

# Retaining Female Techs

In a report released by **The Automotive Industries Association (AIA) of Canada**, they state four key findings that pertain to women in the automotive industry. Here are some key points to keep in mind when working to retain female techs:

1. Make sure they feel accepted and equal to their male counterparts
2. Conduct sexual harassment awareness training – there are many online videos available
3. Ensure that they feel they are an integral and important part of the team
4. Ensure they are aware of opportunities to advance their career and encouraged to pursue them

## **Women's perception of their acceptance within the industry.**

Although some had over 20 years of experience in the industry, focus group participants acknowledged the significant challenges associated with being “one of few” within a workplace and having to “work twice as hard as their men counterparts”.

## **Industry support for women's advancement.**

Compared to their male colleagues, women experienced more barriers to advancement than men. They attributed these barriers to a constant need to conform to their male colleagues' style, adapt to the workplace culture, and earn respect within the industry in order to be considered for promotion.

## **Public perception of industry opportunities for women.**

The majority of participants advised that although they had an interest in the trades they had never contemplated the industry as a possibility because it was perceived as “male-dominated”.

## **The impact of workplace culture.**

In discussions surrounding workplace culture and its impact on their experiences, women identified instances of gender stereotyping and harassment as typical.