



## Business and Leadership for Women in the Technology Sector

A 10 webinar course in support of the EQUALS Leadership Coalition

### Course Information

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### Course Description and Goal

The goal of the EQUALS Leadership Coalition Capacity-Building Course on “Business and Leadership for Women in the Technology Sector” is to develop the leadership, knowledge, and skills of women entrepreneurs and girls in the technology sector so that they can increase the competitiveness of their companies and motivate their own teams.

### Course Objectives

- Gain essential knowledge and skills to improve participants’ leadership
- Learn the fundamentals to effectively lead people and teams,
- Manage organizations as well as tools to analyse business situations and develop strategies
- Learn from experts in the field about making your business more competitive

### Target audience

- Women entrepreneurs and girls in the technology sector globally but also in core project countries: Ghana, Indonesia, Pakistan, Rwanda, South Africa
- Women entrepreneurs and girls across partner networks in the technology sector
- Women employees in technology companies wishing to take the entrepreneurship route
- Larger technology firms
- General audience

### Course Structure Summary

The course will consist of a series of 10 webinars on various topics related to “Business and Leadership for Women and Girls in Technology” (see list of topics below). Webinars will be recorded for access at a later time and posted as links on EQUALS and other sites. Each session will require successful completion of a key follow-up activity (quiz, written assignment, application to their own business).

On behalf of EQUALS partners, certificates will be awarded to registered participants who attend all 10 live webinars or watch the recordings and successfully complete each assignment within 7 days of the live webinar session.



## Session Dates and Topics\*

Each webinar will be delivered by an expert from the EQUALS Partner network. Sessions are meant to be interactive, and questions are encouraged.

Time: 3pm GVA time/9am EST

Duration: 1 hr

Schedule:

**31 October 2018:** Women's Economic Empowerment and Entrepreneurship in a Digital World

**November 2018:** Foundations of Leadership

**December 2018:** Turning an Idea into a Tech Business

**January 2019:** Strategic Management

**February 2019:** Interpersonal Communication and midterm evaluation

**March 2019:** Obtaining a Loan from a Commercial Bank and Maintaining finances

**April 2019:** Creating Pitch Decks and Securing Impact Investment

**May 2019:** Negotiating contracts

**June 2019:** How to digitize your business and maximize user design/experience

**July 2019:** Marketing and Communications Strategies

**August 2019:** Course completion, final evaluation, and awarding of certificates

\*Please note that exact webinar dates will be confirmed two weeks ahead of time and the order of the topics are subject to change depending on the availability of experts.

Follow-up Activity:

After the session, participants will be able to submit responses for up to one week after the webinar via email to [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org). Please use the subject line: "EQUALS LEADERSHIP COALITION ACTIVITY # \_\_\_\_."

## Webinar Logistics

- To attend the course webinars and receive updates, participants must register for the course here: <http://es4b.org/survey/view.php?id=57077>
- Registered participants will be sent the webinar link on WebEx approximately 48 hours in advance.
- Should you have any technical difficulties, please refer to this guide on [how to use WebEx](#).
- A midterm and final evaluation survey will be sent via Machform to all participants and presenters for feedback.
- For any questions, do not hesitate to contact [womenandtrade@intracen.org](mailto:womenandtrade@intracen.org)





## About the EQUALS Leadership Coalition

The technology industry has emerged as the world's economic powerhouse, driving employment and investment and underpinning just about every other economic sector. It's a field brimming with new opportunity, yet women are all but absent from the senior ranks of most tech companies.

Recent figures show that while women now make up around 50% of the global workforce, they hold fewer than 1 in 10 senior technology jobs. In Silicon Valley, only 2% of VC tech funding goes to start-ups with female founders – and a mere 7% of VC venture capital partners are women. In addition, qualified women are quitting the tech sector at twice the rate of men.

The EQUALS Leadership Coalition aims to address the barriers that prevent women from rising to the top of their chosen technology field. Coalition members from leading private and public sector organizations will strive to empower women as ICT leaders, creators, and entrepreneurs through a range of actions that leverage their global presence and build on their own success stories including:

- Training and mentoring women to create tech businesses and readily assume leadership roles
- Facilitating better access to finance and funding through venture capital opportunities, angel investors and impact investors
- Identifying regulatory and policy barriers that are limiting women's ability to access and monetize opportunities.

### The work of the Coalition

The activities of the Leadership Coalition are designed to concretely address challenges that women in the tech sector tend to face systemically. Work will span five main areas of action including:

- *Mobilization and building a professional network of women:* Leveraging the Leadership Coalition network and regional support, partners will contact women entrepreneurs in tech to participate in EQUALS activities and connect women entrepreneurs with women leaders and role models in tech through a global role model initiative.
- *Capacity-building:* Partners will work together to identify training and/or workshops suitable for women entrepreneurs by region and deliver tailored workshops and e-learning courses on both hard tech skills and leadership skills including business development, access to finance, women's economic empowerment and gender inclusivity.





- *Advocacy:* Activities will include a multi-stakeholder call for good practices, efforts to encourage tech companies to sign up to the UN Women's Empowerment Principles, creating a digital equality campaign, forming a Men Champions of Change group, and establishing an EQUALS Women in Tech Taskforce.
- *Investment and Funding:* Includes identifying local initiatives for connecting entrepreneurs to investors, assessing and selecting women entrepreneurs to participate in events, and taking action to influence investment policy.
- *Policy recommendations:* Partners will conduct independent research and collaborate with the EQUALS Research Group to determine how women and girls access and use ICTs in order to formulate policy recommendations for regulatory agencies and governments.

The Coalition will initially focus its efforts around a core group of pilot countries from Africa, Asia and the Middle East/North Africa. Through its activities, the Leadership Coalition will collect best practices and deliver evidence-based case studies to provide examples and suggestions on how to create and maintain equal opportunities for women in tech.

### Why it matters

As award-winning actor and gender activist Geena Davis says, "If she can see it, she can be it." The success of the Coalition's efforts will create a virtuous circle, creating greater numbers of female role models in tech who will in turn inspire the next generation of girls to aspire to tech leadership.

It's time for women to take their place at the boardroom table. Making a difference in technology leadership is a powerful way to exert more profound change across the technology sector as a whole. Working together with you, the EQUALS Leadership Coalition will help create a balanced, diversity-friendly work environment where everyone, regardless of gender, has the chance to nurture their talents and shine.