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When The Going Gets Tough...



You all know the rest of that phrase! When I was a kid, my Dad used to make me crazy saying it to motivate me forward. It worked, but probably not the way he intended; I worked harder to change the dynamic of my inertia, but the real motivation was to make him stop saying it. I feel like now is a perfect time to dust off that phrase regarding what is happening in the workforce.

As a woman who has spent her whole career in the technology field, I've paid careful attention to the development and hiring of women who choose this path. It's still surprising to me that there are so few, less than 30% according to stats many of us recently published on International Woman's Day. It's even more shocking that only 10% of them are in leadership roles. When you consider this in light of a shrinking workforce, it's increasingly concerning.

The attached article has some interesting ideas about how to address both issues, I'd be interested to know your thoughts -

[How to Overcome the Shortage of Tech Talent in the US](https://estgi.net/)

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Best,
BJ

