#WEC2023

Women & Equity
Conference 2023

KEYNOTE

What women want to know before applying

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Careers International

8 June 2023 • BRUSSELS, BE

By careersinternational

Career International report & its insights

232 WOMEN
SURVEYED, INCLUDING
IN-DEPTH QUALITATIVE
INTERVIEWS DURING OUR
TOP WOMEN TECH SUMMITS

RESULTS WERE CROSS-CHECKED
WITH DATA FROM OUR 134
TALENT JOBINARS
(7,300+ questions)

Top Women Tech Summits

International employers meet with women with a background in STEM – 0 to 10 years of experience – based in Europe – invited after careful pre-selection.

Talent jobinar

Talent jobinar combines smart targeted sourcing and a tailor-made online Q&A session.

Exclusive

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INSIGHT REPORT

What talents want to know #women

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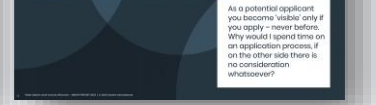
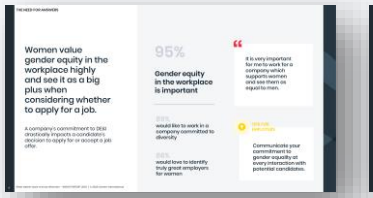
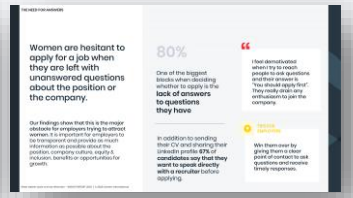
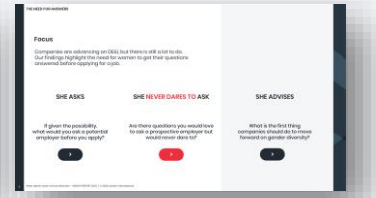
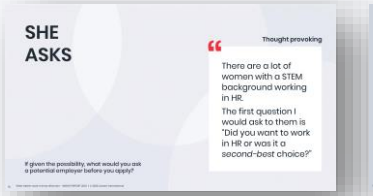
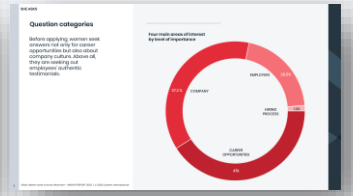
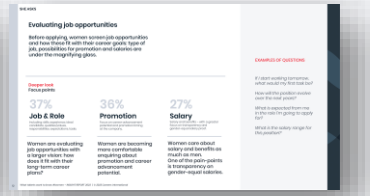



