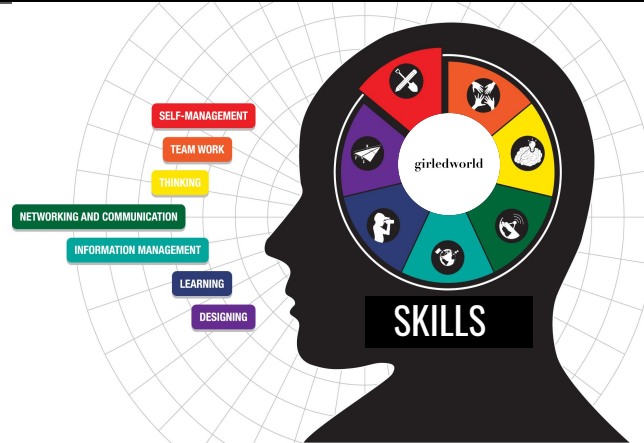


# GIRLEDWORLD **FUTURE OF WORK** SCHOOL WORKSHOPS 2019-2020



# GIRLEDWORLD MISSION

girledworld equips today's students with real-world industry knowledge, 21st Century enterprise skills and workplace mentors to help them build thriving futures.

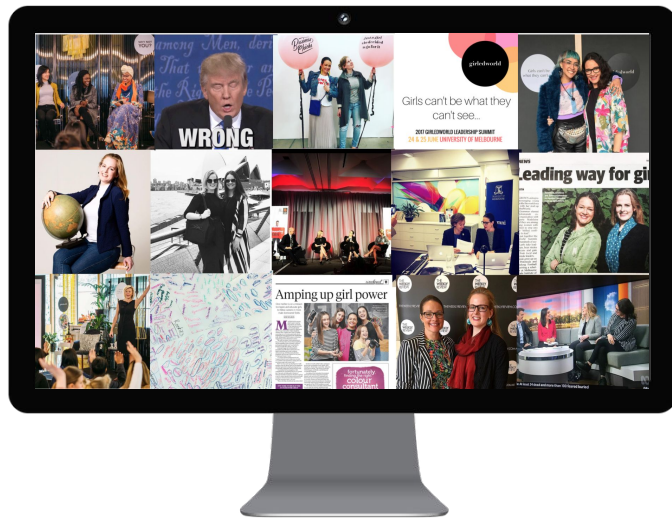
**Employability skill sets, growth mindsets and new career pathways for the next Generation of innovators, problem-solvers and STEM leaders.**

@girledworld  
[www.girledworld.com](http://www.girledworld.com)



girledworld

**GIRLEDWORLD**  
we build futures.



# THE HIGHLIGHTS

girledworld

## 2019 Projects

- International Women's Day role models campaign in partnership with **Virgin Australia** - March 8, 2019
- Launching **LikeWOW** new world of work careers podcast series - October 2019
- girledworld WOW Summit, Geelong in partnership with **Victorian State Government** - May 2019
- Launching **World of Work Platform** with partner schools and global industry mentors - October 2019

Launched **Future of Work School Workshop** series into Australian schools, February 2018

Signed **2019/2020 partnership** with Victorian State Government

**girledworld** launch, University of Melbourne November 2016

**girledworld WOW Platform** Development San Francisco, USA

**girledworld WOW Platform** Partners New York, USA

**girledworld WOW Platform** Partners Los Angeles,, USA

Inaugural **girledworld Leadership Summit**

**girledworld WOW Summit** RMIT University, June 2018

**girledworld STEM Summit** City of Greater Geelong, May 2018

**girledworld WOW Summit** University of Sydney, February 2019

University of Melbourne, June 2017

# TARGET AUDIENCES

girledworld



## HIGH SCHOOL

Girledworld works with high school students in Years 7-12 (ages 12-18 years) to educate and equip them with 21st Century skills, future career pathways and industry mentors.



## PARENTS/GUARDIANS

Girledworld works to educate parents to support and empower them to have informed, proactive and real-world career conversations with their teenagers. Parents regularly attend WOW Summits.



## EARLY TERTIARY

Girledworld has a growing audience of early tertiary students (aged 18-25 years) who attend our events, workshops, intern across industry projects, and engage with our online content (APAC, USA, India, UK).



