

#MOVE
THE
DIAL

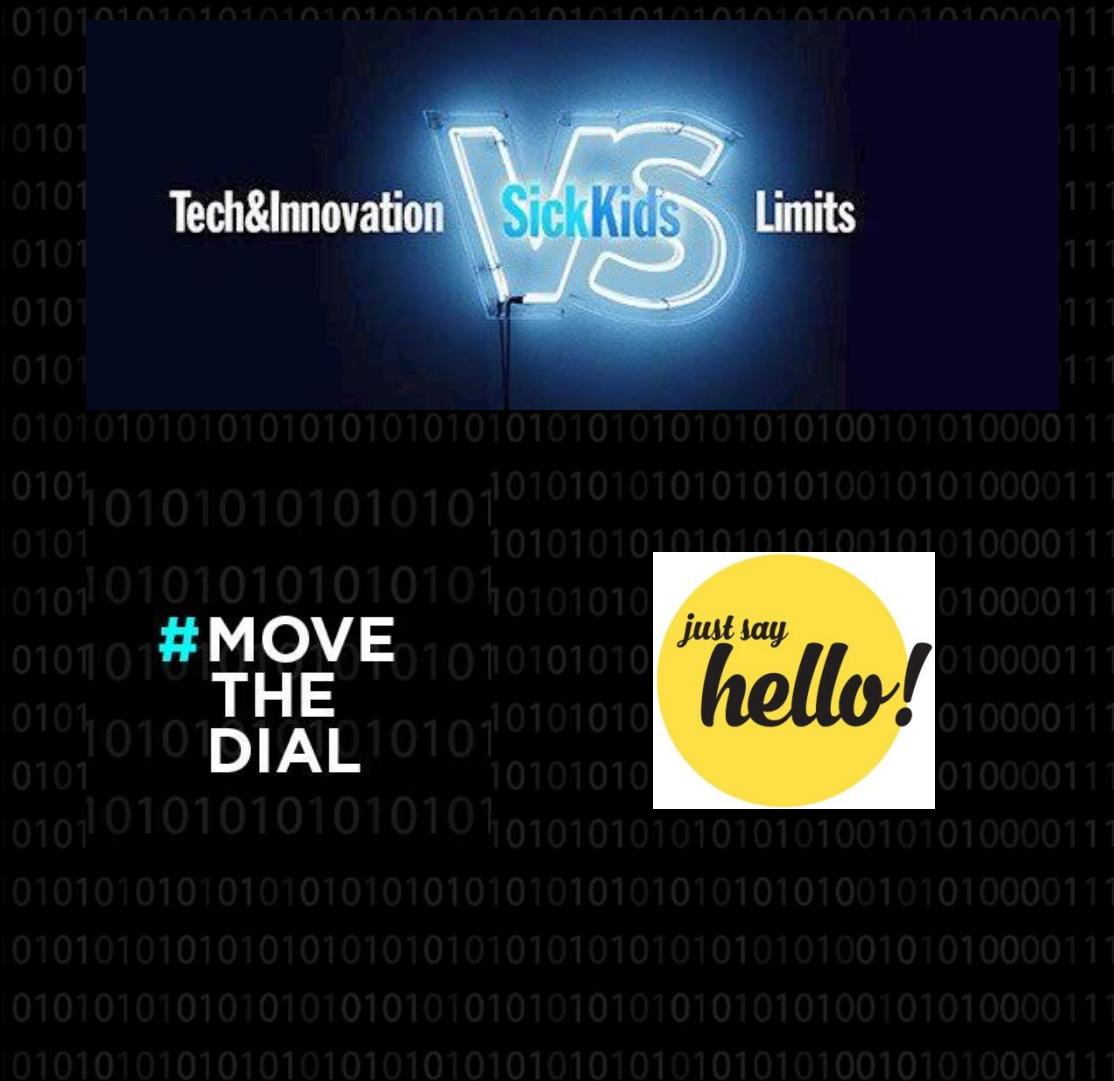
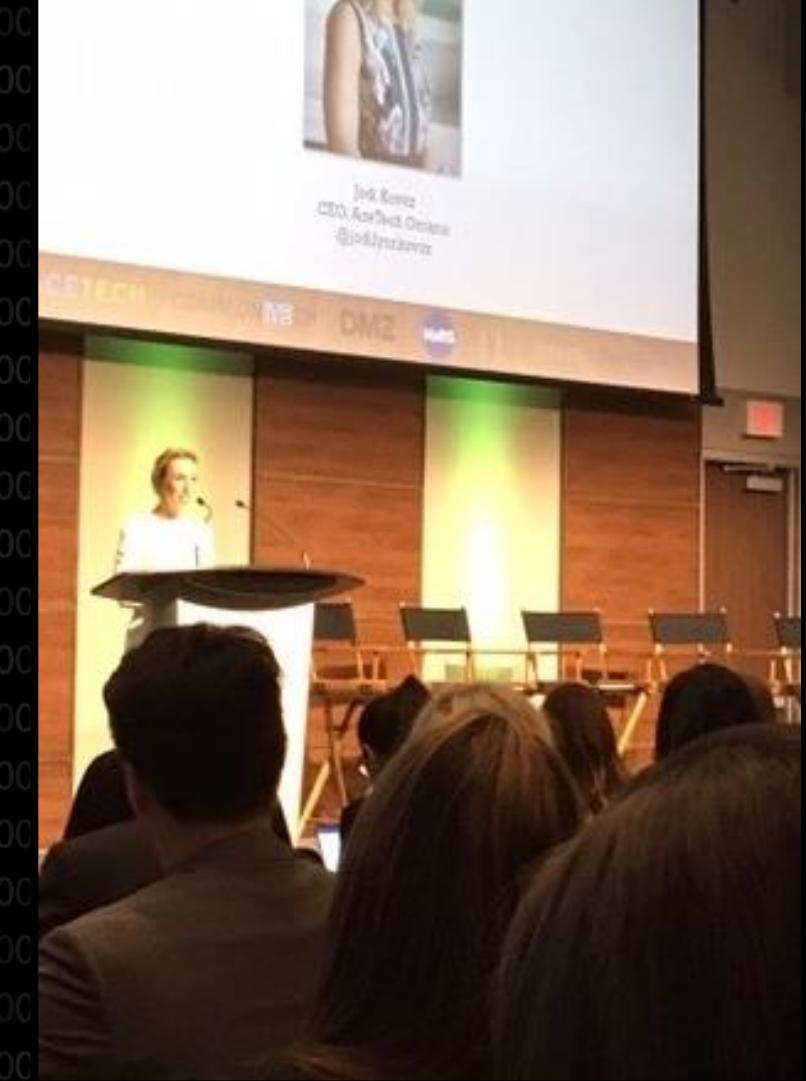
ADVANCING WOMEN LEADERS IN TECHNOLOGY





