

#MOVE
THE
DIAL

ADVANCING WOMEN LEADERS IN TECHNOLOGY







JODI KOVITZ

CEO & Founder #movethedial

@jodilynnkovitz @Move_The_Dial



#MOVE
THE
DIAL













My Journey



Because of #movethedial Moments



David Ossip,
*Chairman & CEO,
Ceridian*



Lisa Lisson,
*President, FedEx
Express Canada*



John Tory ,
Mayor of Toronto



Colleen Moorehead,
*Chief Client Officer,
Osler*



Kathleen Taylor
*Chair of the Board,
RBC & SickKids
Foundation*

Four Key Lessons

- Sponsorship is key
- There is no balance, there is only flow
- Big dreams, time oriented goals written down (+ focused execution) really matter
- When you play to your strengths, you can live in your superpower...with joy

A group of four women in professional business attire are engaged in a conversation in a modern office environment. One woman in the center is holding a smartphone. The background shows a multi-story office building with glass windows and balconies.

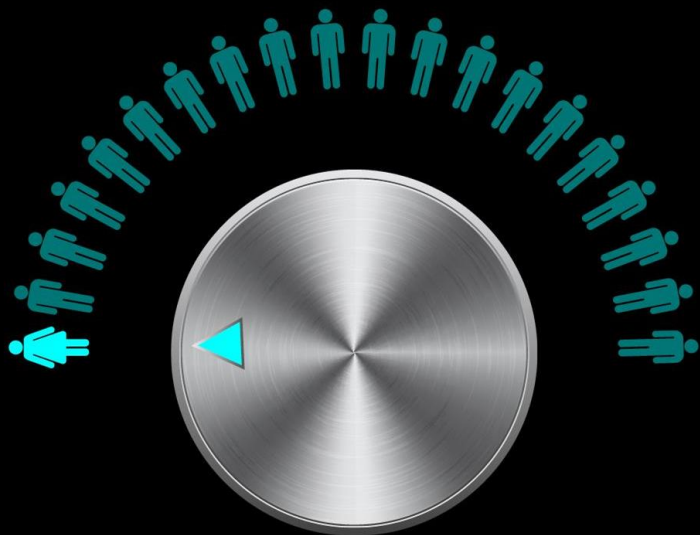
#movethedial is a global movement dedicated to
increasing the participation & advancement of
women in tech



WHERE'S THE DIAL NOW?

Benchmark Report 2017

#MOVE
THE
DIAL



And the Results Weren't Pretty

IN CANADIAN TECH COMPANIES

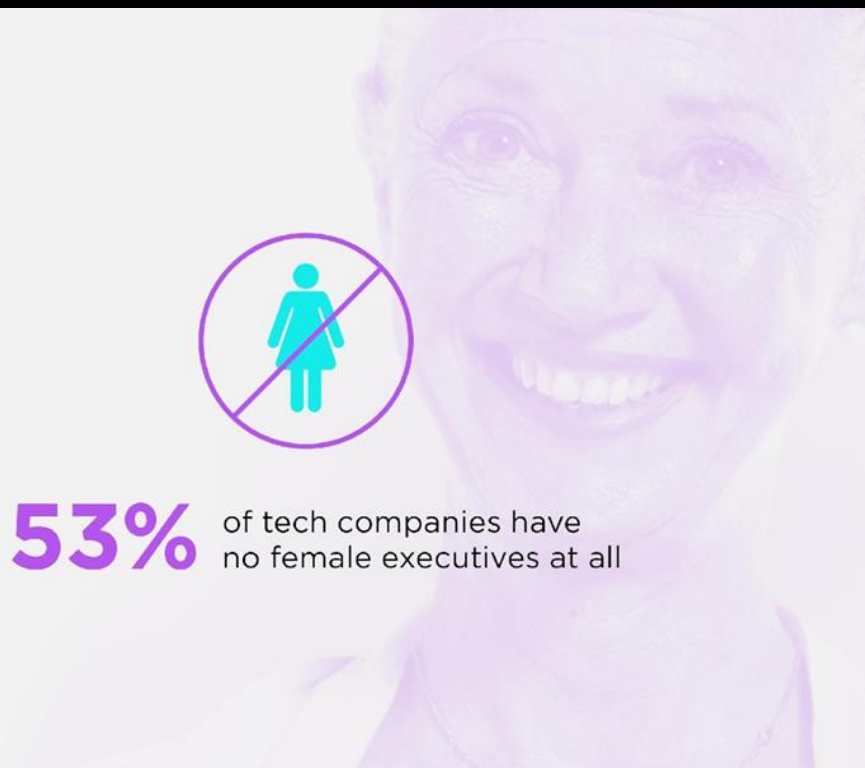
Women comprise only **13%** of the average tech company's executive team



