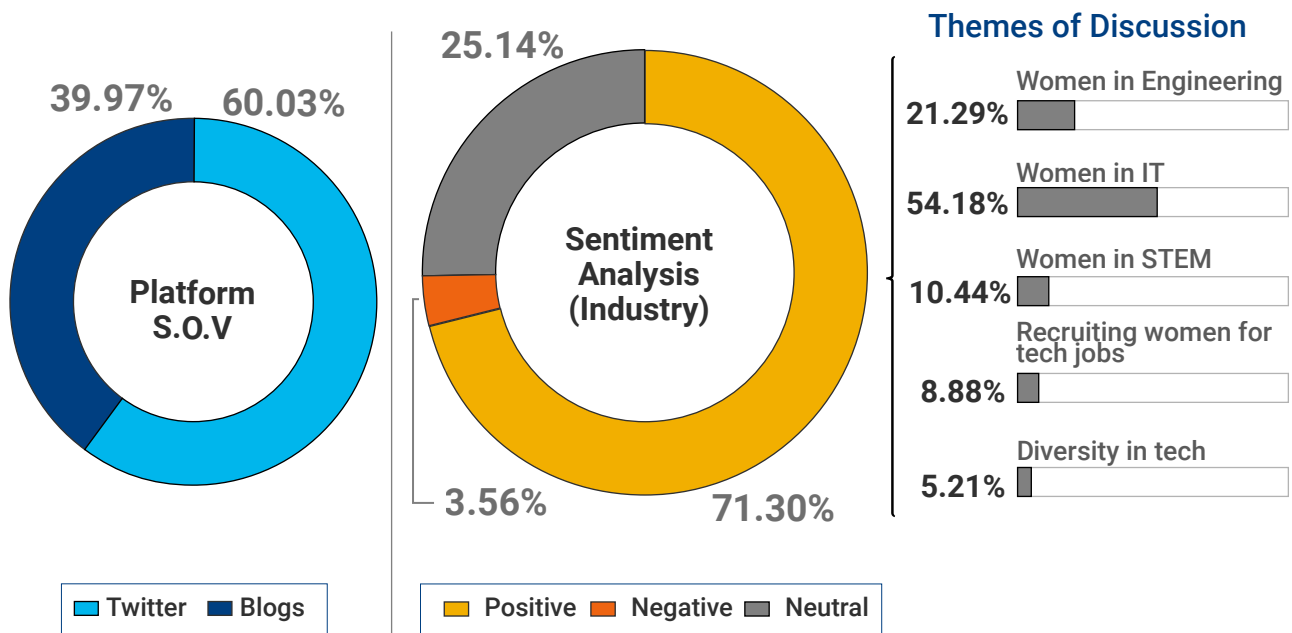


The positive posts mostly touched upon the benefits of the work-from-home culture brought on by the COVID-19 pandemic, a sample verbatim for which is provided below.

Upon isolating conversations within these themes specific to Dell Technologies, we discovered a much higher volume of positives in comparison to the overall industry. As many as **79.99%** of these discussions were very encouraging, with as few as 1.99% of the results with constructive recommendations.



Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021 | Powered by Cogent InCights



