WITMM FAQs

What is the Women in Tech Maturity Model?
The WiTMM was developed to assist tech organizations measure where they are in terms of supporting women in the tech industry and what steps they should take in order to advance their efforts. Organizations can self-assess using this survey to see where they rank on gender fairness through topics of parental policies, bias reporting, promotional opportunities, and softer metrics around cultural norms.

What does WITMM stand for?
WITMM is an abbreviation for Women in Tech Maturity Model.

What is a Maturity Model?
A Maturity Model classifies an organization into multiple levels of competency with level zero as none-at-all, and the top-most level as an industry groundbreaker, innovator, and cultural change agent.

A survey, taken by as many people within an organization as practical, reveals where that organization ranks on that spectrum. The model then provides guidance on how to advance from one level to the next. The WiTMM focuses on gender fairness along a spectrum of five levels.

The intent is not to publish how each company ranks, but to publish anonymized reports on the state of gender fairness, give organizations insight into their current situation, and offer advice on improvement. Read more about DAA's privacy policy here.

WiTMM's subject matter has focused specifically on women at this stage, and we acknowledge the need to give further attention to non-binary genders and other classes of people based on race, ethnicity, ability, etc.

How did the WITMM get started?
The 2016 DAA salary survey showed that that women in analytics were on a far more equal footing with men than in other technical specialties regarding income, although leadership opportunities and professional interactions are still not on par. The youth of digital analytics as an industry and the scarcity of talent may explain the pay equality. To access DAA's 2020 Compensation Report, click here.

The idea for creating WiTMM began with questioning the contributing factors to the advancement of women, which then prompted a proposal to study the state of women in technology.

How long will the WITMM survey take?
The Women in Tech Maturity Model Survey takes between 20 and 30 minutes to complete.

Who should take the survey?
Everyone at a technology company should take the survey regardless of their gender. For best results the survey should be completed by a diverse audience including a variety of position titles, departments and years of experience.
How should each of the WITMM levels be interpreted?

**LEVEL 1 FOUNDATIONAL**

An organization that has not yet openly recognized the gender imbalance, or that has just begun to recognize it and is launching initial steps to address it is considered Foundational. A Foundational organization can be either partially aware or fully aware and concerned about the problem. A Foundational organization may have started to establish and implement policies and are actively researching the extent to which they are compliant with government legislation, industrial regulations, and cultural norms.

A Foundational organization is aware, concerned, and initiated concrete steps to alleviate the problem. They are in the process of establishing and implementing policies and are actively researching the extent to which they are compliant with government legislation, industrial regulations, and cultural norms.

**LEVEL 2 COMPLIANT**

Compliant organizations have established global policies and methods of monitoring adherence to those policies. They are clearly committed and have proven themselves to be dedicated to progressive changes. Women-driven policies and efforts focus on maternity and mentorships. They have established business rationale for select programs and individual managers are accountable for existing programs.

**LEVEL 3 MATURING**

Maturing organizations see compliance as a business imperative rather than a regulatory requirement. Balanced teams have created strategic programs and action plans. Senior leadership recognizes and supports the need for action and establishes goals. A Maturing organization is on a path of continuous improvement having proven its competence in nailing down the basics.

**LEVEL 4 PROGRESSIVE**

The Progressive organization has integrated, internalized systems throughout, managing against a planned set of target metrics. The strategy and program are transparent. Outcomes are expected throughout all management levels. They have proven their commitment and have integrated gender equality into their policies, programs, and processes. They are proficient and adept at the practice of gender equality and have achieved an impressive level of accomplishment.

Policies are not only in place but are enforced with significant repercussions for infractions. Gender bias awareness education is common, bias is measured, and bias reduction improvements are required. Metrics about gender equality are in place globally and improvements are governed locally on consideration of local culture, but with an eye toward global goals.

**LEVEL 5 INNOVATIVE**

The Innovative organization is a global leader, helping other firms and establishments achieve more. Their trail-blazing, sophisticated policies and practice have proven to be beneficial to the business. Innovative organizations have ongoing, proactive outreach efforts to train others. They exceed targets while driving change outside of their company and impacting their industry. Established
equality and inclusion are embedded in the company strategy, as a business norm, and in the culture and behaviors.