

WOMEN OF THE **CHANNEL**™

Leadership Summit WEST

The State of Women in the Channel: Today's Biggest Trends

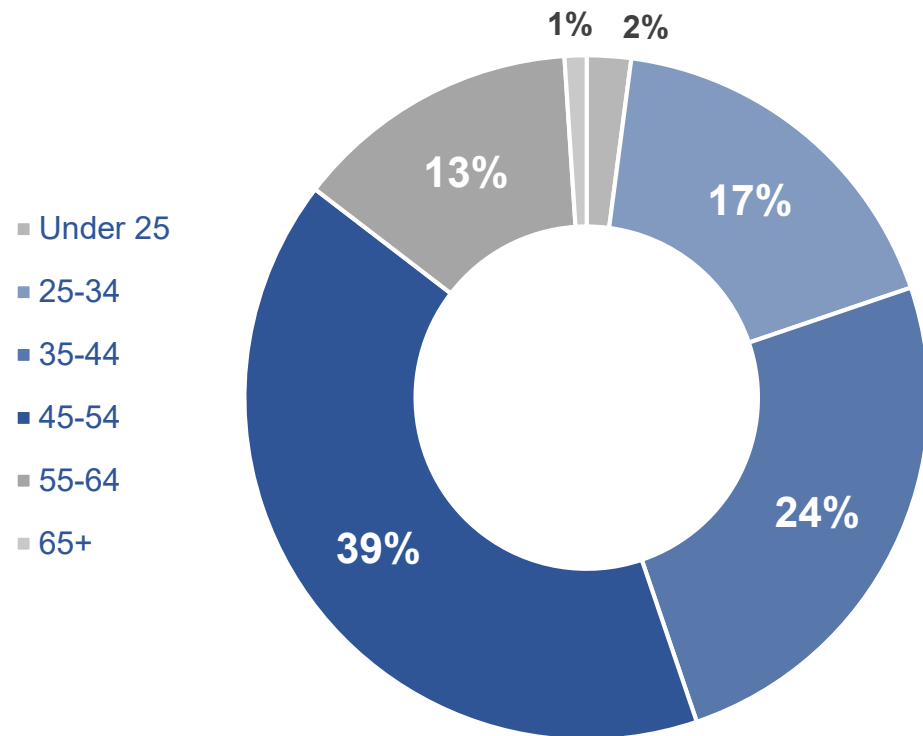
**Lisa MacKenzie, Partner & EVP
The Channel Company**

#WOTC19

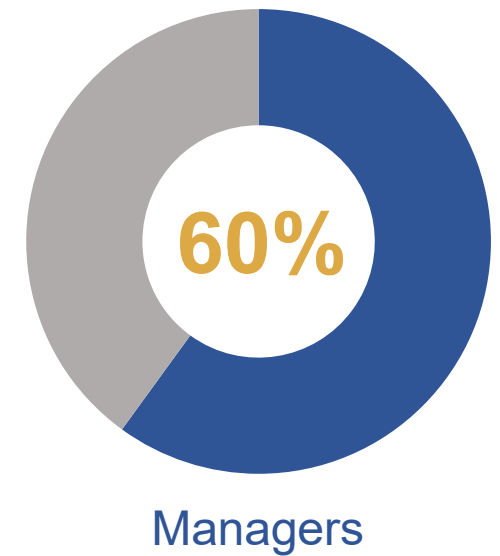
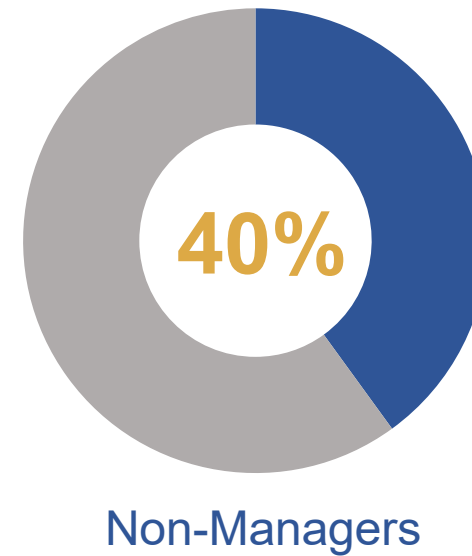
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Age



