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Empowering Women in Product at ⓟ Pinterest

Challenge

Pinterest launched their Women in Product Leadership Development program as part of continued efforts to support the professional development of women in product roles.

	Industry[1]	At Pinterest[2]
Technical roles held by women, incl. product:	**26%**	**30%**
Leadership roles held by women:	**11%**	**25%**

56% of women who enter the tech industry drop out of the workforce midway through their careers, often due to lack of career opportunities[3]

> *We wanted to offer a development experience to a specific cohort: our Women-in-Product group. The Strive program was a great fit because we wanted something group-oriented that combined skill development & coaching.*

Kristen Scully
Chief of Staff
ⓟ Pinterest

Solution

Strive and Pinterest partnered to pilot a four-month, tech-enabled learning experience centered around self-discovery, skill development, & community engagement for 15 women in product.

As a cohort, participants completed three core modules, taught in live, interactive sessions. During each class participants practiced skills in role play breakouts, practice simulations, directly applying new frameworks to their real world challenges.

Additionally, participants completed a 360 assessment that oriented them in their strengths and areas of improvement. They also engaged in two 1:1 executive coaching sessions where they discussed their 360 results and their leadership goals.

Program Timeline

September 2019
Kickoff Session
Complete 360 & request peer feedback
Complete coaching kickoff with Lisa

October 2019
Module 1:
Critical Conversations

November 2019
Module 2: Managing Up
Complete 360 discussion with Lisa

December 2019
Module 3:
Strategic Thinking & Prioritization
Closing Session

1 McKinsey, Rebooting Representation Report (2018)
2 Pinterest, 2019 Diversity Report (2020)
3 Entrepreneur, Keeping Talented Women in the Tech Workforce (2019)

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Results

Strive supported Pinterest in investing in the careers of women in product roles, allowing them to develop their leadership skills and create a supportive network of peers.

Engagement

100%
of participants completed the 360 assessment

9
median 360 feedback peer responses received

Enjoyment

100%
of participants would be "disappointed if they could no longer continue their Strive program"

4.7 / 5 avg.
"My company invests in my development"

Transformation

4.3 / 5 avg.
"Strive helped me better understand myself and/or my professional goals"

4.4 / 5 avg.
"Strive helped me develop relationships with like-minded individuals"

Testimonials

This cohort of fifteen leaders engaged in group discussion, peer feedback, & executive coaching which allowed them to practice skills relevant to their personal learning journeys while building an indispensable community of support.

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It was **super tailored to my experience.** I also loved the 360 feedback! **I learned so much about how other people viewed my strengths and weaknesses,** and how it differed from my own perspective.

Stephanie Rogers
Lead Product Manager

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Over the course of the program, I watched the participants develop their management skills, come together as a supportive community, & grow as individuals on a journey to develop as leaders and people. Groups like this make my job meaningful as I know **these women will continue to lead others & the ripple effect of our work together will be felt by many for years to come.**

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I liked the community-building aspect & the **opportunity to engage with like-minded colleagues.** I also liked the discussional nature of the sessions and the opportunity to hear different perspectives. Lastly, **the 360 feedback exercise was very valuable & insightful,** and allowed me to get feedback from peers that I normally wouldn't.

Wan Lin Wong
Product Manager
Ad Formats

Lisa Rogoff, PCC, CPCC
Program Executive Coach &
Facilitator