

THE EMPOWERHER PROGRAM

CREATING CAREER PATHWAYS FOR WOMEN
IN TECHNOLOGY



ATOMIC
INSPIRE



Welcome from Pip & Tina!



PIP MARLOW,
CEO, SALESFORCE ANZ & ASEAN



TINA AMBROSE,
CO-CHAIR, WITWA

W

Welcome to The EmpowerHER Program! An exciting new female upskilling program brought to you in partnership between Salesforce and WITWA!

Accessibility to digital skills and an education in STEM has never been more important. And it's up to every leader — across the private sector — to make sure that the access to the new skills needed for the future are available to everyone.

In Australia, women make up less than a quarter of students studying STEM, and men vastly outnumber women majoring in most STEM fields in university.

Increasing diversity in all of these fields is not only the right thing to do, it's the smart thing. Diverse companies are more innovative and better positioned to have ideas and create solutions that are more inclusive and better poised for whatever the future brings.

We are extremely proud to bring you this program to create career pathways for women in technology in the digital first world. We hope you enjoy your journey with us!

Pip and Tina



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Why EmpowerHER?

While Australia is making great progress on many aspects of gender equality, female representation in leadership continues to be a cause for concern.

Women are under-represented in key decision making levels across almost all industries in the Australian workforce. According to WGEA data, women comprise only

- 32.5% of key management positions
- 28.1% of directors
- 18.3% of CEO's
- 14.6% of board chairs

In the technology industry, this percentage is even lower with less than 20% of females in leadership positions.

At the same time, we are seeing a significant growth in the technology sector in this new era of digital transformation. A study by IDC concludes that the growth in the Salesforce economy will create 9.3 million jobs and \$1.6 trillion in new revenue globally by 2026.

In Australia, this growth equates to adding \$29 billion to Australian GDP and creating 79,000 jobs. This presents a significant opportunity to attract and upskill more female talent into the technology industry.

The EmpowerHER Program is a brand new 12 week program with a mission to create career pathways for women in technology. The program has been designed to inspire women through leadership coaching, and to equip them with the technical skills needed to build dynamic careers, companies and communities with Salesforce and thrive in the digital first world.

The program consist of two main streams:
1) Salesforce Administrator Training Bootcamp
2) Leadership Coaching (3 x Learning Labs)

Featuring networking events and a fireside chat with inspirational role models, participants will feel supported with a community of like-minded professionals and by building social networks cross industry.

THE EMPOWERHER 2022 PROGRAM

CONTENT OVERVIEW



Tech Training Bootcamp

Salesforce Administrator Certification Training delivered by senior Salesforce Solution Engineers, with monthly check ins to help with your learning and exam certification preparation.



Professional Career Coaching

3 x Leadership Learning Labs covering personal branding, executive presence and LinkedIn Profile..



Certification

Receive the EmpowerHER 2022 Certificate Of Achievement and 50% discount voucher ready to book in your salesforce accredited exam with an accredited test centre.



WiTWA Community

Benefit from free access to the WiTWA community and keep up to date with the latest news by becoming a WiTWA member.



Ongoing Support

Ongoing support, and continued upskilling with free access to the Trailhead.com platform and community.

Are you
in the tech industry
or seeking to pivot
into tech
role/industry?

Are you
an early- mid-career
professional with
aspirations to become
a future leader and
make a difference?

Who is the EmpowerHER Program for?

The EmpowerHER program has been built for passionate, driven, early-mid-career professional women who are seeking a future leadership role and/or a pivot into the technology industry. We are seeking courageous women, who are ready to make a difference in the world, and who want to raise the bar and inspire change in others and society through their leadership.

WHO SHOULD ATTEND?

- Emerging female talent with 3 + years professional experience
- Early-mid career professionals, preparing for her first or second leadership role
- Women who are currently in the technology industry or interested in a pivot into the tech industry
- Females working in companies and communities that are using Salesforce and want to upskill
- A parent who has taken a career break and is looking to get back into the workforce

THE EMPOWERHER 2022

PROGRAM

OUTCOMES

What value can participants expect to receive?

By the end of the program, each participant will be equipped with the technical skills needed to take the Salesforce Administrator Exam, and will feel empowered and inspired, with their newfound knowledge and tools to achieve leadership success.

