



[www.isaw.org](http://www.isaw.org)

# International Smart Advancing Women (iSAW)

## Brochure

**Accelerator for working professional women, closing the gap for women in enterprises**  
iSAW provides enterprises with a solution for gender equality, focused on women's career fulfilment

# Who iSAW is targeting with its mission...

## WORKING WOMEN



iSAW is an organization with a mission to accelerate equality for all women in the workplace through an integrated and innovative approach. Working women have faced inequality for centuries, and it is predicted to be another century before that equality will be achieved. Therefore, the purpose of our mission is targeted on advancing equality for working women. We believe that accelerating women's equality will have the biggest single impact on the broader aspects of diversity in the workplace.

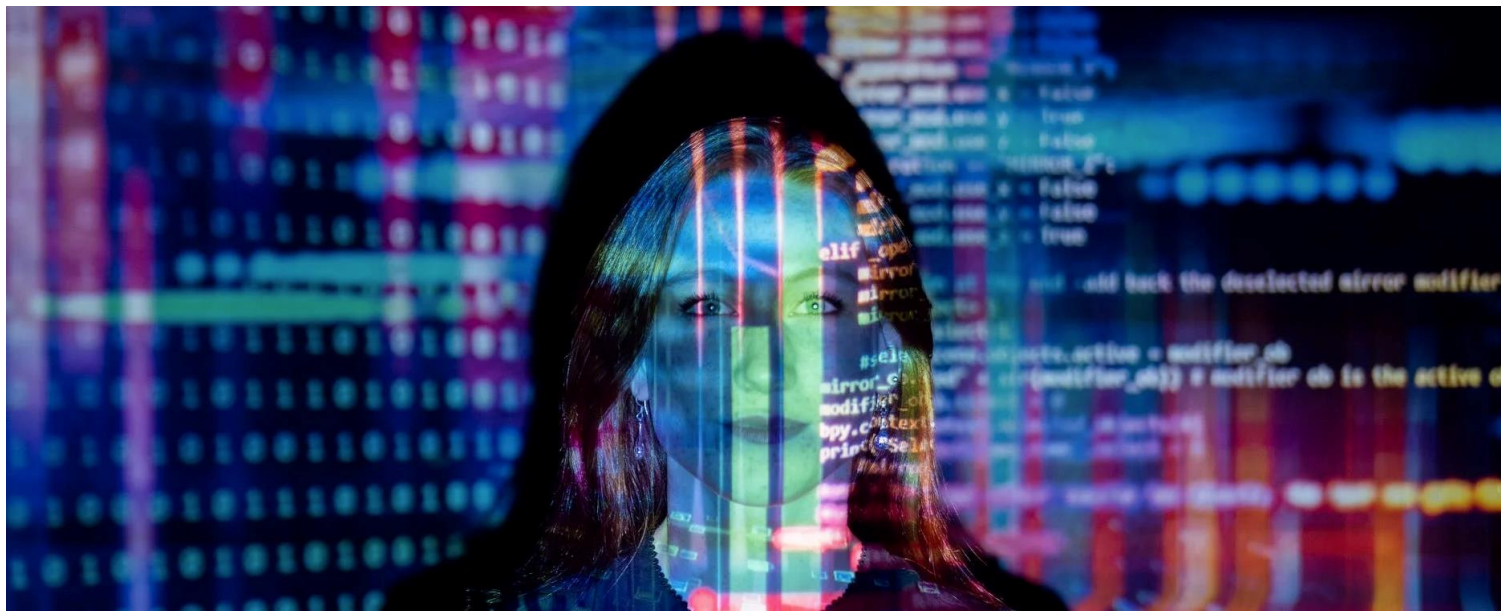
iSAW also recognizes equality for every individual person and the intersectionality of equality across many dimensions. We encourage and support other organizations with a focus on different aspects of advancing equality. It is through the collective power of many initiatives that we will achieve equality for all.



# Be Part of the Narrative. Show up for Women.

---

Enterprises have both an opportunity to maximize value and responsibility to support their women employees and help address the gender gap in the workplace. iSAW provides a unique ready-made solution to allow them to make a dramatic impact on their female workforce as a strategic talent and support the gender equality aspects of their Diversity, Equity and Inclusion agenda and the wider Environment, Social and Governance (ESG) activity.