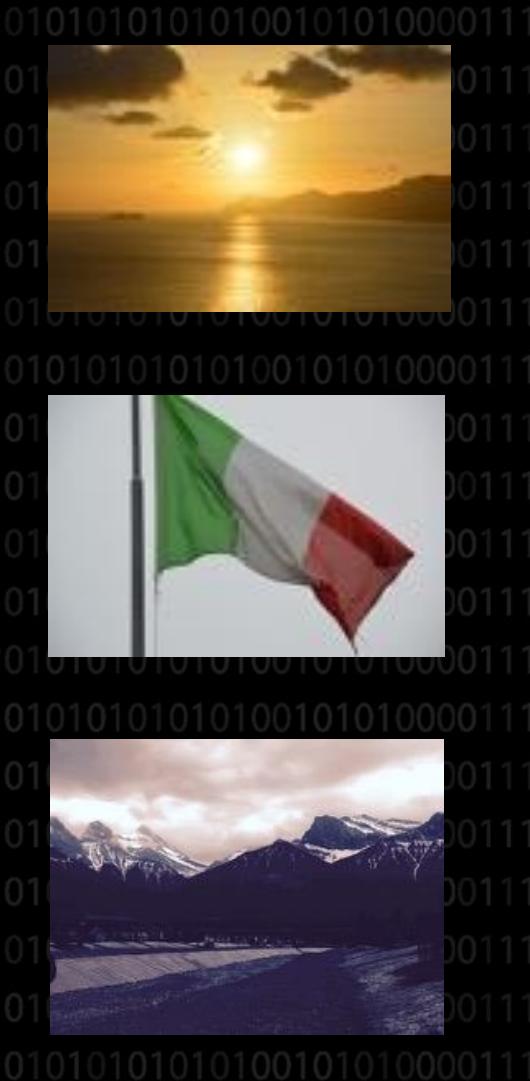


JODI KOVITZ
CEO & Founder #movethedial
[@jodilynnkovitz](https://twitter.com/jodilynnkovitz) [@Move_The_Dial](https://twitter.com/Move_The_Dial)