Program Outcomes

- Accelerated technical skills, ready to sit the Salesforce Administrator Certification
- Greater confidence, clarity of strengths, leadership vision and any barriers to it
- A new appreciation of one's unique personal brand archetype and messaging
- An effective framework on how to develop one's own leadership brand experience
- Able to use effective strategies to enhance one's executive presence
- Meaningful growth in one's network
- Increased potential of securing a successful promotion in next 6-12 months
- Feel inspired to make a difference with a moonshot vision and goal

Program Contributors



Tina Ambrose

Co-Chair WiTWA
& CEO Valrose



Teagan McEwan

Community
Manager, WiTWA



Tara Ridley

VP, Alliances &
Channels, ANZ



Amy Green

Senior Account
Executive, Salesforce



Matt Griessel

Senior Solutions
Engineer, Salesforce



Hossein Sedaghat

Senior Solutions
Engineer, Salesforce



How much does the program cost?

This 12 week program is completely free and no cost involved. We only ask for your commitment of time of approximately 4 - 6 hours per week (over 12 weeks) as well as being able to provide your own laptop and access to the internet.

THE EMPOWERHER 2022 PROGRAM

INCLUDES



- Vision & Goal Setting
- Strengths Assessment & Report
- Personal Brand Archetype Report



- 3 x Inspiring Leadership Lab Workshops
- Instructor Led Salesforce Administrator Training
- Self-paced online training via Trailhead.com



- Welcome Reception
- Graduation Party
- Meet like minded professionals and create new social networks across industry

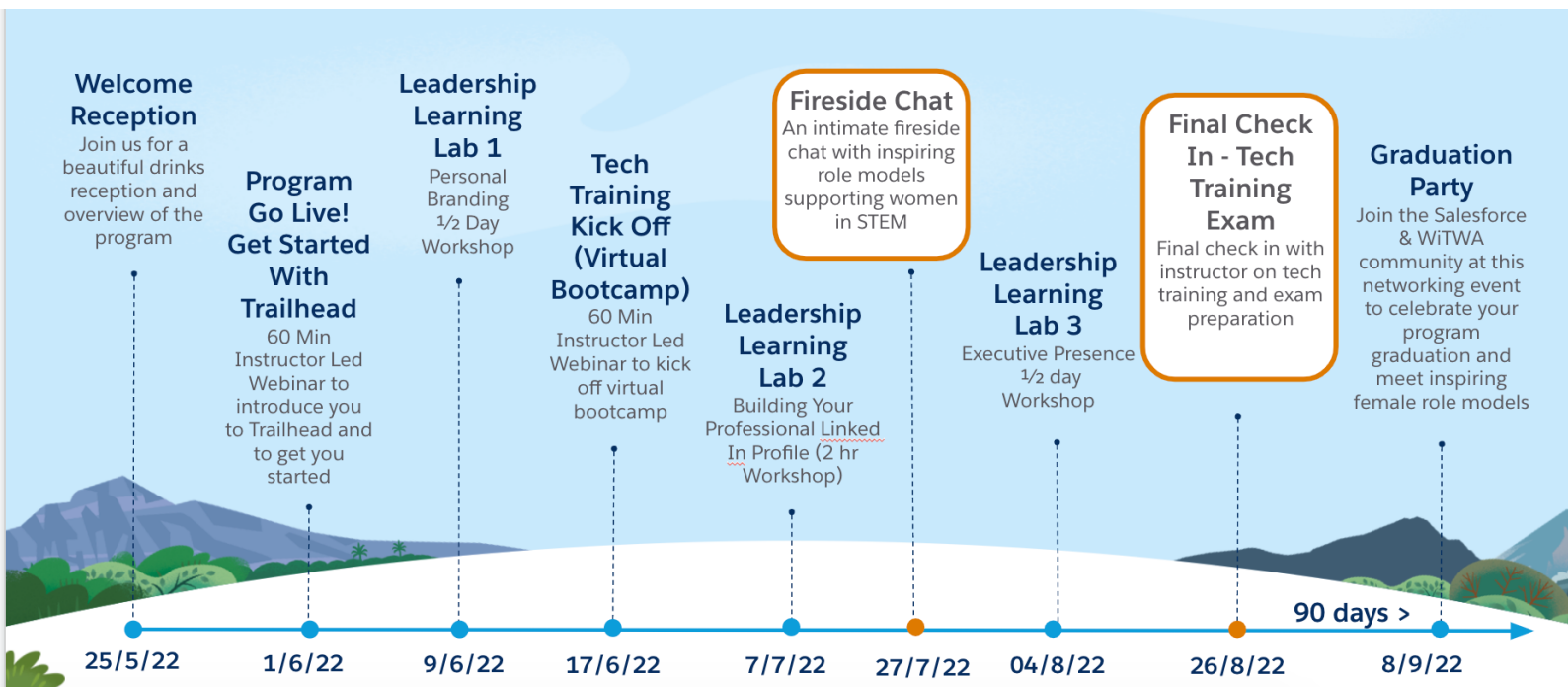
3 X LEADERSHIP LEARNING LABS

Be inspired and invest in your own authentic leadership journey!