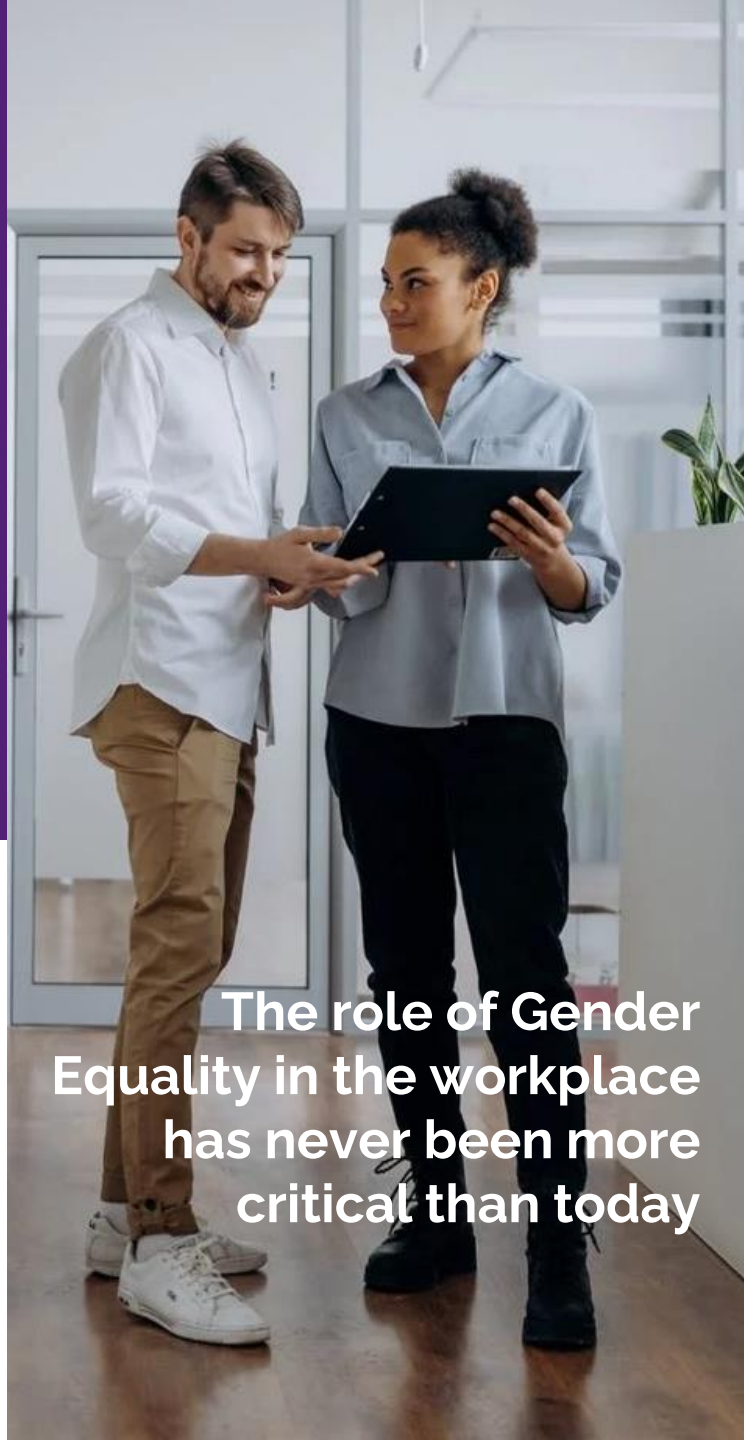
## Business Opportunity

Maximized  
Business  
Outcomes

Greater  
Innovative  
Solutions

Enhanced  
ESG  
Proposition

1. Increased profitability and value generation
2. Improved competitive performance
3. Greater customer centricity and revenue generation
4. Enhanced talent attraction and retention
5. Improved reputation in the ESG sustainability agenda



**The role of Gender  
Equality in the workplace  
has never been more  
critical than today**

## Business Responsibility

135 Years  
on average  
to Gender Equality

Enterprises have a responsibility to support their women employees and help address the gender gap in the workplace



**Are you meeting  
this Business  
Opportunity and  
Responsibility?**



**How would you assess the effectiveness of your organization's commitment to gender equality, and do you have the tools and resources needed?**

---

Culture to attract and retain female talent?

