

Girledworld Workplace Mentoring 2020 INDUSTRY MENTORS HANDBOOK



This program is proudly supported by the **Victorian State Government**.

TODAY'S STUDENTS TOMORROW'S LEADERS

“No one country can reach its full potential unless it embraces the skills, talents, energy, intellect and ideas of the 50 per cent of the population that is female. I believe implicitly in the power of mentoring.” - **Julie Bishop**
#rolemodelsmatter

OUR MISSION

Girledworld is an award-winning edtech company equipping female high school students with the real-world industry knowledge, employability skills and workplace mentoring they need to build thriving future career pathways!

We're building the next generation of thinkers, leaders, entrepreneurs and STEM champions across Australia!

@girledworld #futureskills
www.girledworld.com



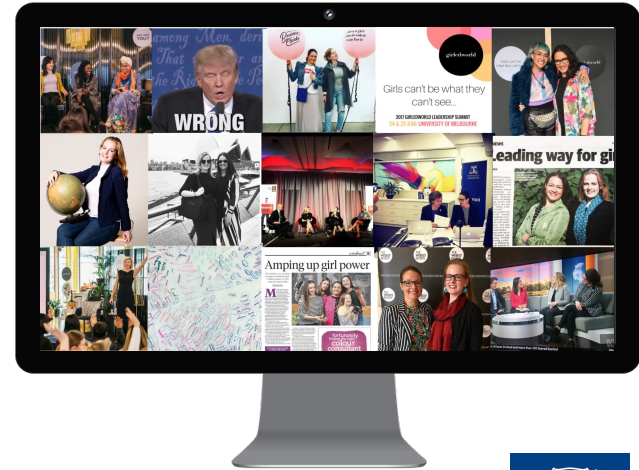
30,000+
STUDENTS
ENGAGED!

185+
HIGH
SCHOOLS

CAREERS
+ SKILLS
WORKSHOPS!

girledworld

GIRLEDWORLD
we build futures.



Girledworld was launched through the University of Melbourne in 2017, are *The Weekly Review* Startup Stars Competition Finalists and winners of the Tech Diversity Awards 2019 Education Category.

Girledworld Workplace Mentoring

2020 OVERVIEW

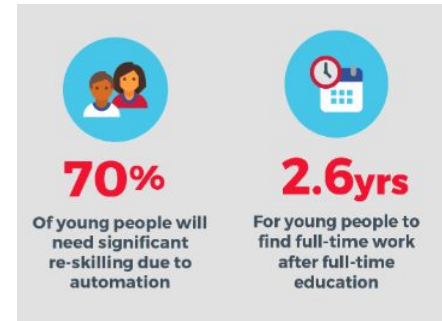
The **future of work** is rapidly shifting.
The next Gen workforce will have up to
17 jobs across **5 industries** in their careers.

THE PROBLEM

The next generation are stepping into a rapidly changing, globalised, workforce, and Australia's long-term economic growth will be reliant on an adequately skilled, diverse and educated talent pipeline.

However current education curriculum does not effectively provide young people with access to meaningful work experience, opportunities for employability skill building, exposure to diverse career mentors or real-world industry insights.

This makes it increasingly difficult for today's young people to access the industry knowledge and real mentorship they need to make decisions about their future careers, and to develop important workplace skills to ensure successful transition from education to employment.



THE SOLUTION

The Girlsdworld Workplace Mentoring program is best practice career education supported by the Victorian State Government, and built on strong partnerships with leading organisations which provide girls in Years 9-12 with access to incredible female role models and skills in new ways of working.

Connecting high school girls with strong, positive professional role models is a powerful way to change futures, and give girls a chance to access knowledge, mentorship and leading industry practice for high impact workplace education experiences.

Through the program, female students aged 15-18 take part in 'Day in the Life' mentor experiences inside Australian workplaces, undertaking workplace immersion, employability skill-building and career pathway discovery. Join us to build futures!



[#rolemodelsmatter](#)

It's hard for girls to **be**
what they can't **see.**

#rolemodelsmatter

THE GENDER GAP

HELP US CLOSE THE GAP IN AUSTRALIA

Gender equality starts at grassroots level. Young girls begin to make critical subject decisions and assumptions about future jobs, career choices and their own abilities while they are still teenagers.