while



53% of tech companies have no female executives at all



And the Results Weren't Pretty

IN CANADIAN TECH COMPANIES

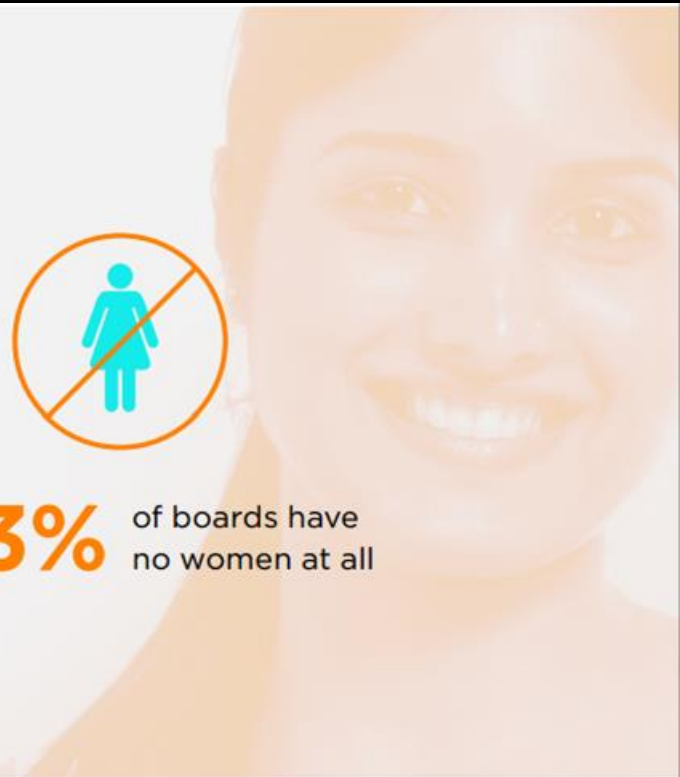
On average, only **8%** of directors
at Canadian tech companies are women



while



73% of boards have
no women at all





#MOV
THE
DIAL

ONLY 5%
OF CANADIAN TECH
COMPANIES HAVE A
FEMALE FOUNDER

Our Journey



Event @ MaRS



Media Training Event



Elevate Toronto



Launch Pitch



Launch Media Hub



Launch in SF

JANUARY 2017



TODAY



New Team Formed



Mayor Tory Pledge



TOIC



Launch Stories

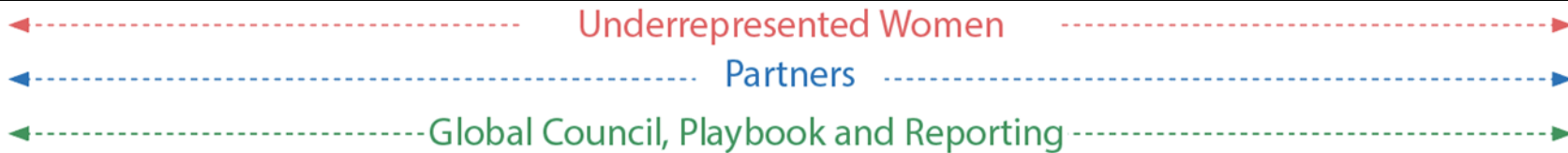


Launch Report

#movethedial Programs

**#MOVE
THE
DIAL**
Summit

**#MOVE
THE
DIAL**
Stories



#movethedial Core Programmes Address the Entire Lifecycle of a Woman in
the Tech & Innovation Ecosystem