Resources to accelerate women growth?

Positive external reputation?

Male champions and allies?

Workforce that mirrors customer base?

Link Gender Equality to business value?

ESG and regulatory requirements?

Practices in line with leading organizations?

# A big bold step of Career Progression for the Working Woman. Any Sector. Anywhere.

---

## ABOUT US

International Smart Advancing Woman or iSAW helps enterprises make a dramatic impact for woman in their workplace that contributes to narrowing the gender equality gap globally. iSAW is an organisation that supports enterprises' gender equality initiatives by creating a community of members seeking career fulfillment and growth through interaction with one another, thought leaders, and industry and functional subject matter experts who are equipped to meet their needs.

**iSAW is headquartered in the USA and UK, with activities in over 20 countries, supporting 30+ languages and expanding worldwide.**



## OUR VISION

To accelerate gender equality worldwide through the use of data, insights and benchmarks by growing professional and personal power.

## US IN A FEW WORDS

A networked community, focused and committed to developing women as a strategic talent.

## HOW DO WE DO THIS?

Through our iSAW Learning and Intelligence for Tomorrow (LIFT) virtual global platform.

Through our franchise structure providing a business opportunity for local women entrepreneurs

Through our charitable ethos, formalized in our iSAW Foundation

# The iSAW business opportunity enables enterprise leaders and their organizations to accelerate gender equality through innovative solutions that lead to significant business outcomes



## Traditional

- Gender Equality as a standalone program
- Limited to 'high potential' women only
- Offerings limited to traditional training courses and mentoring
- Limited attention to role of men
- Owned by HR function
- Ad hoc and not sustained

**The result:**  
Low impact  
Slow pace

## Accelerated

- Integrated Gender Equality program linked to core business performance
- Available to all women whatever their career aspirations
- Offerings connect women to their peers & experts, across the ecosystem
- Men champions are recognised as critical to Gender Equality success
- Owned by all leaders, supported by an integrated roadmap for change
- Sustained through linkage to better business performance, activating the organisation at scale

**The result:**  
High impact  
Accelerated Pace

### iSAW gender equality business case

A roadmap of change that leverage Gender Equality improvements for better business Performance

Evidenced based measures of Gender Equality Capabilities that allow enterprises to know and target what good GE looks like

### iSAW gender equality benchmark



### iSAW LIFT for all women

Where women enhance their business edge and personal power, and create a community to sustainable change

Where men and allies enhance their leadership in Gender Equality and create an environment that allows empowered women to flourish

### iSAW LIFT for men and allies

# Flexible Tools for Advancing Women in the Workplace

## EXPERIENCE iSAW's LIFT SOLUTION

LIFT's powerful digital environment provides enterprises with an off-the-shelf but customised solution to support their women's career fulfilment within the workplace.

It provides a diverse but inclusive community, both within the enterprise and across wider sectors and geographies. Tapping into global leaders and university research, LIFT's rich content allows women at different professional levels to tailor what knowledge they access to improve their personal impact, business acumen and awareness on gender parity.

The iSAW mission couldn't be timelier, given the devastating impact that the COVID-19 pandemic has had on working women. The World Economic Forum, which annually predicts how long it will take to reach gender equality, extended their timeline to an average of 135 years for their 2021 report, up 35 years from their previous estimate released in 2020.

The pandemic has impacted women greater, where increased responsibility and decreased opportunity have collided during this time. Several factors have created the unbalanced career crisis for women including childcare, home-schooling, a greater job-loss impact and other factors. To address this adverse effect and accelerate change in the workplace, iSAW provides an innovative solution to advance women's personal power and business edge at their own pace and place.



