

2022



EMPLOYER PARTNER INVITATION





ANNIVERSARY

INVITATION FROM THE PRESIDENT

Established in 2001, Women in Leadership (WIL) is a national, non-profit organization committed to creating a platform to promote diverse & inclusive workplaces.

We help all women across Canada to have the confidence and opportunities to pursue positions of leadership and help employers hire, grow, and support a diverse workforce.

As we celebrate our 20th year, we invite you to join us as an Employer Partner to share your story, showcase your leaders, and highlight your commitment to making a difference with diversity, equity and inclusion.

Best regards,



Maya Kanigan, BCom
Founder & President



75% OF OUR WOMEN ARE
MANAGEMENT TO CXO ROLES

+75,000 LINKEDIN FOLLOWERS

+2,100 MENTORSHIP
PROGRAM GRADUATES

\$6,000,000 INVESTED
INTO PROGRAMS

+7,000 NEWSLETTER
SUBSCRIBERS

CUMULATIVE
REACH OF OVER
95,000
WOMEN LEADERS

NETWORK DEMOGRAPHICS



2022 SCHEDULE

20+ events

JAN 6 Mentorship Program
12 Mentorship Program
20 Career Development Webinar
Feb 3 Career Development Webinar
15 Speaker Series
Mar 8 Indigenous Leadership Forum
22 Career Development Webinar
29 Speaker Series
Apr 14 Career Development Webinar
21 Speaker Series
May 5 Career Development Webinar
17 Speaker Series
June 2 DEI Forum
16 Mentorship Program Grad

July No Events
Aug Leadership Retreat TBA
Sept 12 Career Development Webinar
29 Women in Real Estate Forum
Oct 6 Career Development Webinar
19 Speaker Series
Nov 3 Speaker Series
10 Career Development Webinar
22 Women on Boards Forum
Dec 7 Speaker Series
15 Career Development Webinar

Additional Networking Events

Each chapter will hold live or virtual networking events that your people may attend and have a rep speak at.

NOTES:

Partners may hold a special webinar to highlight what they are doing or to connect with clients. (small fee). Live and Virtual events average 150-500 attendees, speakers are provided a briefing well in advance

PROGRAMS

SPEAKER SERIES

Our virtual and live Speaker Series events feature a panel of leaders from various sectors, sharing their thoughts on key industry topics, their career path and leadership insights.

Benefit: Speaking and hosting opportunities

CAREER WEBINAR SERIES

Each webinar features an executive leader from our employer partners or sector stakeholders providing career development insight and learning.

Benefit: Speaking and hosting opportunities

MAJOR FORUMS

Four forums & career fairs showcasing opportunities and women's contribution in various sectors (DEI/ Real Estate/ Boards / Indigenous Leadership).

Benefit: Speaking & hosting opportunities

MENTORSHIP PROGRAM

Our 6 month award winning program has seen 2,000+ emerging women leaders graduate and propel their career advancement. Runs from January to June and Includes 1-1 mentoring with cohort learning.

Benefit: 4 Free mentee spots and unlimited mentor spots

NETWORKING EVENTS

Our Chapters hold social networking events during the year. Typically there is a short leadership presentation followed by networking.

Benefit: Speaking & participating



BRANDING



Where ideas work



PARTNER PLATFORM

We showcase our Partners nationally and locally, recognizing their commitment to leadership development and DEI. Partners have speaking opportunities for their leaders and may host specific sessions during our Forums. Partners may also hold a signature event (small fee) specifically highlighting their employer brand and messaging.

As a Partner, we promote you to our network through our social media platforms as well as through our events. We engage our Partners to provide unique content we can share with our network. Other ways WIL supports our Partners:

SHARING YOUR CONTENT

- Releasing articles leading up to events
- Sharing special video content
- Press release announcing partnership
- Virtual interviews with your people
- Exclusive Newsletter to our audience*

RECRUITING & CAREER FAIRS

During our Forums we hold virtual career fairs to highlight opportunities with our partners. We post your leadership jobs on our website, newsletter and on our sister job board leadingtalent.ca

HOSTING SESSIONS

Partners may HOST a signature webinar or sessions during one of our full day Forums. As Host, you select the theme and have 1 or more speaking spots and option to moderate the panel too.