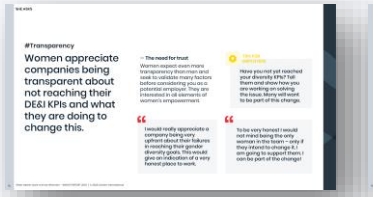


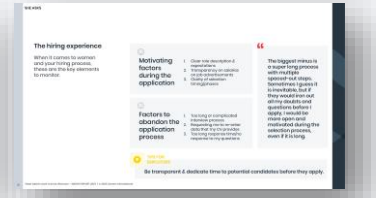


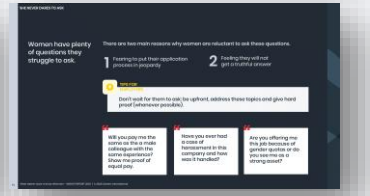


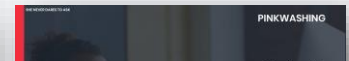












THE NEED FOR ANSWERS

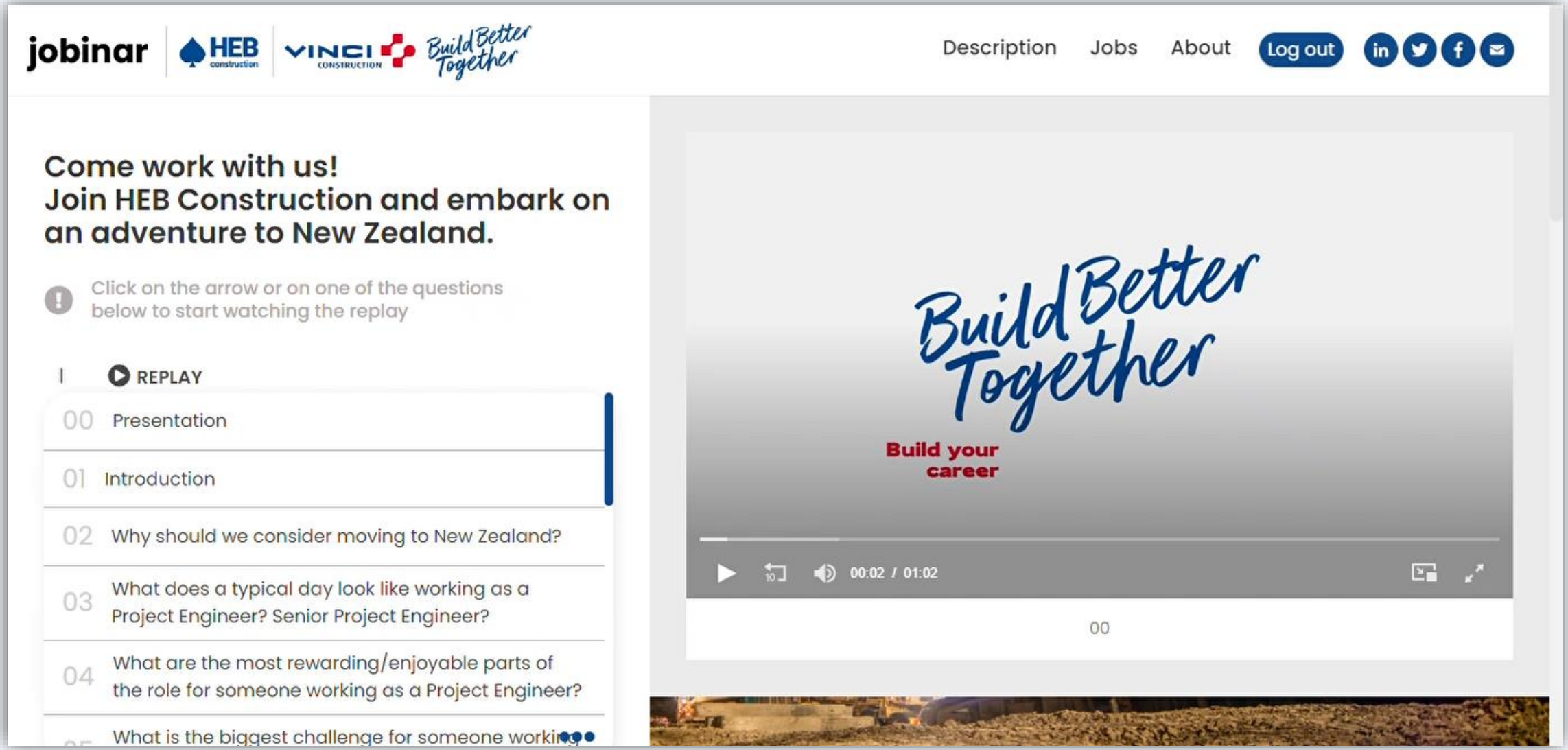
What is the **biggest disincentive** when deciding whether to apply for a job?

80% **Lack of answers to questions I have**

> I feel demotivated when I try to reach people to ask questions and their answer is ‘You should apply first’. They really drain any enthusiasm to join the company.

Let them ask questions & find an efficient way to answer them

THE NEED FOR ANSWERS



AUTHENTICITY

> Having an exchange with my potential future manager is a maxi factor for me!

> Nothing beats a real experience! I'd love to speak with a current woman employee to check what working at the company really means.

Leverage on your best ambassadors: your female colleagues, your line managers

TRANSPARENCY

> I would really appreciate companies being very upfront about their failures in reaching their gender diversity goals. This would give an indication of a very honest place to work.

Communicate with talents openly & honestly, also acknowledging challenges.

NEVER DARE TO ASK

> There are plenty of questions that I never dared to ask as I feel it would jeopardize my chance to be selected.

Examples

- How can I be sure that you pay women at the same level as men?
- Am I hired to fill a quota?
- How can you prove that you are truly inclusive?
- How much bias should I expect as a woman?

Be proactive: don't wait for them to ask

MOTIVATING WOMEN TO APPLY

Our four actionable insights

1. Give answers
2. Be authentic
3. Be transparent
4. Be proactive

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Thank you
Questions?

Stéphane Wajskop
Managing Director
Careers International

Thought provoking

I feel women like me are doing everything they can to believe more in themselves and become more audacious. We are the best allies to companies to score a goal and win the gender diversity match. And in case you're wondering: yes, I am a woman and I love football.