

WOMEN BUILT SCALE 2

POW**HER**HOUSE presents

WESTERN CANADA LEADERSHIP ACCELERATOR

September 25-27, 2019 | Regina

**Three Days of Immersive Growth to Supercharge the
Path, Power and Performance of Canadian Women Who Lead.**



WOMEN BUILT2SCALE

High-calibre Indigenous and non-Indigenous women leaders from across Saskatchewan, Alberta, Manitoba and British Columbia will gather in Regina September 25-27, 2019 at EVRAZ place to take part in a disruptive dialogue on moving female leadership forward in Canada.

WOMENBUILT2SCALE is a curated collection of events, workshops, and targeted conversations over three consecutive days.

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The Opportunity

According to the Final Report by the Canada-U.S. Council for the Advancement of women,
*"There is a real opportunity to **accelerate the advancement of women** by closing the gap between commitment and action.*

We see a major disconnect between commitment and action.

The time to act is now, and the benefits will only increase."*

BACKGROUND

After two sold-out PowHERlunches in Regina in the [Fall of 2017](#) and [Winter 2018](#), a successful **WOMEN BUILT2SCALE** Accelerator Series Pilot in September 26-28, 2018, and a sold-out PowHERlunch Saskatoon on [February 6, 2019](#), we are excited to announce our Western Canada Leadership Accelerator.

View [a summary](#) of our pilot series and [overview video](#).

We convene a diverse cross-section of women leaders from *all* sectors, including: corporate, entrepreneurship, academia, healthcare, energy + resources, agriculture, sport, public sector + politics.





**“There has never
been a better time
To be a female leader
(woman) in Canada!”**

Minister Tina Beaudry-Mellor,
Minister of Advanced Education,
Innovation Saskatchewan, and Status of Women
September 2018 PowHERhouse VIP Reception

**THE TIME FOR ACTION IS NOW.
WE ARE READY TO ACT!**

How to build a stronger nation, one powHERful woman at a time:

- ✓ Women must self-organize, coordinate & communicate to ensure advancement *is* a priority.
- ✓ We must know what it is we want – both individually and collectively.
- ✓ We must have clear targets, a path and a plan to get there.
- ✓ We must clearly and concisely communicate to those who need to hear us and ask for what we need.

The time to act is *now*.

The importance of convening powerful women for a specific purpose has never been greater.



ELEVATING OUR APPROACH TO MOBILIZE WOMEN

The 2019 Accelerator will kick-off with a concise yet comprehensive list of the KEY initiatives currently underway that directly relate to the progression of women into key leadership positions in Canada.

We will encourage a disruptive dialogue for the purpose of encouraging an elevated approach to the coordination, collaboration and communication of women’s leadership in Canada. This approach will be led by a well-coordinated mobilization plan that outlines targeted actions over a specific timeline.

WE are the leaders we have been waiting for.

Achieve gender equality and empower all women and girls

Targets	Indicators	Unit of measure	Reference period	Latest data	Previous period	Data for previous period	Data provider	Source
promotion of shared responsibility within the household and the family as nationally appropriate								
5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life	5.5.1 Proportion of seats held by women in (a) national parliaments and (b) local governments	2 sub-indicators						
	5.5.1.a Proportion of seats held by women in national parliaments	Percentage	42nd Parliament 2015/12/03 -	27	41st Parliament 2011/06/02 - 2015/08/02	25	Statistics Canada	Members of Parliament
	5.5.1.b Proportion of seats held by women in local governments	Percentage	2015	26	Statistics Canada	Elected Officials Gender Statistics
	5.5.2 Proportion of  women in managerial positions	Percentage	2016	37.7	2015	37.6	Statistics Canada 	

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“Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.”

Goal 5
Gender Equity

[Sustainable Development Goals Hub](#)

OUR STARTING POINT

According to Stats Can, there is a specific Government of Canada target to:

Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

There does not appear to be any recent updates (since 2015/2016) or messaging on what the actual target is and by when? *Where are we at right now? Where are we headed? By when?*

PowHERhouse will advocate for a 2019 update and clear communications as to the target, timeline and a tangible plan of action.



WE CAN AND WILL DO BETTER! HERE’S HOW:

Four keynote speakers will share their thoughts on potential solutions to move women forward *faster*, collectively across Canada:

Keynote #1: THE CANADIAN LEAGUE OF LEADERS [“CLL”]

Keynote Speakers: [Pam Klein](#), President at Phoenix Group, [Miriam Johnson](#), Director of Marketing for the Saskatchewan Roughriders Football Club

The model of the CFL, NHL and CWHL has defined, developed and delivered world-class athletes who are reaching their optimal potential. From the time a child laces on skates or scores a first touch-down, a clear path constantly guides each step as they work to achieve their defined goals.