SALESFORCE ADMINISTRATOR

Accelerate your tech skills and learn the fundamentals of salesforce administrator

Save the dates for EmpowerHER 2022!



THE EMPOWERHER 2022

TECH TRAINING BOOTCAMP

INCLUDES

Expert Led, Fast Tracked Training

Learn the fundamentals of being a Salesforce Administrator in just 12 weeks! Our EmpowerHER Tech Training Bootcamp is a blended, prescriptive, expert-led training program that gives you a 12-week plan to learn what you need to be an awesome salesforce administrator, and fast track you to the Salesforce Certified Administration Certificate.

The bootcamp is a mix of engaging bite-sized Trailhead content, and live coaching from certified and highly experienced Salesforce Solution Engineers. Each month, you will have the opportunity to tune in and review your learnings with your trainer, and the chance for Q&A with fellow students.

The course includes our top tips to help you with exam preparation and fast tracked learning, plus you will receive a 50% discount voucher towards your exam..

Self Paced Learning Modules With Trailhead.com

Module 1

Overview &
Salesforce Basics

Module 2

Data Security

Module 3

Customisation

Module 4

Applications

Module 5

Data Management &
Reporting

Module 6

Automation & Work
Flow

THE EMPOWERHER 2022

TECH TRAINING BOOTCAMP

YOUR FACILITATORS

WHO YOU WILL LEARN FROM

Matt Griessel is an experienced principal solution engineer with over 15 years experience of helping companies transform the way they do business in a digital work from anywhere economy.

Matt is excited to be a part of the EmpowerHER 2022 program and share his skills and training with the WA community!



Matt Griessel,
Principal Solution Engineer, Salesforce

WHO YOU WILL LEARN FROM

Hossein Sedaghat is an Experienced Application Architect and Engagement Manager with a demonstrated history of working in the information technology and services industry. At Salesforce, he is a lead solution engineer helping companies throughout WA transform the way they do business.

Hossein has a strong passion about helping others in WA learn and acquire new skills in the technology industry



Hossein Sedaghat
Lead Solution Engineer, Salesforce

THE EMPOWERHER 2022

LEADERSHIP COACHING

INCLUDES 3 X LEARNING LABS

26%

The percentage that executive presence contributes towards a promotion for leadership

1. MY BRAND + ME (1/2 day workshop)

Discover your own unique personal brand and gain more clarity on what really makes you YOU..Navigating you through four important key steps, you will understand your unique brand archetype, learn how to articulate your brand message, communicate your brand value with greater impact.

Less than
20%

of women make up leadership roles in tech. Lets inspire change!

2. EXECUTIVE PRESENCE (1/2 day workshop)

Executive presence has long been acknowledged as a critical factor in leadership. However its definition has always been mysterious and subject to diverse perspectives. Take a deep dive into the key facets that make up executive presence, and gain more clarity on how you can adopt effective strategies to develop your own executive presence.

3. LINKEDIN IN PROFILE & PRESENCE (2 hour workshop)

LinkedIn provides job seekers with access to 30 million companies and their employees. A professionally written LinkedIn profile allows you to create an online professional brand that can open doors and networks. Let us take you through how to get the maximum benefit from LinkedIn and develop a framework for an authentic professional biography that achieves results..

LEADERSHIP LAB 1

MY BRAND + ME

IN PERSON WORKSHOP

TAKE CHARGE OF YOUR PERSONAL BRAND

Discover your own unique personal brand, and how to gain more clarity on what makes you, YOU.

In this inspiring workshop, you will gain clarity on your own personal brand archetype, learn how to articulate your brand message, and discover top success strategies for building a powerful brand image.

WORKSHOP OUTCOMES

- Understand the importance of personal branding on your career success
- Discover the 12 brand archetypes and learn how you can use them for your own brand
- Become more influential in communicating your brand value and story across all your brand touch points
- Gain a new appreciation of what makes you, you
- Take away a framework to assist you in creating your own powerful brand experience.



1/2 DAY
WORKSHOP

Amy Green,
Account Director, Salesforce &
Founder of Atomic Inspire

WHO YOU WILL LEARN FROM

Amy Green is a senior sales executive and personal branding expert, with over 15 years experience in strategic sales, marketing and branding with global technology companies.

Armed with an abundance of passion, energy, drive and a true desire to help people elevate their confidence and take charge of their personal brand, Amy inspires others through her workshops, coaching and speaking engagements to be unstoppable in their career.