By providing these students with access to positive female role models in the workforce (especially in future industries such as STEM and in sectors where they are traditionally underrepresented), you can help break down stereotypes, unconscious biases, and enable teenagers to expand their career aspirations.

Gender balance stalls at top levels

Female CEOs **remained static at 17.1%** and female representation on boards inched up by only **1.0pp to 26.8%**.



Employer focus on gender equality increases

Over **75%** of employers now have a gender equality strategy or policy (up 1.1pp). However, **only 32.2% have implemented KPIs** for managers relating to gender equality outcomes.



MEET YOUR FUTURE WORKFORCE !

30,000+
STUDENTS
ENGAGED!

girledworld

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 those in other countries)
- + **Climate conscious:**
(97% want to solve global climate issues)

*Great things
never came
from comfort
zones.*



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



Girledworld Workplace
Mentoring 2020
INDUSTRY PARTNERSHIP

JOIN US AS A 2020 INDUSTRY PARTNER !



As an industry partner of girledworld IWD Workplace Mentoring 2020, your company will be positioned as a dynamic organisation which fosters the advancement, empowerment and education of girls.

Workplace Mentors from our industry partners are frequently profiled and championed across girledworld multi-channel communications about the program, with emphasis placed on the Mentors' own career journey, company role and culture and leadership story. This creates positive exposure, invaluable advice and powerful industry insight for our audience of students, schools, industry leaders, media outlets and government partners, and also showcases your company - and talent.

We'd love you to join us as a 2020 industry partner to provide young females with a life-changing opportunity, and position your company front of mind with the Next Gen future talent pipeline!



TODAY'S STUDENTS TOMORROW'S LEADER

ABOUT THE PROGRAM



When: Please sign up through our website to host student Mentees for a minimum of 2 hours onsite (to a maximum of a full day) between **Monday 2nd March - Friday 27th March 2020**. (The program is designed to coincide with this year's International Women's Day happening globally 08/03/2020).

What: Workplace mentoring enables female students aged 15-18 to take part in industry education, employability skill-building and career pathway discovery through joining leading business, corporate and entrepreneurial women for a powerful 'Day in the Life' mentor experience inside Australian workplaces.

Who: girledworld will connect you / your organisation with group of female student Mentees from a local high school. (Numbers range from 5-40 however your total numbers to be agreed prior between your organisation and girledworld).

How: The student experience inside your workplace is up to you! Some partner organisations bring students to International Women's Day events, invite employees to talk about their job / career journey, facilitate interactive company tours, or provide 1:1 Mentor / Mentee sessions. (Don't stress - girledworld will provide your organisation with program ideas and other support to make the process as easy as possible :) Most companies host students for 2-3 hours and give them an overview of the company and industry and introduce them to amazing female mentors!

Girledworld Workplace Mentoring 2020

Monday March 2 - Friday March 27, 2020

MENTOR **BENEFITS**

PAY IT FORWARD

Give back in a meaningful way by giving a young girl a window to a career or company she may not otherwise have access to or have considered previously (Mentees come from a diverse demographic cohort in partner high schools).

SHARE YOUR EXPERTISE

Share your industry skills, inspiring story and career expertise with a young person who will directly benefit from that invaluable mentoring experience.

GROW YOUR MENTORSHIP AND MANAGEMENT SKILLS

Practice your managerial skills as you guide your Mentee through their early career planning and industry interest areas, showcase your role, company and workplace, plus add Mentor to your skillset and professional CV!

ENJOY THE BENEFITS OF REVERSE MENTORSHIP

Learning always cuts both ways! You will learn as much from your Mentee as they do from you - fresh eyes bring fresh perspectives.



COMPANY BENEFITS

ENGAGE YOUR WORKFORCE

Provide your people with the opportunity to build presentation skills, provide rewarding and high impact mentorship and connect with the next generation!

GAIN MEDIA EXPOSURE

Girledworld events and activations regularly receive national media coverage across print, radio, TV and digital platforms. Align your brand with an organisation that make headlines for all the right reasons!