What is the national model available to women leaders looking to lead in key positions across Canada that also provides clear direction for future leaders? Our Accelerator kicks off with a powerful analogy that explores a successful model in sport while asked the question: Which pieces are transferable to our model and mission of mobilizing women leaders, both present and future.

Keynote Speaker #2: THE LEADER PATH

Keynote Speaker: Charlene SanJenko, Founder + CEO, PowHERhouse

What does the women’s leadership mobilization process look like? What are the various stages within the process? How do we move forward both individually and collectively? PowHERhouse Founder, [Charlene SanJenko](#), will present THE LEADER PATH, her progressive performance findings of women with high-performing women and athletes for almost two decades.

Keynote Speaker #3: THE WHOLE TEAM

Keynote Speaker: [Tom Watson](#), Business Leader, Author & Founder of Your Better Life

What does it take to build a *whole* team – a team that is healthy, happy and respectfully holds space, not only for each but also their collective success and sustainability with a common goal of excellence and deep fulfillment.

Keynote Speaker #4: THE LEGACY WE LEAVE

Keynote Speaker: Mark [Marsolais-Nahwegahbow](#), Indigenous Social Impact Entrepreneur and Founder of Birch Bark Coffee.

We have confirmed a social impactor, innovator and game-changer whose work in the world is creating meaningful and systemic change, and a large portion of their tangible and trackable success will shift the lives of future generations. As leaders, our greatest impact relates to the legacy we are leaving behind as a result of our work in the world, the cycles we are breaking, and how our legacy will empower future leaders coming up behind us.

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Keynotes described



THE BOARDROOM

Keynotes are dedicated to collective progress.

Breakouts and networking are dedicated to individual progress.

Wednesday: September 25 – PowHERlunch + afternoon growth workshops

Thursday: September 26 – Four keynotes and facilitated breakouts/feedback circles; evening VIP reception

Friday: September 27 – Breakfast, panel and closing circle (half day)

As more women find their way into key leadership positions, we will find solutions to the most pressing problems facing Canada women.

Building a stronger nation, one powHERful woman at a time.

Two key themes:

✓ **GROWTH**

✓ **INFLUENCE**

Two learning tracks:

Be Seen |

Building Value,
Influence + Impact

Be Ready |

Gaining Traction,
Your Growth Mindset

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**Breakout
sessions fuel
individual
progress**

**WOMEN
BUILT
SCALE 2**



OUTCOMES

THE WESTERN CANADA LEADERSHIP ACCELERATOR will deliver the following outcomes:

- We will engage five corporate partner organizations committed by December 31st, 2019.
- We will engage with 250 female leaders and receive their personal leadership commitments for 2020 by December 31st, 2019.
- We will engage and receive commitment from ten women's organizations and mainstream media partners who are interested to move this conversation forward and are willing to commit to a working relationship starting in 2020 dedicated to well-coordinated, well-communicated collective action by December 31st, 2019.
- We will receive an expanded reputation as a key player in the progress of women leaders – PowHERhouse, a Catalyst, Instigator, Advocate & Mobilizer– confirming five national and three international speaking/media opportunities in 2020 to continue to move our mission forward.

**For
what
purpose?**

- ✓ Collaboration
- ✓ Coordination
- ✓ Communication
- ✓ Connection

WOMEN
BUILT
SCALE 2

PARTNER WITH US

Charlene SanJenko

Founder + CEO

**Builder of Strong Women Who Lead
and Those Who Invest in Them**

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PowHERhouse believes that every leader deserves the opportunity to make a world-class impact.

We are national women's leadership accelerator born in 2000 out of a desire to provide a clear, direct framework for a leader's path. Success is measured differently for everyone, but the Leader's Path exists to ensure that every one of us can meet our potential and lead deeply fulfilling lives. The Leaders Path provides a strategic way to move forward in the same way an athlete follows a particular path to meet his or her goals.

Founded in 2013 after more than a decade of solid market research, network building and proof of concept, we operate a tech-focused platform to deliver solutions, mobilize leaders and amplify their impact.

Our work creates a ripple of positive change in the lives of women and their families as they access the clarity, confidence, capacity and connections needed to step forward on their path. As our national collective of women and supporters of women grows, so does our ability to influence, advocate and create impact as an educational and economic driver.

We invite you to join us to prioritize your leaders and amplify our collective impact.

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