## INDUSTRY/EDUCATORS

Girledworld works with industry, government and the education sector including business experts, Universities, Principals, teachers and career advisors to accelerate 21st Century skills, career education and real-world workplace learning opportunities for students.



The **future of work** is rapidly shifting.  
The next Gen workforce will have up to  
**17** jobs across **5** industries in their careers.

# THE FUTURE OF JOBS 2022



girlsdworld

The Future of Jobs Report 2018

**Table 4: Comparing skills demand, 2018 vs. 2022, top ten**

Today, 2018	Trending, 2022	Declining, 2022
Analytical thinking and innovation	Analytical thinking and innovation	Manual dexterity, endurance and precision
Complex problem-solving	Active learning and learning strategies	Memory, verbal, auditory and spatial abilities
Critical thinking and analysis	Creativity, originality and initiative	Management of financial, material resources
Active learning and learning strategies	Technology design and programming	Technology installation and maintenance
Creativity, originality and initiative	Critical thinking and analysis	Reading, writing, math and active listening
Attention to detail, trustworthiness	Complex problem-solving	Management of personnel
Emotional intelligence	Leadership and social influence	Quality control and safety awareness
Reasoning, problem-solving and ideation	Emotional intelligence	Coordination and time management
Leadership and social influence	Reasoning, problem-solving and ideation	Visual, auditory and speech abilities
Coordination and time management	Systems analysis and evaluation	Technology use, monitoring and control

**Source:** Future of Jobs Survey 2018, World Economic Forum.

# MEET YOUR **FUTURE** WORKFORCE!

**30,000+  
STUDENTS  
ENGAGED!**

girledworld

this  
is your  
world.  
shape it or  
someone  
else will.

## Hey. We're the iGen!

- + 2.5+ billion of us
- + Tech-savvy (79% have mobile devices by age 13)
- + Independent consumers (20% of us purchase online)
- + Wannabe entrepreneurs (50% of us want to work for ourselves)
- + Global citizens (25% of us connect daily with other countries via social)
- + By 2025 we will comprise 33% of the Australian workforce
- + Climate conscious: 97% of us think recycling is important (and want to solve global climate issues)

*Great things  
never came  
from comfort  
zones.*



# OUR COMMUNITY

girledworld



**75+ global industry partners**



**100+ volunteers + interns**



**180+ high schools engaged**  
Victoria, NSW, SA, ACT, Tasmania



**150+ major event speakers**



**>30,000 students\* engaged**  
via **girledworld** events,  
programs + content platform  
(\*growing audience of male students + educators)



# OUR REACH: **DIGITAL PRESENCE**



**75+** global industry partners



**45k+** followers



**9.3k+** subscribers



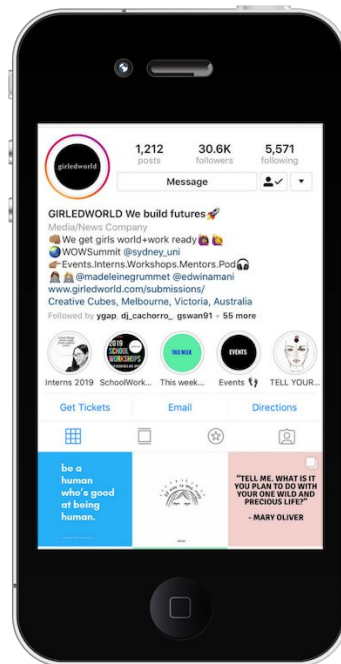
**2.1k+** page likes



**28.3k+** unique visitors



**63.1k+** website page views



**11.3K  
PAGEVIEWS  
PER MONTH**



girledworld



# PARTNERSHIPS: INDUSTRY ENGAGEMENT

We collaborate with global and local industry partners to give students access to real-world career mentors, workplace skills and the knowledge they need to shape thriving futures.





# PRESS HIGHLIGHTS 2018-2019

girledworld



On a mission to prepare girls for the jobs of the future.