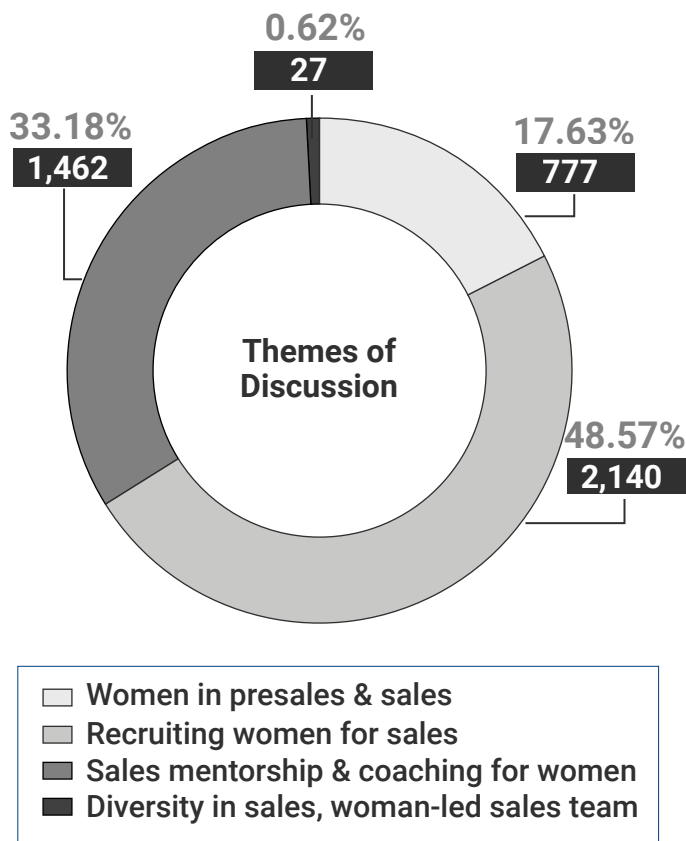
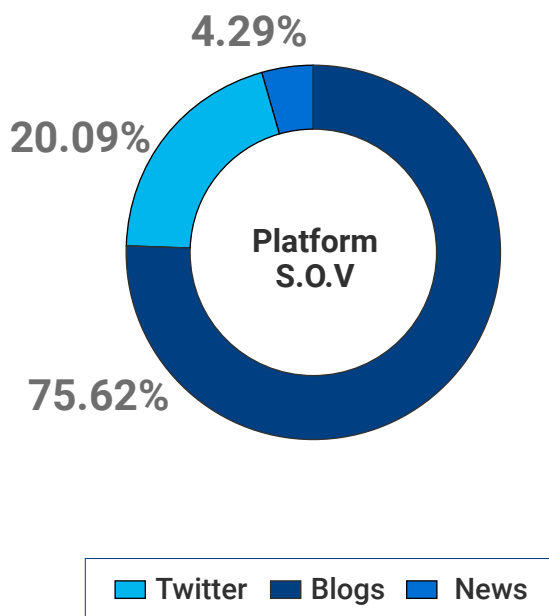
Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021 | Powered by Cogent InCights

Drivers

- Several positive conversations took place on 'International Women in Engineering Day' (23rd June). Posts resonated with celebrations, wishes, and insights on the challenges faced by women in engineering
- Posts around "women in tech summits" aimed to spread awareness around diversity and inclusiveness.
Popular hashtags: #womanintech #womeninscience #womeninstem
- Several news articles reported a surge in women looking for tech jobs. Many conversations touched upon the advantages of having more women in tech.

Barriers

- Several conversations highlighted the huge gender gap in the top-level management teams of startups.
- Many women shared their experiences with discrimination and gender bias in the workplace.
- Independent blogs touched upon the reasons why women quit tech jobs: unequal compensation, lack of role models & female colleagues, discrimination, sexual harassment, and the difficulty of balancing family life and work life.



Source: Kasparov Consulting's study - "What Women Look for in an Employer of Choice" - August 2021 | Powered by Cogent InCights

Drivers

- Many positive conversations were centered around a study conducted by Goldman Sachs, which found that Japanese firms with the highest ratios of female managers post higher sales growth and ROEs
- Some conversations praised employers for creating and maintaining a safe work environment for women in sales
- Several reviews on indeed.com praised employers for organizing dinner parties and outings for women in sales

Barriers

- Several complaints were voiced on Glassdoor pertaining to tiring work environments and low compensation.
- Some posts on Indeed and Glassdoor by women were aimed at spreading awareness on the factors that create 'toxic' work cultures for women.
- Some conversations suggested that gender bias against women usually manifests in subtle ways, rather than explicitly.

