



Career Pathing Justification Toolkit

Show why you should become a Path Finder!

Thinking of signing up for [Career Pathing](#)? If you need to convince your leadership team to cover the cost of this professional development service, keep reading.

Looking for a compelling pitch for your supervisor or manager so you can expense Career Pathing as professional development. Here are some general tips to consider that will help justify your expense:

What's in it for your employer?

When proposing, focus on specific benefits/value that you will bring back to your organization as a return on investment. What are your organization's greatest challenges at the moment? Is there something you could learn in Career Pathing that might help you and them overcome current challenges? Think creatively - that's what innovation is all about.

Offer to give back

Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office. The network that you will be building offers practical and actionable advice that all employees can learn from - this is stuff you can't read about. Highlight this as an opportunity for the whole company to grow. Your membership can be useful and productive for the whole team.

Show them the plan

Give your supervisor enough notice to consider the decision (they might have to gain approval from their own manager too). Be proactive and demonstrate how the service provided by Chic Geek helps you to accomplish your goals at work. Simply acknowledging responsibility for this can go a long way to convincing a supervisor.

Inspire

Our Career Guides are set to share their stories and lessons learned along the way. Connections through Career Pathing are specifically designed to be candid and an opportunity to ask questions. Is there a challenge at work you are dealing with? This is a fantastic opportunity to gain some insight.

Learn

Those participating in Career Pathing will walk away with new tools and insights in growing as a professional. Companies can benefit from your new insightful advice, practical solutions or creative approaches.

Network

Connecting and expanding your network is a huge benefit for your employer. Joining is a great way to introduce their brand to a new audience. Maybe there is talk of a new hire, or project in the works, who knows who you will meet – they could become an asset to your company – that's part of the fun.

Share

Career Pathing is all about celebrating and supporting women who are advancing technology and entrepreneurship. Bringing together members from diverse backgrounds, passions, and pursuits creates an ideal environment for sharing and confronting our fears. Together, we will empower and inspire our community through mentorship- something all organizations recognize the importance of.

Sample email to your employer

If your leader or organization prefers a written request for your professional development, we have taken the liberty of creating a letter template on the next page that you just need to fill in! Remember, this template is a simple starting point – customize it, add to it, switch things around as you see fit. You know best what approach to take with your organization. See the next page.

Dear,

I'm interested in participating in a professional development opportunity from [Chic Geek](#), a non-profit committed to building gender diversity in technology. Chic Geek has a program called [Career Pathing](#) and it's a mentorship and networking service to support women leaders in technology.

CAREER PATHING IN A NUTSHELL

- Every month, the Path Finder (mentee), receives 2x 30-minute micro-mentoring sessions
- Over 12 months, they will meet 24 different women or allies on the same technology career path
- Through these conversations, they'll gain career visibility, combat feelings of isolation, and understand how to overcome challenges in their career

This program will grow the number of women who self-identify as role-models in technology. When we have more role-models, it creates a positive ripple effect that inspires other women to continue growing their careers in technology too.

I'll be amongst other engaged professionals supporting and celebrating women in technology with the focus on mentorship in Canada's Technology landscape. I know that embracing diversity and innovation is a goal for our organization and something I personally really value about our team. I also am eager to learn from the mentoring sessions and sharing the new approaches and ideas that can help our whole team. I truly believe this program offers networking opportunities that could really benefit our organization and also strengthen existing relationships we already have in our community.

I am most looking forward to the following opportunities to strengthen my professional development:

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The following are key themes that I hope to gain insight on, which I believe can help our organization:

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The opportunity for me to enhance my knowledge by being mentored by other women in technology while representing our company culture benefits both my personal and professional growth as well as our whole company. Additionally, establishing connections with other experts and thought leaders makes my participation in Career Pathing a wise investment. I will work to make sure we get the full value of this service. I would be happy to provide a report and present to the team my key takeaways with your approval.

Thank you for considering supporting my participation with this important professional service.

The Impact | Expanding the Pie of Women Mentors in Tech

Currently, there's not enough women in technology and the women we do have are leaving.

We're here to change that.

- Women are underrepresented in technology, holding less than 25% of computing roles - something that hasn't changed in the past ten years.¹
- It's **estimated that 1 million women are leaving technology roles** and if we could reduce attrition by just one-quarter, it would keep 220,000 women in science, engineering and technology roles.¹
- Attrition spikes among women ages 35-40 as **52% of mid-career technical women leave their companies**. This is called the Fight-or-Flight Moment and research shows that women are twice as likely to leave as their male counterparts.²
- **Why are women leaving? Isolation.** When a woman is the only woman on a team or at a site, it makes it difficult to find support or sponsorship.³ This is why peer cohorts are critical to helping women build thriving careers in technology.
- A study by LeanIn.Org and McKinsey & Company found that for engineers, **40% of women in senior and technical roles are "only's,"** which are defined as the only woman on their team or in the room. When women are "only's" they are 1.5x more likely to consider leaving a profession because biases are more pronounced.⁴

We know that for women, "If she can see it, she can be it." The importance of women role-models and leaders is paramount to our participation in the space. The Practice of Coaching Peer Circle equips women in technology with the tools to be mentors and the confidence to courageously raise their hands as role-models. This program supports more women to be role-models in technology, creating a ripple effect for positive change that will inspire and retain other women in technology.