Herald Sun

Super-mum stems the flow of girls away from science technology engineering and maths

MamaM!a

Everything to know about the Girledworld Big Ideas Summit

Geelong Advertiser

Girledworld co-founder Edwina Kolomanski aims to close the gender gap

Business Chicks

Building the next generation of female leaders



Glass ceiling: How start-up girledworld hopes to shape future female leaders

Domain

Startup Stars Finalist: Girledworld



Meet the woman changing the future of work one girl at a time



Corporate Australia needs to ditch old processes and 'org-hack' itself to keep up with Silicon Valley



Job ready for the 21st century - girledworld Summit



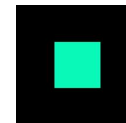
Creating a new kind of STE(A)M



Girledworld chat with Denis Walter



Mads Grummet on Humans of Purpose



Girledworld Co-Founders talk everything gritty and girly with Creative Cubes



Girledworld talking lifestyle and role models

# TESTIMONIALS WHAT THEY SAID

girlworld

"I THINK IT'S SO IMPORTANT FOR GIRLS THESE DAYS TO SEE WOMEN IN LEADERSHIP AND WOMEN IN POWER REALLY OWNING WHAT THEY DO, AND CREATING THE NEW WORLD THAT GIRLS WILL SEE IN THE FUTURE. WELL DONE FOR PUTTING ON A TREMENDOUS EVENT. I WISH THAT I HAD AN EVENT LIKE THIS TO GO TO WHEN I WAS YOUR AGE.

**EVA ROSS - APAC Marketing Manager, AIRBNB**

"This event really changed my relationship with my daughter. One of the best things she learned at the Summit was to start documenting her observations through the day in a journal, and now that she is doing this she is really noticing more about herself, and about the world around her. As a result, she and I now have more meaningful conversations about how she can shape her own future."

**PAUL NAPTHALI - Managing Partner, Rampersand**

"I attended the WOW Summit this year and started coding almost straight away. I then changed my subjects to do Algorithmics for Semester 2 which taught me how to code in python and program. Last weekend, a few other girls and I attended the Super Hack hackathon in which my team won. This wouldn't have happened for me if it wasn't for the WOW Summit which changed my perspective of coding so thank you so much."

**ISOBEL - WOW Summit RMIT Attendee 2018**

"I HAD A BLAST SHARING MY ATlassian GOAL SETTING EXPERIENCES AND AGILE TIPS WITH THE AUDIENCE! THANKS FOR SHARING YOUR VISION WITH US ALL! CONGRATS ON A MASSIVELY SUCCESSFUL WEEKEND!"

**MARY RALEIGH - Strategy & Operations Lead, ATlassian**

# TESTIMONIALS WHAT SHE SAID

“I just wanted to email and say how much Clover and I enjoyed the WOW STEM Expo on Saturday. The speakers were varied and interesting, and we took the opportunity to visit each of the exhibitors, collect information and chat. Equally valuable was the opportunity to begin the formation of a network of contacts for the future. We look forward to spending some time browsing through all the information we have collected, visiting websites of the speakers and exhibitors and following up with some of the amazing women we met on the day. Thank you again.”

- **Krista and Clover (Parent + Student) Event Attendees**

“Thank you so much for having us today! You did an incredible job organising it all, and it was clear how much work had gone into the event. We had so many excited students at our stall getting hands on with the robotics! And many of them said they’d be interested in attending our workshops which is great!”

- **Robogals Global (Activation Partner)**

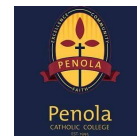
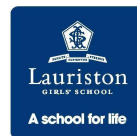
“Thanks for having me as a speaker today! My work is done if I made at least one student consider the amazing path that medicine can be for them in their future careers!”

- **Dr Margie Danchin, Murdoch Children’s Research Institute (WOW STEM Speaker)**

# SCHOOL ENGAGEMENT 2018-2019



Our workshops, future career forums and World of Work Summits have been attended by 30K+ high school students, parents and educators across 2017-2019. Here's just a few of the schools we've engaged with.