SPEAKER SERIES

PARTNER DETAILS

Our virtual and live Speaker Series events feature a panel of 3 leaders from various sectors, sharing their thoughts on key industry topics, their career path and leadership insights. Events average 200-500 attendees.

Benefits:

- ✓ Host 1 session with welcome, MC and speaker
- ✓ Showcase your women leaders on panels at other sessions
- ✓ Professional development to grow your emerging women leaders
- ✓ Branding recognition for all communications

OPTIONS: Host a signature Speaker Series event featuring just your people or clients (for fee).
Become the Presenting Partner for expanded speaking and branding opportunities.



WEBINAR SERIES

PARTNER DETAILS

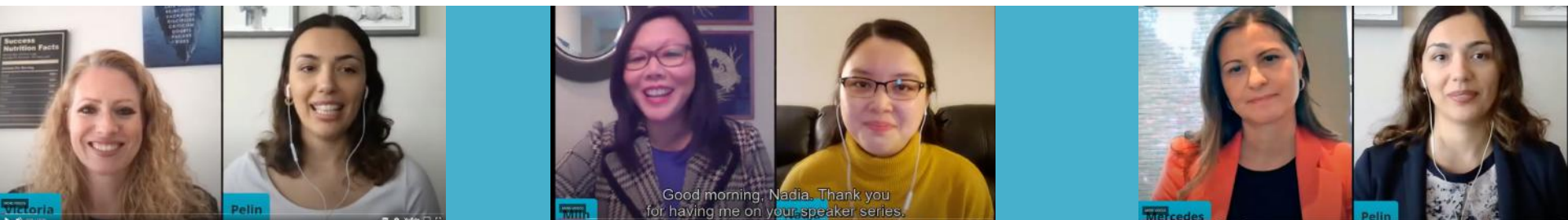
The Career Development Webinars feature a high profile leader (typically from one of our Partners) that spends 20-40 minutes sharing their career path and wisdom for future leaders. Webinars are shared on our website, YouTube channels and social media posts.

Our Chapters Co-Host the webinars, which average 150-300 attendees.

Benefits:

- ✓ Host 1 session with welcome, MC and speaker
- ✓ Professional development to grow your emerging women leaders
- ✓ Branding recognition for all communications

OPTIONS: Become the Presenting Partner for expanded speaking and branding opportunities.



MENTORSHIP

PARTNER DETAILS

Our 6 month award-winning Leadership Mentorship program has seen 2,100+ emerging women leaders matched with women mentors from diverse sectors to develop leadership skills, build confidence, and propel their career advancement. Includes monthly group learning and 1-1 mentoring.

Benefits:

- ✓ 6 Free Mentee spots for your emerging women leaders
- ✓ Opportunity to host a Development workshop for the cohort featuring your leader
- ✓ Partner recognition Online, at Sessions and Graduation

OPTIONS: Become the Presenting Partner of the program with extra spots, Launch and Graduation address and amplified branding.



FORUMS

PARTNER DETAILS

We are so excited to be hosting our 11th Indigenous Women's Leadership Forum March 8th, 2022 as the first of 4 National Forums for 2022. Our Forums explore challenges and opportunities for advancing DEI from a leadership perspective. Forums include several sessions and key note presentations as well as some networking and Career Fair elements.

2022 Forums: Indigenous Leadership / DEI / Women on Boards / Women & Real Estate

Benefits:

- ✓ Opportunity to host a session at all Forums
- ✓ Have your people speak
- ✓ Exhibit at live or virtual Forums
- ✓ Partner recognition

OPTION: Become the Presenting Partner or Sponsor for One or all the Forums.



RECRUITMENT

PARTNER DETAILS

WIL helps showcase career opportunities with our Employer Partners to our large network of professional women. We focus on management to CXO positions and share these through our communications and job board LeadingTalent.ca. By hosting, sponsoring and participating in our events you have the opportunity to increase your profile as an employer of choice for women.

Benefits:

- ✓ 20 Free postings on our job board LeadingTalent.ca
- ✓ Posting Feature jobs on the WIL home page
- ✓ Featuring postings in our weekly newsletter (7,000 subscribers)
- ✓ Special career blog and other content opportunities
- ✓ Exhibiting at our National Forums

OPTION: Choose Unlimited job board postings and we scrape/post your leadership jobs for you.