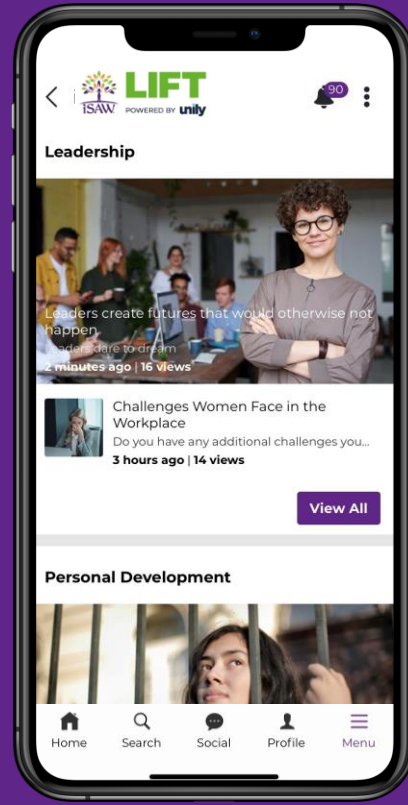
# Gender Awareness

Locally, Regionally, Globally



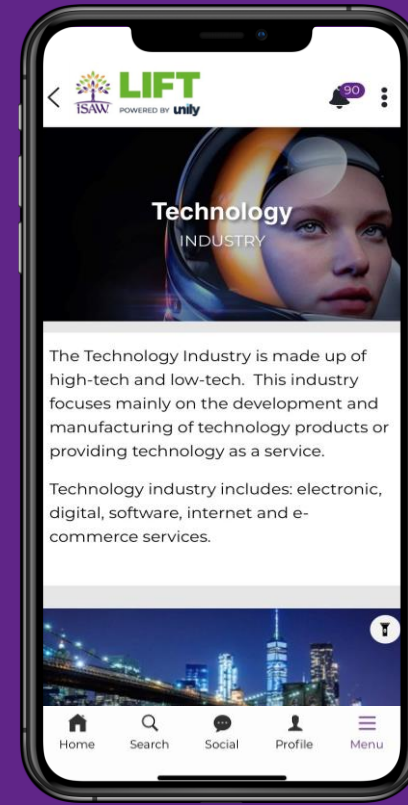
# Personal Power

Leadership, Development, Health, Safety



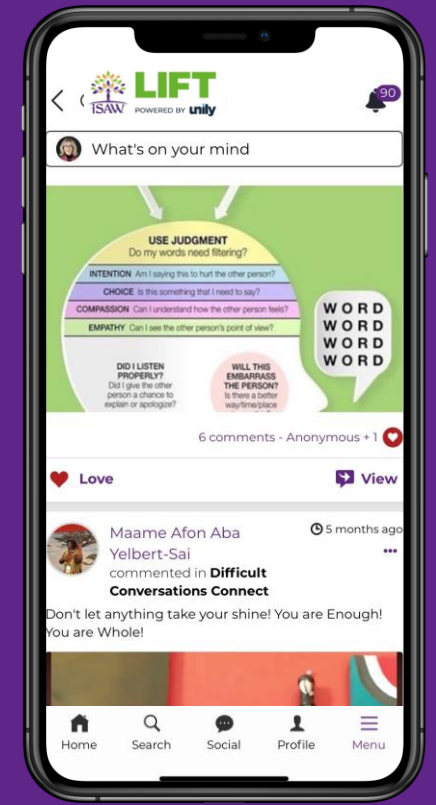
# Business Edge

Industry and Functional



# Connected Community

Personalized to your interests



# A Virtual Knowledge Habitat

## LEARNING, LEADING & LIFTING UNINTERRUPTED

iSAW's LIFT (Learning and Intelligence for Tomorrow) platform is powered by Unily, an award-winning digital workplace technology creating interactive information streams, in multiple languages, tailored to reflect the specific context for each organisation.

Using next-generation targeting features to drive employee engagement, iSAW leverages the Unily technology to give enterprise employees access to the specific knowledge and expertise they need to make a difference in their business area.

It offers women employees the ability to communicate and collaborate from any device, anywhere serving as a driver for career transformation.



The LIFT (Learning and Intelligence For Tomorrow) platform is powered by Unily, an award-winning digital workplace technology creating interactive knowledge pools in multiple languages, tailored to individual iSAW members interests.