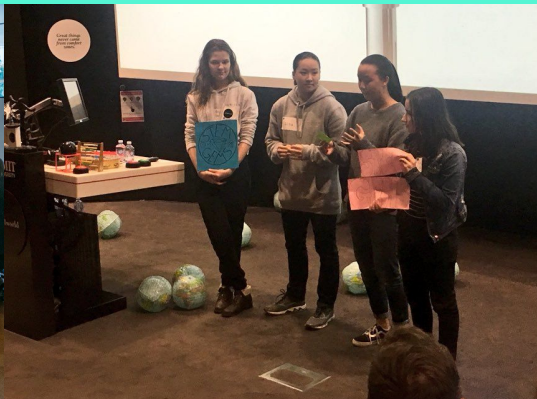


# THE GIRLEDWORLD EXPERIENCE

**TEAMWORK <> PROBLEM SOLVING**



**STARTUP PITCH COMPETITIONS**



**EMERGING TECH IMMERSIVES**



**BRIDGING THE GAP <> EDUCATION AND REAL-WORLD INDUSTRY SKILLS**



**KEYNOTE SPEAKERS**



**WORK EXPERIENCE | MENTORSHIP | INTERNSHIPS | FUTURE OF WORK EMPLOYABILITY SKILL BUILDING**

# **FUTURE OF WORK**

## School Workshops

### 2019-2020



# SCHOOL WORKSHOPS 2019-2020

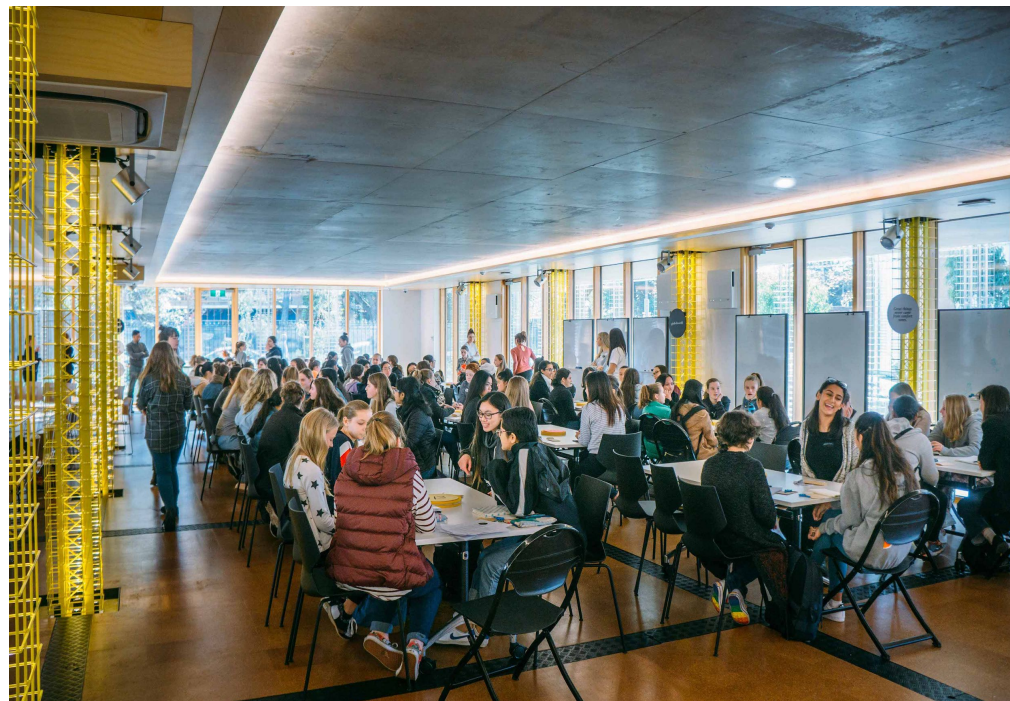


## Real-world learning, right where students are.

Our Future of Work educational workshop series, being delivered to 5000+ students in high schools across metro and regional Australia, allow students to be inspired by industry mentors, expand their career knowledge and upskill in 21st Century, entrepreneurship and STEM capabilities through interactive, personalised learning opportunities.