Managers vs. Non-Managers



The Five Key Trends Shaping Women in Tech Channels

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1

The Gender Gap

2

Soft Skills
Necessary for
Success

3

We Are Holding
Ourselves Back

4

Expectation Gap
Between Managers
& Next-Gen Workers

5

Mentoring &
Sponsorship Matter
More Than Ever

The Big Picture Facts

57% of Bachelors degrees earned by Women in 2018

47% of the labor force is Women

14% drop in F500 female CEOs since 2017

14% of the Wealthiest individuals are Women

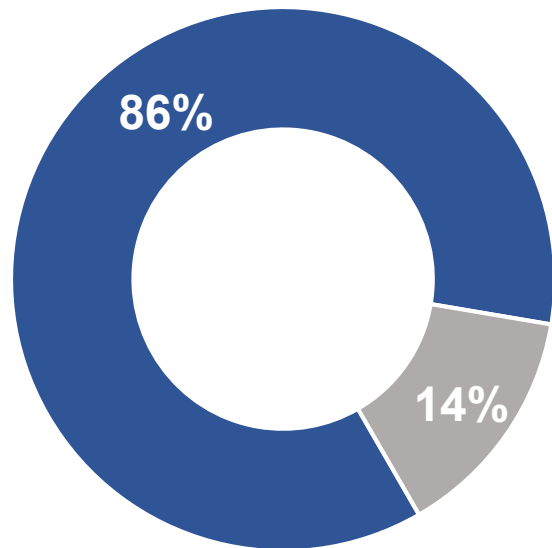
19% Increase in Equity

45% or higher women on sales team drive higher revenue and profit

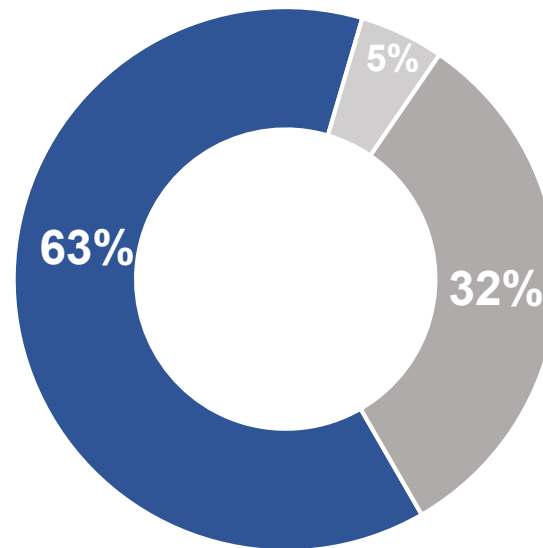
Gender Equality leads to fair wealth distribution

The Gender Gap – Where Do We Stand Today?

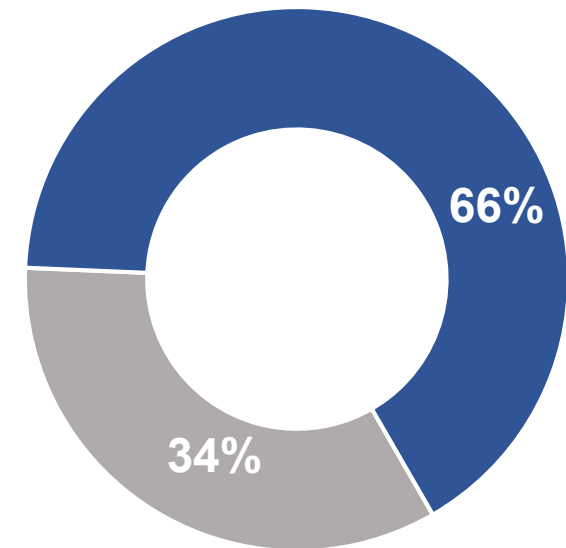
86% Believe There is a Gender Gap



63% Believe There is Non-Equal Pay in IT



66% Don't Believe They Were Passed Over Due to Gender



Most Critical Factors for Managerial Success

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Articulate Vision/Goals/POV 69%

Navigate Internal Politics 62%

Financial Business Acumen 42%

Ability to Manage Teams 40%

Track Record 36%

Coaching/Mentoring 36%

Well Liked & Respected 34%

Possess Right Job Skills 34%

Generate External Visibility 29%

89%

Attribute Their
Success to Having
a Mentor or Sponsor

Greatest Challenge as a Manager



9%

**Technology
Tools Support**



13%

**Time
Management**



16%

**Skills Gap in
Current Staff**



19%

**Talent
Recruitment**



27%

**Not Enough
Staff/
Overworked**

What Is Holding Managers Back From Breakthrough Job Performance?

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34%
Work-Life Balance



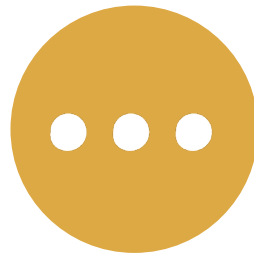
24%
Imposter Syndrome



23%
Lack of Senior
Management Support



22%
Lack of Alignment
with Senior
Leadership/
Company Direction



21%
Other – Unreliable
Co-Workers, Time,
Technology ...