# iSAW LIFT Features



**SURVEYS**



**SEAMLESS  
INTEGRATION**



**ANY DEVICE,  
ANY WHERE**



**CUSTOM BRANDING**



**PEER-TO-PEER  
INTERACTION**



**LANGUAGE  
TRANSLATION**



**GENDER PARITY  
INSIGHTS**



**PERSONALIZED  
LEARNING**



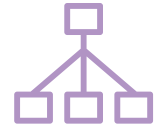
**SECURITY  
CONTROLS**

# The iSAW Differentiator



## iSAW GRID

Gender Research Insights Database holds a wealth of structured consumable summaries of research information developed in partnership with multiple international universities and their students.



## AWARD WINNING TECHNOLOGY

iSAW's LIFT platform brings the full force of Unily's award-winning digital technology, converted to multiple languages, to address gender inequality in the workplace in a way never done before.



## TRUSTED CONTENT

iSAW's alliance with international thought leaders sharing their wisdom on an interactive basis with content available in 30+ languages.



## THE WORKPLACE

iSAW is an organization for women, allies and male champions, creating an environment where women thrive and generate business value; this is supported by our Gender Equality Benchmarking and Business Case playbooks.



# Everyone's Included

---

An all-inclusive community of values-driven professional working women, male champions and allies who take a stand for greater equality of women's contributions in the workplace.



...

# iSAW for Enterprises

## Off-the-Shelf Customized Innovative Solution

leveraging Unily's award-winning digital workplace platform experience

## Business Case & Benchmark Playbooks

providing a roadmap to enhance gender equality capabilities and improved business outcomes

## Supports Local, Regional & Global

compatible with local societies in multiple languages

## Awareness & Leadership for Men and Allies

empowering allies and male champions



...



# iSAW for Women

## Diverse & Inclusive Community

of values driven professionals who take a stand for greater equality

## Supports Women at All Levels

tailored to individual needs and interest

## Personal Impact and Business Acumen

engaging with thought leaders and experts

## Raised Awareness on Gender Parity

through relevant University research, data and insights



# Get Started

## PACKAGE 1

### Enterprise Membership

The services provided are those which are available to all B2C members i.e. all virtual offerings in LIFT and local country in-person offerings where iSAW has a country organization presence

## PACKAGE 2

### Enterprise Alliance: Employees Pay

The services provided are those which are available to all B2C members i.e. all virtual offerings in LIFT and local country in-person offerings where iSAW has a country organization presence

## PACKAGE 3

### Enterprise Private Habitat

A branded habitat accessible by the employees of the enterprise; available only to those customers who take Package 1 or 2

## PACKAGE 4

### Advertising & Promotion

Provide 'platform' for promotional opportunities for enterprises in relation to their gender parity activities via two digital platforms (LIFT/Website)



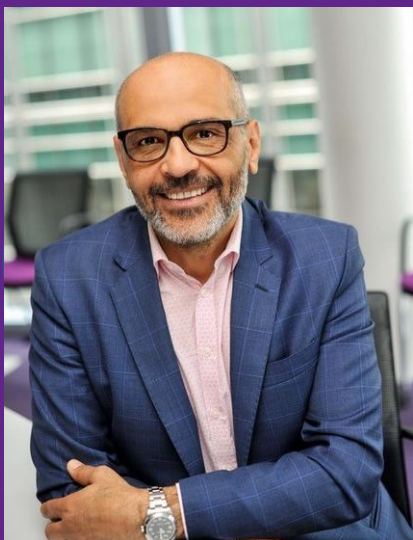


“

iSAW is committed to create a world where my daughter and all women have the same opportunities that men have had for centuries.

”

**Ayman Assaf, CIO Energy Sector**







# Meet our Founders & Team



**Nancy Speidel**  
Founder  
United States

Founder and Chief Executive Officer for iSAW International. Prior to iSAW, Nancy held Senior Level Leader roles in information technology (IT). Her career spanned over 27 years at Intel Corporation and BP Oil & Gas. Nancy had an interesting career journey, she started out in IT as an Illustrator drawing pictures for software, she quickly advanced through multiple levels in the organization into Senior Level Leader positions running major IT programs and activities.