By rethinking traditional education pathways and connecting students with the Future of Work in industry-led, real-world contexts, we give today's students the tools they need to thrive tomorrow.

girledworld partner companies feature as speakers (keynotes and virtual), in Design Thinking challenges, industry spotlights and live case studies in workshops. See our industry partners on [www.girledworld.com](http://www.girledworld.com)



# WORKSHOP TOPICS 2019-2020



## WORK READY



Get workforce and work experience ready by gaining skills, context and capacity for employability.

## FUTURE OF WORK



Deep dive the global marketplace and build context, capacity and future of work career knowledge and employment pathways.

## 21ST CENTURY SKILLS



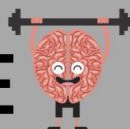
Build future career capacity with transferable, 21st Century enterprise competencies.

## STARTUP SKILLS



Take ideas to enterprise using growth mindsets, entrepreneurial thinking, Lean Startup and problem-solving.

## BRAVE LEADERSHIP



Learn to lead self and others effectively, discover unique values and cultivate leadership core skills.

## GIRLS IN STEM



Discover the world of STEM, uncover amazing global STEM career role models and upskill for your future career.

## THRIVING TEAMS



Build capacity for high performance teamwork, goal setting and Agile project management.

## DESIGN THINKING



Use a practical human-centered design tool to create innovative solutions to real-world problems.

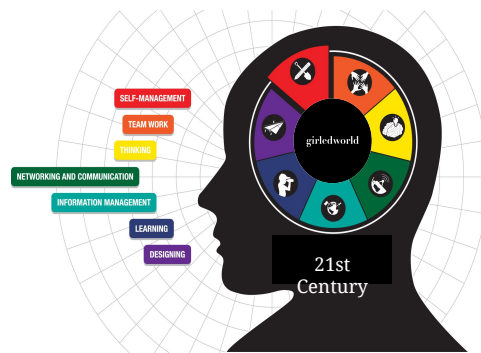
# STUDENT DEMOGRAPHICS

Our workshops teach students the skills today's industries require for the workforce of the future: problem solving, creativity, team work, entrepreneurial thinking, innovation and communication.

At girledworld we know that individual student engagement and learning styles are critical to the transfer and growth of knowledge. We provide accessible, relatable, real-world contextual frameworks and inspire students to take the lead in their own learning pathways. Our workshops provide open interaction, role play, virtual mentors, teamwork and gamified tools.

## STUDENT DEMOGRAPHICS

- Ages: 12-18 years
- Year Levels: 7-12 (Target audience - Years 9-11)
- Delivery Regions: Melbourne, Regional Victoria, Adelaide, Sydney, Brisbane, Canberra, Tasmania
- Private, government and independent schools
- Industry Spotlight Forums and Design Thinking Challenges also delivered in school workshop curricula.



# LEARNING FRAMEWORKS



## PLANET

Students develop contextual understandings of the future of work, STEM and the changing world around them.

## PURPOSE

Students explore personal strengths, future industry and job interest areas, and develop 21st Century employability skills.

## PATHWAYS

Students identify interests, create study and career pathway plans, and build skills.

OUR PROGRAMS ARE INSPIRING, EMPOWERING AND EXPERIENTIAL, AND ENGAGE STUDENTS THROUGH A 3 STAGE LEARNING PROCESS.





# COLLABORATIVE MODEL



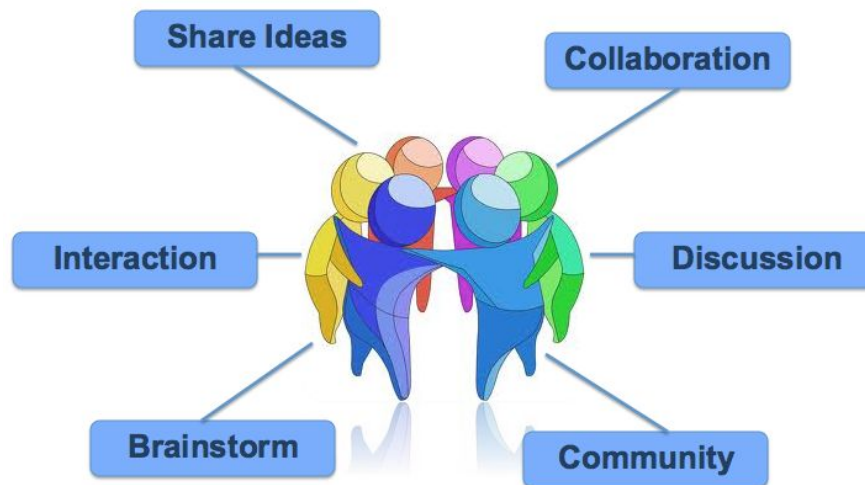
## LEARNING TOGETHER

Our workshops, future career forums and program designs use collaborative learning frameworks.