Our Impact to Date

3,000+

in our community of
participants and
partners

40+

senior leaders
as advisors

150+

tech champions

Through a **#movethedial**
campaign, we saw a

**400%
INCREASE**

In female founder nominations

in Toronto for C100, a non-profit,
member-driven association of
Canadian thought leaders in the
San Francisco Bay Area committed
to supporting and accelerating the
innovation economy in Canada

**Elevate Toronto Tech
festival** in September
hosted

3,000

attendees and
featured

40%

female speakers
on panels through
a partnership with

#MOVETHEDIAL

**AceTech Ontario
INCREASED
female CEO & COO
participation by**

230%

Hosted

SIX EVENTS

first convened **1,000+** people,
including the largest group of women
in tech in Canada, >500 women

Toronto Mayor

JOHN TORY

pledged to attend events featuring
diverse panels inspired by
#movethedial

Launched
#movethedial pitch,
a new series of
**OPPORTUNITIES
FOR FEMALE
FOUNDERS**

to pitch for feedback,
prizes and to receive
**HIGH IMPACT
MENTORING**

on their business
plans, not their decks

Launched global **#MOVETHEDIAL STORIES** campaign intended to

INSPIRE, EMPOWER AND CONNECT

Who's Behind Us: Corporate & Community



Wealthsimple

LoyaltyOne



cossette zync



OSLER
Osler, Hoskin
& Harcourt LLP

wework



TRIBALSCALE

McKinsey&Company



OMERS
Ventures

ROSENZWEIG
&
COMPANY
GLOBAL TALENT ACQUISITION



COMMUNITITECH



INTELEX



CANADA
LEARNING CODE

tealbook™

ELEVATE
TECHFEST



theBoardlist



STANDUP
VENTURES

di·ver·si·ty

noun

the quality or state of having many
different forms, types, ideas, etc.



in·clu·sion

noun

the action or state of being
included within a group.



To belong, is to be a member or part of
(a particular group, organization, or
class).





salesforce

em·pa·thy

noun

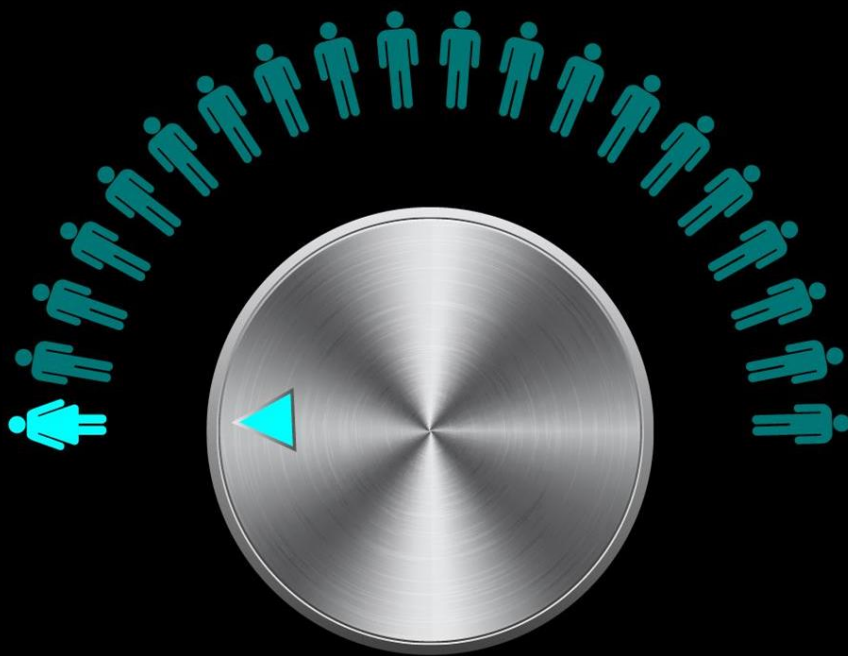
the ability to understand and
share the feelings of another.



trust
noun

The firm belief in the reliability,
truth, ability, or strength of
someone or something.





How you can
#movethedial
faster

Thank You Questions?

@jodilynnkovitz
@Move_The_Dial

www.movethedial.ca
jodi@movethedial.ca