**Ebtahal Alrewaily**  
Co-Founder  
Saudi Arabia

A holder a masters in Physics and has a career in statistics. She studied at Northridge, California State University in the USA. This international experience was the seed for her passion to create iSAW to build bonds and improve career opportunities globally. She aims to unlock a future of professional work environments for women within her country and around the world for generations to come.



**Lynn O'Connor**  
Co-Founder  
United Kingdom

A Global Diversity and Inclusion Director with a passion for the gender agenda. She has over 20 years in FTSE 100 organizations in Oil & Gas, Financial Services, Insurance and Software Services, helping organizations build high performance cultures through values, engagement and inclusion. Lynn has lived and worked in London, Hong Kong, UAE, Bermuda. She is an International speaker, facilitator, strategy consultant and coach on D&I and leading cultural change.



**DR. SHERRY MCALLISTER**  
CHIEF INNOVATION & IMPACT OFFICER



**MARTIN ELLIOT**  
CHIEF STRATEGY OFFICER



**COLIN MANN**  
CHIEF OPERATIONS OFFICER



**NICOLA BOTSH**  
GLOBAL REGIONS



**HELLEN TEKLE**  
GLOBAL REGIONS



**SHUMIRAYI SHOKO**  
iSAW LIFT & MEMBER SERVICES



**SHAMMA HUNI**  
iSAW LIFT & MEMBER SERVICES



**TRACEY NORBURY**  
BENCHMARKING



**CAROLYN RAWLINGS**  
STRATEGIC RELATIONSHIPS



**DEBRA MAWIRE**  
iSAW COMMUNITY & OPERATIONS



**KERRY WILLIS**  
DIGITAL TECHNOLOGY



**ANDREA PALMER**  
GRID GENDER RESEARCH INSIGHTS DATABASE



**MAZVITA MUTEEDZI**  
SOCIAL MEDIA & GRID GENDER RESEARCH INSIGHTS DATABASE



**SHAHAD AL-WAHABI**  
MARKETING



**NANCY DUDENHOEFFER**  
MARKETING

# iSAW Academic Alliance



University of  
Lethbridge



Academic institutions are key alliances for iSAW by bringing the best of academic research into the delivery of iSAW services.

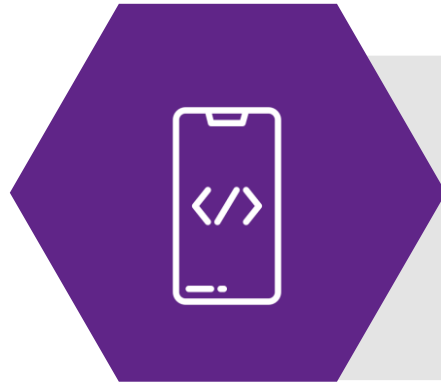
iSAW is working with hundreds of students across multiple International universities.

# iSAW Partners



## iSAW Training Partner

The Training Room Online (TTRO) is an organization with expertise in cutting-edge authoring tools, educational technologies and learning methods, TTRO develops world class end to end learning experiences that are in-tune with the needs of the modern learner. They drive impact through a partnership of collaboration and co-creation.



## iSAW LIFT Platform

Unily is an award-winning digital workplace solution designed to improve organizational productivity, efficiency, and engagement. It offers global workforces the ability to communicate and collaborate from any device, anywhere serving as a driver for digital transformation. The company is proud to be a Microsoft Gold Partner.



## Gender Equality Business Case Partner

Ascent Growth Partners is a consulting firm with a difference, helping clients bring their strategy and innovation to life – where it matters most, and integrate gender equality into the process – in leadership, partnering and organization performance.



# Contact Us



[www.isaw.org](http://www.isaw.org)



[hello@isaw.org](mailto:hello@isaw.org)



**Headquarters:**

Chandler, Arizona, USA  
London, United Kingdom

**Operations:**

20+ countries with  
30+ languages and growing

Would you like to fast track your gender equality initiatives with iSAW's uniquely innovative off-the-shelf solution?

## Join Us

accelerating gender equality worldwide by enabling women to progress as a strategic talent for the betterment of business outcomes and society at large