Collaborative learning brings students, teachers, facilitators, (industry speakers and parents) together in shared, trust-based interactive learning experiences.

Students build on each other's resources, self-reflections, strengths and skills, and evaluate, monitor and co-design together, in order to solve problems, complete tasks or create products.

AN EDUCATIONAL APPROACH TO TEACHING AND LEARNING THAT ENABLES STUDENTS TO WORK TOGETHER IN HIGH PERFORMING TEAMS.



# WORKSHOP EVALUATIONS



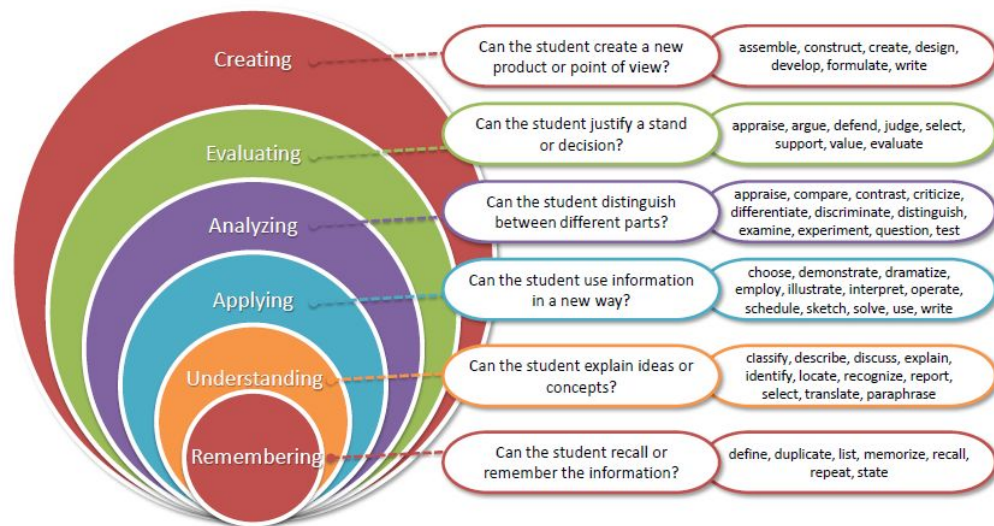
## EVIDENCE-BASED LEARNING

Our workshops are industry-backed, evidence-based and trusted by councils, state governments, industry, schools and universities across Australia.

All learning programs are co-designed by girlredworld with the input of leading educators across the secondary and tertiary sectors, and with industry consultation on employability and job market content.

To date we have engaged with 180+ high schools, 30K students, and partnered with 75+ industry representatives (Aus + USA).

OUR PROGRAMS ENGAGE STUDENTS BY MEETING THEM WHERE THEY ARE IN THEIR INDIVIDUAL LEARNING JOURNEYS.





# Meet The Team

WE ARE **INNOVATION**, **ENTREPRENEURSHIP** + **CAREER**  
**EDUCATION** EXPERTS. WE'VE TRAINED WITH THE WORLD'S  
LEADING INSTITUTIONS IN PROGRAM DESIGN + DELIVERY.



# FOUNDING TEAM

## MADELEINE GRUMMET - COFOUNDER + CEO

Mads wears a few hats. Cofounder + CEO girledworld, Design Thinking and Innovation Specialist and Facilitator, Keynote Speaker and recently Innovation Ecosystem Lead inside Telstra's Chief Technology Office, Mads spent a decade working in senior editorial print and online roles across media, journalism and PR (Herald Sun, Channel Nine, ACP, News Corp, Murdoch Magazines, L'Oreal Melbourne Fashion Festival) before founding Do Re Me Creative - a strategic communications agency which delivered experiential events, brand campaigns and educational workshops to 1000's of students and corporates. Madeleine has a University of Melbourne Master of Entrepreneurship (First Class Hons), IDEO Design Thinking Certification and multiple board and ambassadorial positions including Advisory Council NewCo, Director Cool Australia Education, and consults as a startup mentor and advisor across APAC. Madeleine has four daughters.