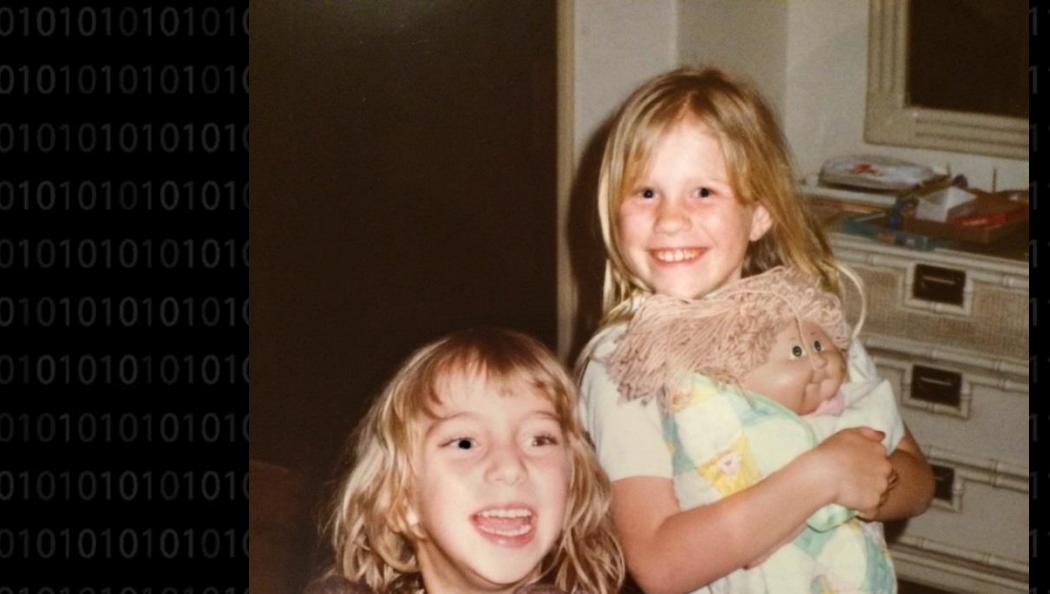














My Journey



Western

Ivey

Richard Ivey School of Business
The University of Western Ontario

SDA Bocconi
School of Management
MILAN, ITALY

peerscale
where tech leaders connect



OSGOODE
OSGOODE HALL LAW SCHOOL

BCG
THE BOSTON CONSULTING GROUP

workbrain®

OSLER

Osler, Hoskin
& Harcourt LLP

#MOVE
THE
DIAL

Torkin Manes
Barristers & Solicitors

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 photograph of four women in professional attire gathered in an office lobby. One woman in a purple dress is holding a small white device, possibly a smartphone or a small tablet. They are all smiling and appear to be engaged in a friendly conversation. The background shows a modern office building with glass walls and greenery. The overall atmosphere is positive and professional.

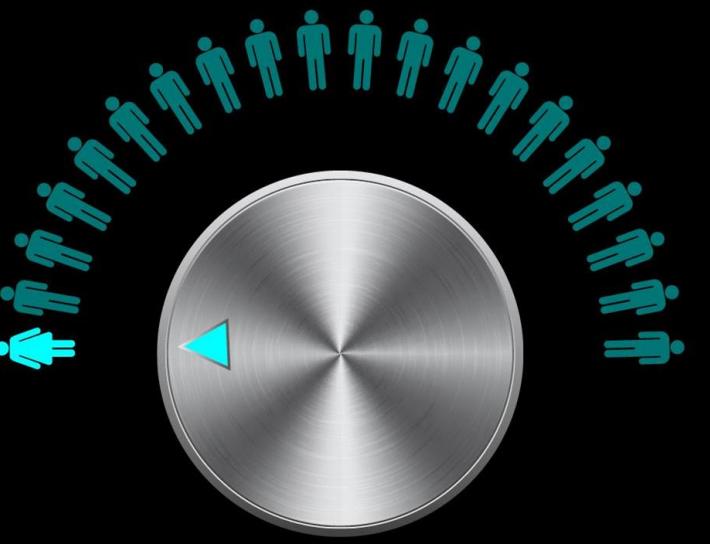
#movethedial is a global movement dedicated to
increasing the participation & advancement of
women in tech



