**Tech Talent Charter Signatory Spotlight: Miller Insurance**

**Harnessing the Power of Code First Girls (CFG) to Bridge the Tech Skills and Diversity Gap: A Case Study**

**Open Playbook Chapter:** [**Gender**](https://openplaybook.techtalentcharter.co.uk/gender)

**Overview:**

In the dynamic tech industry, diversity, inclusion, and continuous learning are imperative. Miller Insurance is committed to closing the gender gap in tech and leveraging artificial intelligence (AI) technologies to transform our business to deliver better outcomes for our clients and colleagues. This case study delves into our transformative journey, aiming to debunking common misconceptions along the way, and detailing the strategies we adopted to integrate new talent into our team.

**The Problem:**

When Bradley O'Connor joined Miller Insurance as CIO just over a year ago, the gender diversity of our team was not really being measured and stood at about 13%, significantly below the industry averages as per the Tech Talent Charter Annual Report '23. Recognising the need for a more inclusive and diverse workforce, we set out to transform our recruitment and talent development strategies.

**The Method:**

Miller aligned with Code First Girls because of our shared mission: to close the tech gender gap by providing employment through free education. CFG has already helped over 150,000 women learn to code, and together, we are aiming to provide one million opportunities for women in the next five years. This partnership dovetails perfectly with our objectives of creating a more diverse and inclusive technology, data, and innovation team.

We launched Miller Labs, our new innovation aimed at building our capability in AI and nurturing diverse tech talent.

Partnering with CFG is a straightforward process. The CFG team took care of everything, from advertising roles to supporting successful applicants through their CFG degree. Beyond blind CV screening, we implemented several innovative practices such as challenging the traditional recruitment process by not only considering candidates from tech skill pathways but also altering our interview process.

We prioritised skill and potential over experience, asking candidates to research and present on how AI might be used at Miller, allowing them to demonstrate their research and presentation skills, despite not having insurance or technical experience. This approach not only reduced biases but also allowed us to widen our talent pool. Our implementation of CFG's recommendation of not sharing CVs was a success, effectively reducing any conscious or unconscious bias in our selection process.

**The Result:**

As a result of these initiatives, we have seen a significant increase in gender diversity within our team, from 13% to approximately 30%. Our new innovation capability, Miller Labs, is now at the forefront of our AI development, thanks in part to the fresh perspectives and unique skills brought in by our new team members from CFG.

**Talent from Tech Skill Pathways:**

There is a prevailing myth that tech skill pathway candidates are not as competent as traditional candidates. However, our experience with CFG has proven otherwise. Out of the six candidates presented to us by CFG, five exceeded our expectations, underscoring the impressive talent emerging from such pathways.

**Cost of Talent:**

Contrary to popular belief, hiring talent from CFG is very cost-effective. The time saved in recruitment, training, and the absence of recruitment fees make this process significantly more reasonable than traditional recruitment methods.

**Salesforce Einstein Prompt Builder Campfire:**

We extended our partnership with CFG beyond recruitment by hosting the Salesforce Einstein Prompt Builder Campfire, an innovative session that deepened our understanding of AI and its immense potential. Key takeaways from this session included leveraging existing AI models for further training, incorporating CRM data for personalised predictions, and the potential for exponential productivity gains through automating processes.

**Introducing our New Team Members:**

As a result of our strategic partnership with CFG, we are thrilled to welcome additional team members from CFG, each specialising in different areas such as DevOps, data, low code, and product management. All of them have undergone a rigorous selection process and the CFG degree, ensuring they are well-equipped for their roles.

* **Anna Ketre,** an Engineering and DevOps specialist, brings her experience in corporate and consumer brand reputation management to our team.
* **Tahsin Ahmed,** an aspiring product manager, is transitioning from a social care background, leveraging her excellent written skills and technical prowess.
* **Holly Yates,** specialising in Data, is an Account Development Representative with a strong academic background.
* **Thaires Vicentini,** a Software Engineering specialist, brings her creative and customer-centric approach to our team, utilising her fine art degree to bring a unique perspective.

**The Code First Girls Degree:**

Our new team members have completed the 16-week CFG degree. This course offers specialisation in data, software, full-stack, or product management and provides a certification upon successful completion. It highlights the potential of non-traditional education pathways in nurturing diverse and skilled talent in the tech industry.

**Benefits and Conclusion:**

Our partnership with CFG has not only helped bridge the digital skills gap but also nurtured talents in AI, machine learning, and data science. The tech industry is evolving rapidly, and it's incumbent on us to keep up. We encourage other businesses to explore similar partnerships and learning opportunities to help close the gender gap, meet the increasing demand for digital skills, and leverage the transformative power of AI.