By studying over half a million conversations on gender diversity and inclusion in the workplace, we found that:

- 43.88% of all conversations (industry-wide) on 'work culture' were positive whereas **86.25% of the Dell Technologies-specific conversations around this theme were positive.**
- 48.01% of all conversations (industry-wide) on 'career growth' were negative, with the bulk of the negative sentiments centered around 'equal opportunity', 'job satisfaction', and 'promotions'.
- 83.85% of all sentiments (industry-wide) around 'learning & development' were positive. The theme 'training programs for employees' dominated 71.61% of conversations industry-wide.
- While only 3.24% of 218,702 conversations on 'work-life balance' were positive, **77.99% of the 2,725 Dell Technologies-specific conversations around this theme featured positive sentiments.**
- We uncovered a total of 4,739 conversations (industry-wide) on 'women in engineering & technology', of which 71.3% featured positive sentiments.
- 4,406 conversations (industry-wide) on 'women in sales' were found, 97.2% of which were neutral.

We were very happy to learn that positive sentiments were much higher in conversations around Dell Technologies in comparison to industry-wide conversations. Dell Technologies is transforming itself to unlock the power of diversity and create a workplace where everyone can succeed, and the encouraging results we're seeing enrich our journey towards this goal. Our transformation is driven by our goals for cultivating inclusion under the umbrella of the 'Progress Made Real' plan for 2030.

Progress Made Real

Progress Made Real shares how we will create a positive and lasting social impact on humankind and the planet through 2030 and beyond. In order to meet our 2030 goals for Diversity & Inclusion, we have identified three areas of focus in which to organize our initiatives and measure our progress.




Build & Attract

- Diversify to fulfill jobs in tech and increase innovation
- Look beyond the "traditional" talent pool
- Partner to ensure workforce preparedness



Develop & Retain

- Empower to engage
- Support employee connections
- Strengthen through employee leadership, connection and growth



Scale

- Educate for equality in the workplace
- Partner to support diversity and inclusion
- Develop breakthrough diversity-related innovations

Awards & Recognition

Our corporate culture and commitment to integrity continue to be recognized around the world. These awards reflect our global team's commitment to championing ethics, inclusion, equity, and access for all.



STEVIE® AWARDS FOR GREAT EMPLOYERS

Score: Gold

Recognized for achievement in creating and driving a great workplace for Diversity & Inclusion.

The logo for Forbes magazine, featuring the word "Forbes" in a large, bold, serif font.

AMERICA'S BEST EMPLOYERS FOR DIVERSITY 2021

Score: #88

Recognized as a company dedicated to diversity, equity and inclusion, including executive representation and proactive initiatives.



CORPORATE EQUALITY INDEX

Score: Perfect Score 100 Points

Recognized for achievement in creating and driving a great workplace for Diversity & Inclusion.



WORLD'S BEST EMPLOYERS 2021

Score: #7

Recognized as a company dedicated to talent development, gender equality, and social responsibility.



BEST TECHNOLOGY COMPANIES 2020

Score: #15

This list reflects site users' rankings of the best technology companies for professionals who identify as women.

The logo for Randstad, featuring a stylized "r" icon and the word "randstad" in a lowercase, sans-serif font.

TOP EMPLOYERS TO WORK FOR IN INDIA.

Score: #6

Recognized for being among the top employer brands in India

Leaders Speak



Kiran Hegde - Vice President, Finance

“

The solutions to current day problems are not black and white. There are many shades to it and only when you have diverse teams looking at these problems and deliberate, we see innovative and creative solutions coming in leading to excellence.

”



Srikripa Srinivasan – Vice President, Business Intelligence

“

Diversity and Inclusiveness is part of our DNA at Dell Technologies. This is deep-rooted in our foundation and always has been a part of our strategy and vision.

”



Ramesh Jampula, Vice President, IT

“

A diverse workforce supported by an inclusive culture delivers business and social value that is just as important to Dell's market leadership as our technology strategy and execution. Our 2030 moonshot goals around D&I strongly emphasize our commitment in this space.

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