THE EMPOWERHER PROGRAM 2023

CREATING CAREER PATHWAYS FOR WOMEN IN TECHNOLOGY

salesforce

WiTWA TECH [+]

8 savad human strategies at work

Capgemini

pwc

Welcome from Pip & Tina!

PIP MARLOW,
CEO, SALESFORCE ANZ & ASEAN

TINA AMBROSE,
CO-CHAIR, WITWA

Welcome to The EmpowerHER Program 2023
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 an inspiring and educational 16 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 (5 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 2023

PROGRAM

CONTENT OVERVIEW

Tech Training Bootcamp

Salesforce Administrator Certification Training delivered by senior Salesforce Solution Engineers, with monthly check in's 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 2023

PROGRAM

OUTCOMES

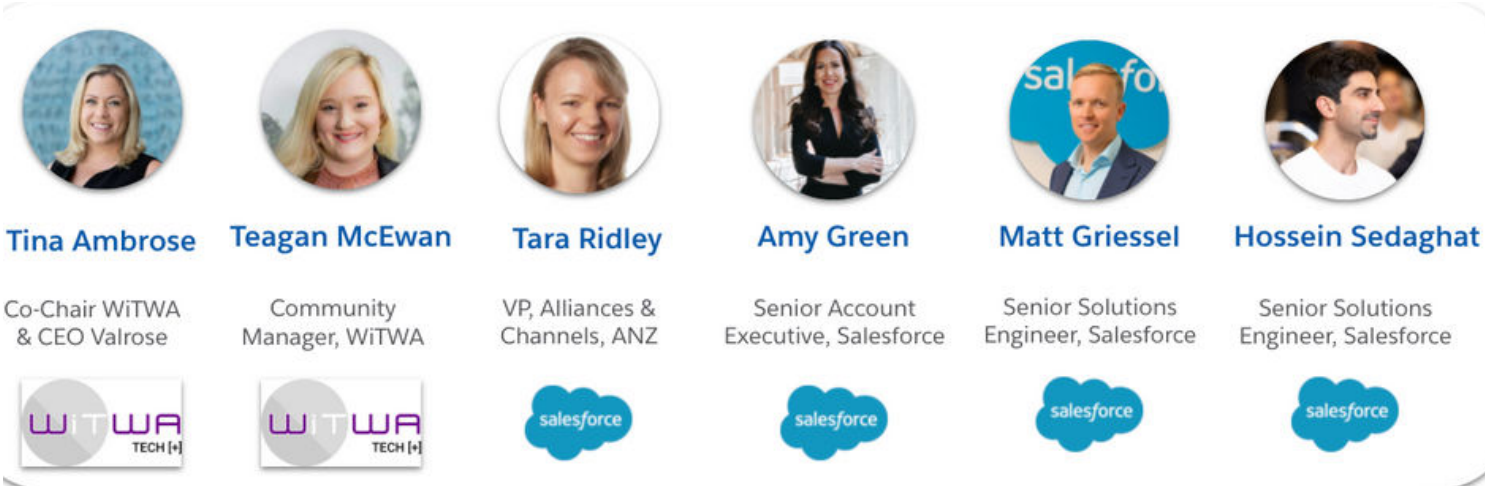
What value can participants expect to recieve?

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

Our Program Ambassadors



How much does the program cost?

This 12 week program is fully funded by Salesforce and our Salesforce Partners at no cost to the participants. However, given the limited number of places and high interest in this program, we do ask for your full commitment with regards to time and attendance at the sessions over the 16 weeks. You will also need to use your own laptop and have access to the internet.

THE EMPOWERHER 2023

PROGRAM

INCLUDES

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

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

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

5 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

THE EMPOWERHER 2023

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

SALESFORCE 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

Hossein Sedaghat
Lead 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

LEADERSHIP LEARNING LAB 1

MY BRAND + ME

DISCOVER YOUR BRAND PERSONALITY

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.

Create a powerful brand experience across all touchpoints

Amy Green,
Account Director, Salesforce WA

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 LEARNING LAB 2

LINKEDIN + ME

BUILD A POWERFUL ONLINE PRESENCE

Open doors & create new networks with Linked In

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

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

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 LEARNING LABS

LEADERSHIP COACHING

3 X ADDITIONAL LEARNING LABS

26%
The percentage that executive presence contributes towards a promotion for leadership

3. THE POWER OF A BENEFIT MINDSET

An empowering session to understand the three kinds of mindsets and how to develop a "benefit mindset." Learn top strategies to help you with self-belief, setting a vision and goal, positive mindset, finding your purpose and values, dealing effectively with confrontation and much much more.

Less than 20%
of women make up leadership roles in tech. Lets inspire change!

4. EXECUTIVE PRESENCE

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.

5. AUTHENTIC STORYTELLING

The EmpowerHER storytelling webinar is the perfect round up of everything learnt on the program. You will learn how to bring everything together to craft your own brand story in a way that is authentic to your leadership brand and communicates with purpose.

EXECUTIVE 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.

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EMPOWERHER 2023

GET STARTED!

KICK OFF PARTY 20TH JUNE 2023!

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

EMPOWERHER PROGRAM 2023

IS PROUDLY DELIVERED IN PARTNERSHIP BETWEEN WITWA AND SALESFORCE

WITH THANKS TO OUR PROGRAM SPONSORS

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/**