QUOTES & FEEDBACK FROM PARTNERS



Katherine Faichnie, Director & HR Leader, IBM Canada

“At IBM, the diversity of cultures, people, thoughts and ideas are critical in driving innovation and providing advanced technologies and services to business. It’s more than a set of policies and programs. Diversity — including diversity of thought — opens the door to different perspectives, identities and experiences that are not only reflective of the Canadian marketplace, but also improves our company’s agility, performance and engagement as employees feel safe and confident being their full selves at work.”



Alana Riley, Senior Vice President, Financial Services Distribution, IG Wealth Management

“We need to continue to press for progress. With women soon controlling 50% of the wealth in Canada and representing 52% of the population, our corporate environments need to reflect the rich diversity of our culture.”



Michele Baptiste, Former National Manager, Aboriginal Relations, Scotiabank

“I have had the honour of speaking to Indigenous women across the country through this initiative and can attest to the wonderful work the Foundation is doing. With so many negative messages sent to mainstream Canada regarding Indigenous people and politics, WIL gives women the opportunity to hear a very different, positive message - a message of empowerment and strength - without losing our identity as women in our communities. The feedback is overwhelmingly positive.” Michele Baptiste with Scholarship Presentation to Sienna MacMillan

MEET SOME OF OUR CHAPTER LEADERS



*Bina Kamath
WIL Calgary*



*Farhana Mahbub
WIL Toronto*



*Susie Ho
WIL Ottawa*



*Maureen McKinnon
WIL Vancouver*



*Heather van Munster
WIL Victoria*



*Janet Dean
WIL NWT*



*Denise Young
WIL Okanagan*



*Linda Mota
WIL Montreal*

PARTNER OPTIONS

NATIONAL PARTNER BENEFITS | \$ 10,000 per year

| | |
|---|---|
| ENHANCE BRAND AS A PROGRESSIVE EMPLOYER – strong recognition, social media content and more | ★ |
| SPEAKING OPPORTUNITIES FOR YOUR WOMEN LEADERS - Speaker Series, Webinar Series and Forums | ★ |
| DIVERSITY RECRUITMENT - 40 free Job board postings (upgrade to Unlimited for \$7,500) | ★ |
| VIRTUAL WIL MENTORSHIP PROGRAM - 6 mentee spots & opportunity to host a workshop | ★ |
| NATIONAL FORUMS – Host session, Speaking opportunities, Career info Table | ★ |

PRESENTING PARTNER OPTIONS

| | FEE |
|---|----------|
| WIL SPEAKER SERIES Welcome address, Key note & Host Session, advance social media content, special eblast message | \$20,000 |
| CAREER DEVELOPMENT WEBINAR SERIES Welcome address and Career opportunity messaging, advance social media content & promotion | \$10,000 |
| LEADERSHIP MENTORSHIP PROGRAM Welcome and speaker at Launch and Graduation session, Branding alignment and social media content | \$10,000 |
| NATIONAL FORUMS - INDIGENOUS, DEI, BOARDS, REAL ESTATE Opening welcome, Keynote, Host 1 Session, social media posting in advance +20 free tickets | Contact |

PARTNER OPTIONS

SMB PARTNER | \$ 5,000 per year (under 300 employees)

In recognition of the contribution of Small and Medium sized employers to the economy and shaping emerging leaders, we offer SMB employers and opportunity to use WIL as a platform to build on their business and DEI portfolio.

| BENEFITS | SMB |
|---|------------|
| ENHANCE BRAND AS A PROGRESSIVE DIVERSITY EMPLOYER | ★ |
| SPEAKING OPPORTUNITIES FOR YOUR WOMEN LEADERS - Speaker Series & Webinar Series | ★ |
| DIVERSITY RECRUITMENT - 10 free postings on our job board (go unlimited for just \$3,000) | ★ |
| VIRTUAL WIL MENTORSHIP PROGRAM – 2 mentee spots | ★ |
| NATIONAL FORUMS - Speaking opportunities, Career info Table | ★ |

PARTNER WITH US TO MAKE A DIFFERENCE



We showcase our partners nationally and locally to recognize their ongoing commitment to build on their diversity and inclusion leadership.

“Each of us has the power to make a difference. WIL is about working together to get there.” WIL Founder & President, Maya Kanigan

WWW.WOMENINLEADERSHIP.CA