GROW YOUR REACH + BUILD YOUR PIPELINE

Engage the next generation of brand advocates, customers or future employees by providing them with an enriching and positive experience inside your organisation, so they better understand what it means to work there, and why it could be their future!



Girledworld Mentor: Eva Ross of Sendle (previously Airbnb)

WORKPLACE MENTORING

EXAMPLES OF EXPERIENCES YOU CAN PROVIDE MENTEES

- Workplace or on-site tours to showcase your company and work spaces
- Mentees can 'shadow' a mentor for a 'Day In The Life' experience in your job!
- Staff from diverse company roles could present on their career trajectory
- Run a Q&A forum aligned to a key industry trend, change or challenge!
- Provide interactive staff-led skill building and instructional workshops
- Mentees could present their view of the world to you!
- Provide mock experiences eg. job interview, project brainstorm, team meeting
- Demonstrate how you use technology in your day-to-day ways of working
- Let Mentees do a social media takeover for the day with your social team!
- Provide one-on-one Mentee mentoring with some of your female staff

girledworld can provide ongoing support including ideas, guidelines and material.



THE BEST WAY TO
PREDICT THE
FUTURE IS TO
INVENT IT.



COMPANY **BENEFITS**

CONTENT AND MEDIA ENGAGEMENT

- Opportunity to run Workplace Mentoring 2020 event with endorsement and promotional coverage provided by girledworld (eDm / social / PR)
- Recognition as a participating mentor and logo inclusion across relevant Workplace Mentoring assets, communications and stakeholder engagement
- Logo and customised link hosted on girledworld.com (Av.month pageviews 23.3K)
- Social post mentions across girledworld social accounts including Twitter, LinkedIn, Facebook and Instagram
- Opportunity for participation in ongoing media and girledworld social channels
- Ongoing promotion and sharing of content across all girledworld platforms

In 2019 we partnered with **Virgin Australia** to match teenage girls with mentors across Australia. [Watch the video below](#) for Workplace Mentoring highlights.



PRESS HIGHLIGHTS 2019



7 News Story: girledworld on a mission to prepare girls for jobs of the future



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



Girledworld join ABC Radio National: Creating a new kind of STE(A)M

Herald Sun

Super-mum Madeleine Grummet stems the flow of girls away from science, tech, engineering and maths

Domain

Startup Stars Finalists! Girledworld



Girledworld join 3AW with Denis Walter and Sabina Read

MamaM!a

Everything to know about the Girledworld Big Ideas Summit



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



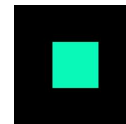
Mads Grummet joins Humans of Purpose for a feature interview on startups!

Geelong Advertiser

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



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



Girledworld Cofounders feature on startup vlog with Creative Cubes

Business Chicks

Building the next generation of female leaders



Job ready for the 21st century - girledworld World of Work Summit



Girledworld join ABC to talk role models and how girls can step up to their potential



INDUSTRY PARTNERS 2018-2020



DIGITAL REACH 2020

girledworld



70+ global industry partners



40k+ followers



7.6k+ subscribers



2k+ page likes

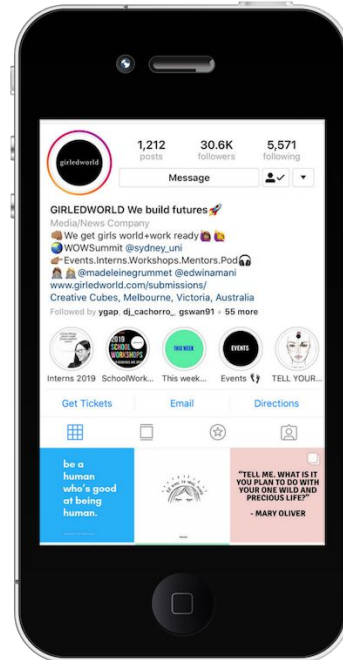


28.3k+ unique visitors



63.1k+ website page views

23.3K
PAGEVIEWS
PER MONTH



**Your words matter. Your actions matter.
We all look to and learn from each other.
So being a role model isn't optional.
You are one.
#rolemodelsmatter**

LET'S TALK

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