## EDWINA KOLOMANSKI - COFOUNDER + COO

Across her (almost) first decade in the workforce, Edwina has gained stacks of professional experience including at Telstra in Change Management across large IT, Digital and Ways of Working Transformation projects, the Victorian State Government in PR and Strategic Communications and within the Commercial divisions of the AFL and Tennis Australia. A life-long learner, Edwina was awarded the Bertalli Scholarship for Entrepreneurs, has a University of Melbourne Bachelor of Media & Communications and Master of Entrepreneurship (First Class Hons), studied Liberal Arts and Premedical studies as an International Scholar at Columbia University's Barnard College, and is currently studying a Juris Doctor at Monash University. Edwina was recently awarded a university-wide Monash Global Discovery Innovation scholarship to New York in 2018.



# MEET TEAM GIRLEDWORLD

girledworld

**At girledworld we know our people are our most valuable assets.**

Our dynamic, diverse and distributed teams are based in Melbourne, Sydney, Brisbane and LA, and are redefining success on their own terms.

Our mission is manifested in our internal culture, with a focus on celebrating and elevating smart and ambitious women (and men) of all ages so they can play to their strengths and do the best work of their lives.

We exist to inform, entertain, and inspire action and change in the next generation of innovators, entrepreneurs and STEM champions through the content, experiences and partnerships we create.

**We are unapologetic in our rejection of the status quo. The world needs more balance, more big thinkers, and more bias to action to create the step changes we need in a complex, technology-fuelled age of change.**

Our girledworld Melbourne HQ is at Creative Cubes, Cremorne and Hawthorn locations. Reach out, and find a time to pop in and talk to the team sometime. We'd love to show you around!



MADELEINE GRUMMET



EDWINA KOLOMANSKI



ELLICE ZOUMBOULIS



LARISSA CACCIOTTOLO



EVA DAVIS-ROERMANS



KESHIA CLARKE



LISA HAPPELL



MELISSA SPURGIN



ROMITA THAKUR



LAURA YOUNGSON



WRIDDHI BANERJEE



SUMMER HOWARTH



CHRISTIAN DUELL



NICOLE DYSON



BRUCE HARDY



SEAN T. BARNES



# SPECIAL PROJECTS: COLLABORATIONS

girlworld

We partner with industry, startups, universities and governments to design, develop and deliver educational events, workshops, research, content and community forums.

- Victorian Government - Regional WOW Summit activations 2019-2020
- Virgin Australia - CmeO International Women's Day Workplace Partner 2019
- University of Melbourne - Global Role Models Research Project (Masters Unit) 2018
- Melbourne Writers Festival 2019 - *In Search of Selfie* Teenage Q&A Forum
- City of Melbourne - Startup mentoring and WOW Summit event partner 2018-2019
- Atlassian San Francisco - ShipIt Hackathon and WOW Content Partner 2018
- Airbnb San Francisco - WOW Diversity Sponsor 2017 + Design Thinking Partner 2018
- Twitter San Francisco - Global Role Models WOW Content Partner 2018
- NewCo Aus - girlworld, NAB, Google, Aust. Futures Project, BlackBird Ventures
- Startup Victoria 2018 - Above All Human Conference Collaboration 2018
- Digital Innovation Festival 2018 - Guest hosts #FutureofWork 2018
- Zoos Victoria - Women in STEM Programs August 2019 (400+ students)
- One Roof - Multiple events, workshops and panel participation 2017-2018
- National Australia Bank - Connecting Women Event - Fed Square Melbourne 2018
- Good Education Group - WOW Summit Series Event Partnerships 2018-2019



# THANK YOU

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**s:** [@girledworld](#) [#girledworld](#)  
**w:** [www.girledworld.com](http://www.girledworld.com)

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