14%
Lack of Confidence

Career Goals – Managers vs. Non-Managers

Managers

27%

Move Up Within the Department

19%

Career Path to Reach C-level Position

12%

Move for More Money or Better Position

12%

Join a Board of Directors

11%

Stay in Current Position; Meets My Needs

9%

Move to New Department to Gain New Experience

Non-Managers

40%

My Company/Manager Continue to Give Me New Growth Opportunities

24%

Move Into Management

15%

Move to New Department/Add New Skill

9%

Other

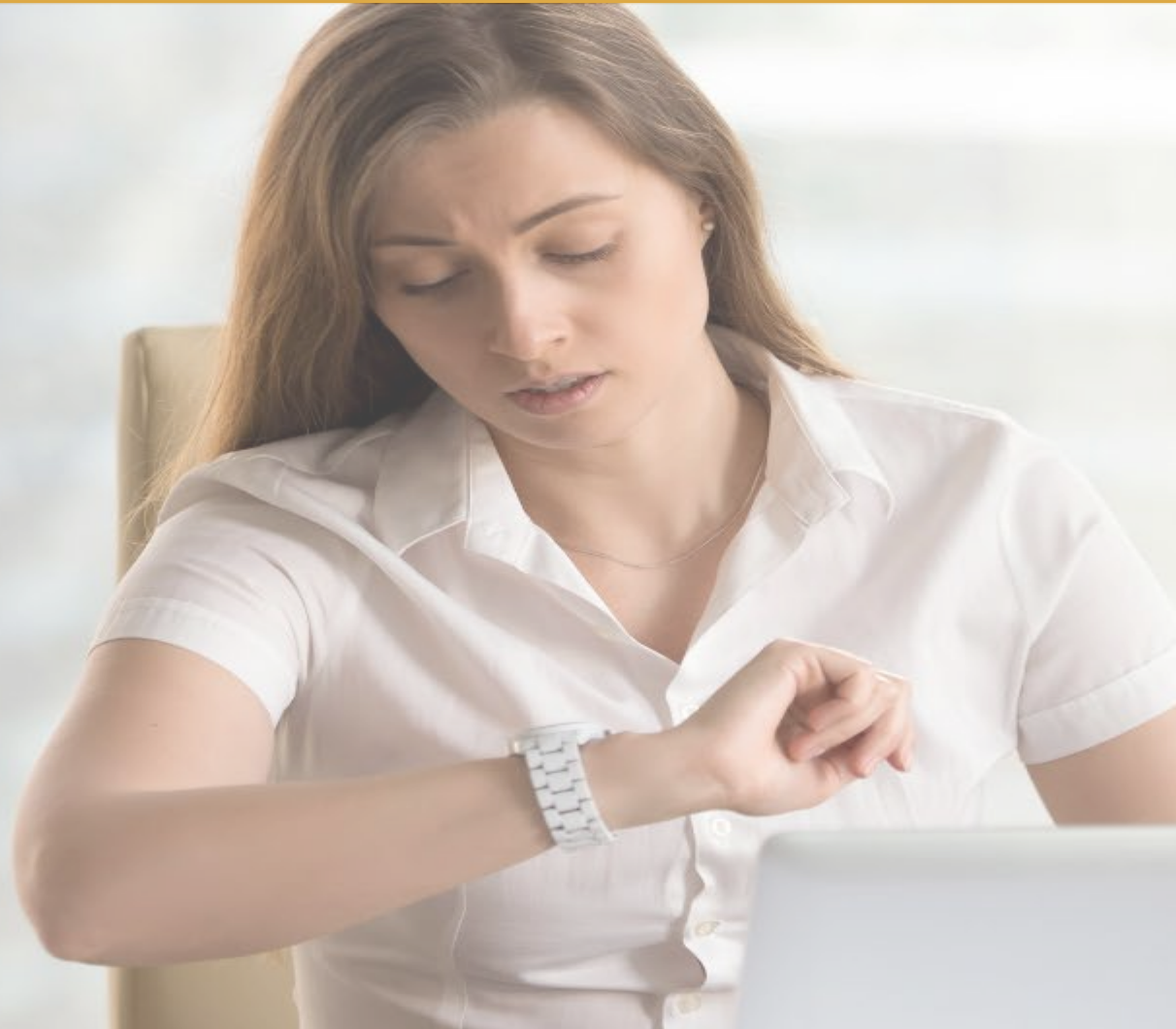
9%

Moving for More Opportunity/Learn Something New

1%

Happy With My Current Job, Don't Really Want to Grow

Career Growth Obstacles for Non-Managers



53%
Fear Losing
Work/Life
Balance

- 44%** - Unsure What I Want to Do
- 28%** - No Growth Opportunity
- 25%** - Other
- 18%** - Lack of Skills/Education
- 13%** - Don't Want to be a Manager