**WHERE'S
THE DIAL NOW?**

Benchmark Report 2017

**#MOVE
THE
DIAL**



And the Results Weren't Pretty

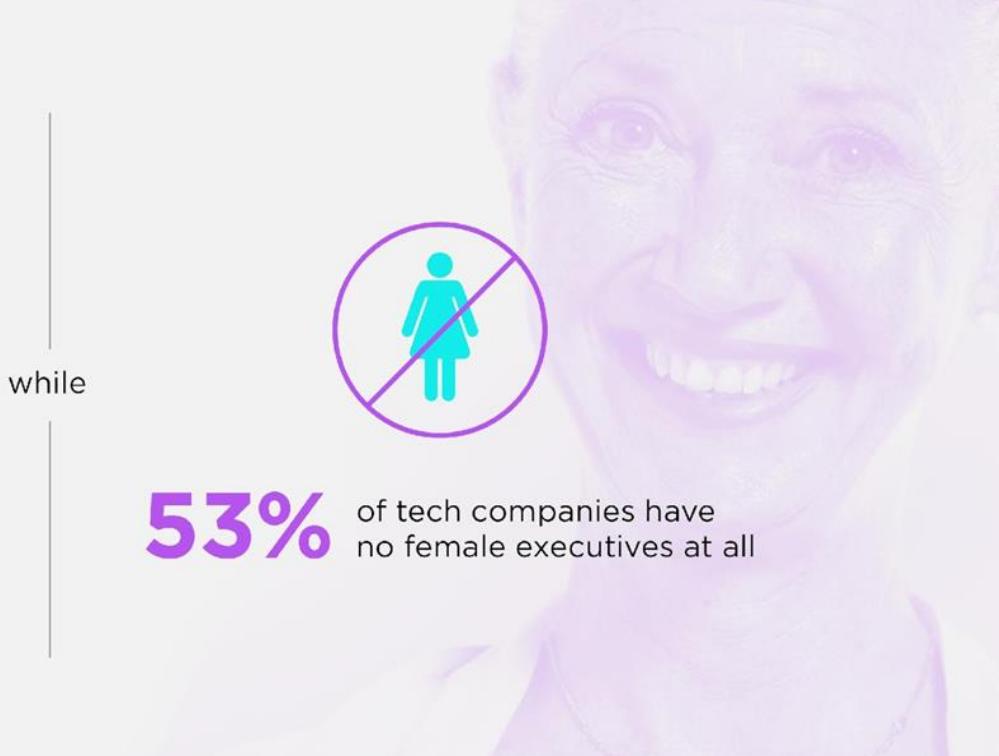
IN CANADIAN TECH COMPANIES

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

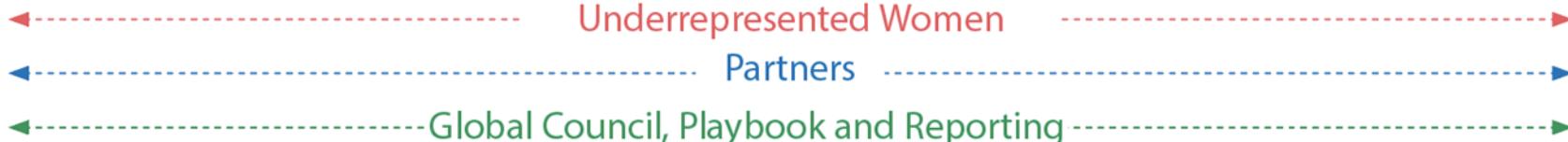


Launch Report

#movethedial Programs

**#MOVE
THE
DIAL**
Summit

**#MOVE
THE
DIAL**
Stories



#movethedial Core Programs 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



THOMSON
REUTERS®



TRIBALSCALE



NEXT CANADA



McKinsey&Company



Northeastern University



OMERS

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).



The logo for Salesforce, featuring the company name in a white, lowercase, sans-serif font. The text is "salesforce", with "sales" on the first line and "force" on the second line, both in a bold, italicized style.

salesforce

em·pa·thy

noun

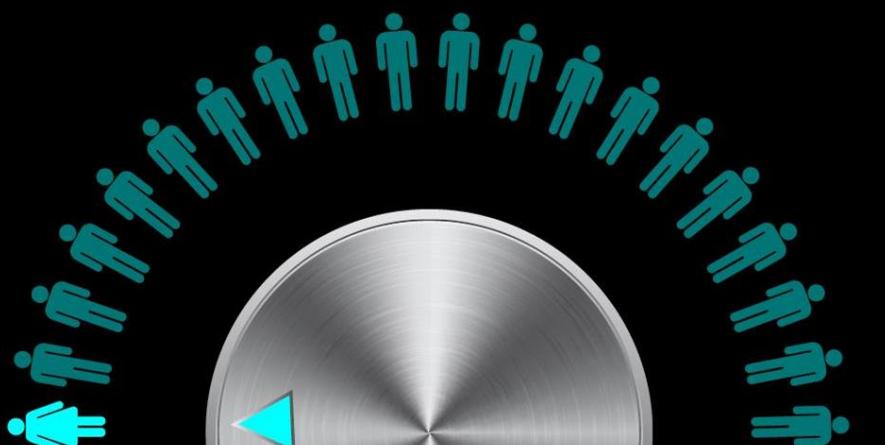
the ability to understand and share the feelings of another



trust
noun

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





How you can
#movethedial
faster

Thank You Questions?

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@Move_The_Dial**

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