LEADERSHIP LAB 2

LINKEDIN + ME

IN PERSON WORKSHOP

BUILD AN AUTHENTIC LINKEDIN PROFILE & PRESENCE

LinkedIn provides job seekers with access to 30 million companies and their employees. A professionally written LinkedIn profile allows you to create an online professional brand that can open doors and networks.

Let us take you through how to get the maximum benefit from LinkedIn and develop a framework for an authentic professional biography that achieves results

WORKSHOP OUTCOMES

- Learn the importance of linked in as a platform that helps with your career success
- Discover how to write a professional LinkedIn bio that is authentic to you
- Top tips on using LinkedIn and getting maximum benefit
- Take away a framework to assist you in creating your own linked in profile and headshot



Tina Ambrose,
Co-Chair, WiTWA & Founder of Valrose

WHO YOU WILL LEARN FROM

Tina is the CEO of Technology Recruitment Company Valrose. She has 15 years' experience in the technology industry, connecting a range of talent with great organisations across the UK and Australia.

Tina is passionate about improving the Tech [+] landscape through building diverse and inclusive teams for her clients; as well as providing support and advice to candidates through their various career progression stages.

LEADERSHIP LAB 3

EXECUTIVE PRESENCE + ME

IN PERSON WORKSHOP

1/2 DAY
WORKSHOP

INSPIRE ACTION IN OTHERS

Executive presence has long been acknowledged as a critical factor in leadership. However its definition has always been mysterious and subject to diverse perspectives.

Take a deep dive into the key facets that make up executive presence, and gain more clarity on how as a leader you can simplify your message and increase your impact through communicating with executive presence.

WORKSHOP OUTCOMES

- Learn the key facets that make up executive presence
- Discover how to develop the art of authentic storytelling as a leader
- Understand how to communicate your vision as a leader and inspire action in others
- Develop more confidence in speaking with executive presence



Nick Harding,
Speaker & Founder of Nick Harding Coaching

WHO YOU WILL LEARN FROM

Nick Harding is passionate about helping leaders clarify and amplify their message. His renowned one-day "Life Story Audit" session extracts and codifies I.P from entrepreneurs, executives and subject matter experts.

In addition to clarifying and generating content for pitches, books, and website copy, his clients have spoken at events such as TED, TEDx, Vivid Sydney, and SXSW.

HEAR FROM EXEC SPONSOR

PIP MARLOW

ON SUPPORTING WOMEN IN STEM



PIP MARLOW, CEO SALESFORCE ANZ & ASEAN

Without the support and guidance of others, Pip Marlow may never have stayed in the technology industry beyond a few years.

Navigating her way through the heavily male-dominated industry in the 1990s, she considered quitting Microsoft twice and now proclaims she “survived” the industry at the time, rather than “thrived” in it.

Pip Marlow is now a big advocate for mentoring, particularly those from non-traditional backgrounds in a given field, to ensure they do not walk alone.

"I truly believe in the power of mentorship. Not only because it gives me new perspectives and insights to consider in the way that I work as a leader, but also because it gives me the opportunity to encourage, educate, and inspire the future leaders of Australia and New Zealand." - Pip Marlow

As the Executive Sponsor for the EmpowerHER 2022 Program, Pip is excited to inspire more women to pave new career pathways in the technology industry and shares her thoughts on how business can create a culture to support women in STEM.

EMPOWERHER 2022

GET STARTED!

GO LIVE 1ST JUNE 2022



AMY GREEN EMPOWERHER
PROGRAM MANAGER

We can't wait for you to get started on your EmpowerHER journey!

For any questions about the program, please get in touch with Amy Green, EmpowerHER Program Manager at **amy@witwa.org.au**



TEAGEN MCEWAN, WITWA
COMMUNITY MANAGER

For any questions relating to WitWA, including your WitWA membership or WitWA events, please contact Teagen McEwan at **teagen@witwa.org.au**

Program participants will be invited to an exclusive welcome reception on 25th May 2022 at Aurora Rooftop Bar, Melbourne Hotel with the opportunity to meet fellow program participants, ask questions and hear more!

WELCOME RECEPTION



Welcome

We will host a beautiful reception to give you the chance to meet your EmpowerHER tribe!

Program Overview

We will provide an overview of the program and goals over the next 3 months

Sharing

Lets share each others' stories and learn more about what you want to get out of the experience

THE 2022 EMPOWERHER PROGRAM

IS PROUDLY DELIVERED IN PARTNERSHIP
BETWEEN WITWA AND SALESFORCE



And sponsored by



Want to get in touch?

For any questions about the program, please contact our program director at **amy.green@salesforce.com** or alternatively find out more information at **witwa.org.au/partner-programs-and-training-opportunities/**