Performance Inhibitors for Non-Managers

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63%

Listed Other
Obstacles or
Nothing

- 22%** - Lack of Confidence
- 21%** - Work/Life Balance
- 18%** - Insufficient Training
- 16%** - Poor Management
- 7%** - Gender Bias

Necessary Skills to Move Up the Ladder

75%

Communication

58%

Negotiation

54%

Emerging
Technologies

49%

Financial
(P&L)

24%

Channel
Programs

Rating Our Negotiating Skills...

48%

With Senior Management
to Advance Team/Staff

55%

With Vendors for Better Terms

45%

With Senior Managers
for Needed Resources

38%

With Partners to Increase
Sales/Market Share
For a
Raise/Promotion

21%

For Investments
in My Business

Challenges Faced When Hiring Next-Gen Talent

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59%
Career Growth
Expectations

- ❖ Compensation
- ❖ Communication
- ❖ Work Ethic
- ❖ Work From Home
- ❖ Company Culture
- ❖ Flexible Hours/Time
- ❖ Work/Life Balance
- ❖ Benefits



Under 35

1. Work/Life Balance
2. Compensation
3. Company Culture
Communication Style
Not Digitally Advanced

Over 35

1. Other – Constant
Change, Covert
Competition, Finding My
Next Role...
2. Expectations on Career
Growth
3. Work/Life Balance
4. Compensation
5. Communication Style

Pursuing the C-Level

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ONLY
43%

Want to Pursue
C-Level Positions

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Pursuing the C-Level: Biggest Barriers

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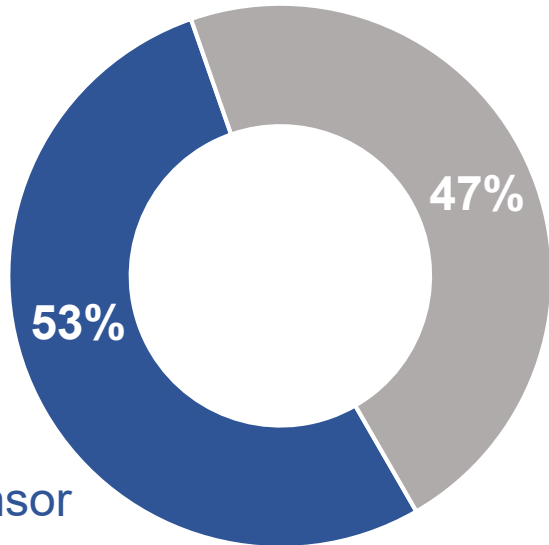


76%

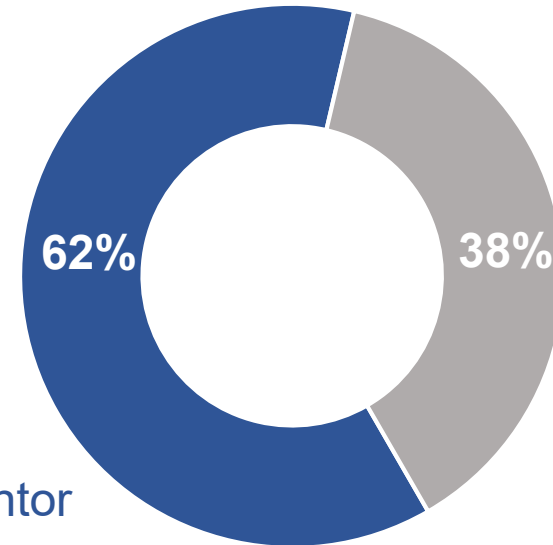
Believe Effort Was
Worth It

Sponsors vs. Mentors

99% Said **SPONSOR** Had Positive Impact on Career



96% Said **MENTOR** Had Positive Impact on Career



What Makes a Great Leader



82%

Supportive



69%

Advocate With
Employees/Mgrs



66%

Hands On/Off
When Necessary



55%

Provides Growth
Opportunities



51%

Great Teacher



51%

Inspirational Leader

Your Favorite Boss ...

60%



40%



#1

More Visibility Into Role Models for Young Girls Including Mentorships

- 2** More Programs Within Schools to Make STEM a More Attractive Field for Girls to Pursue
- 3** Better Incentives Targeted at College-Bound High School Students
- 4** Government-Mandated STEM Education Options in K-12
- 5** Tech Career Day
- 6** Different Education Methods for Girls vs. Boys in K-12