STITCH FIX CASE STUDY
How Diverse Teams Build Better Products

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Through scaling the team with diversity top-of-mind and allowing time for creative problem solving, engineering has been able to put a greater focus on developing thoughtful products that better serve its diverse client demographics. Bright, kind, and goal oriented is the hiring rubric that Stitch Fix adheres to and has contributed to how the Stitch Fix engineering team develops new products.

BENEFITS
- Hiring a diverse team of engineers has led to developing more thoughtful products, from the launch of ‘Kids’ to ‘Extras for Men and Women’.
- Including multiple perspectives during development results in products that better address their clients’ diverse needs.
- Employing technologists with strong communication and partnership skills attracts more diverse talent and leads to a more effective team.

IMPACT

<table>
<thead>
<tr>
<th>TECHNICAL TEAM</th>
<th>MANAGEMENT</th>
<th>BOARD OF DIRECTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering is 120 people, 35% women.</td>
<td>4 of 9 are women</td>
<td>4 of 6 are women</td>
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Stitch Fix is 86% women company-wide.

ACTIONABLE RECOMMENDATIONS

- **Be proactive in starting conversations with your team about diversity.** When teams feel comfortable talking about diversity in the workplace, they contribute to a broader overall movement.
- **Approach diversity as part of the culture** for a more organic and authentic diverse workplace.
- **Focus on hiring for EQ instead of IQ.** A higher EQ results in collaboration, creativity, and innovation.
- **Teach everyone how to give feedback,** as learning how to give feedback changes the conversation.
- **Be willing to take risks.** Diversity won’t evolve unless the dominant culture takes risks.

AnitaB.org is a social enterprise founded on the belief that women are essential to building technology the world needs. We envision a future where the people who imagine and build technology mirror the people and societies for whom they build it. Learn more about TEF and our latest research on organization transformation at AnitaB.org/Resources.