



# WeSpeak

PROJECTING WOMEN'S VOICES

# THE *WESPEAK* MOVEMENT

## Who Are We?

*WeSpeak* is a new organisation in Bermuda created for women by women. It seeks to focus on women's professional development to help women rise through the ranks of business with confidence and to create an equal playing field for male and female professionals in Bermuda. Our mission is to provide an inspiring environment for women to build public-speaking skills and confidence through coaching and access to opportunities.

## Why *WeSpeak*?

The *WeSpeak* concept has been developed and activated by a number of women from Bermuda industries, as a response to the increasing difficulty the corporate sector has experienced to secure female speakers for various local and international events. In a time where gender and diversity on conference panels are being scrutinised more than ever, our industry network of experienced women identified that women do not feel comfortable speaking publicly, due to:

- Little or no formal training in effective public speaking
- Lack of confidence when speaking publicly
- Limited opportunity to practise public speaking in a safe environment
- Very little access to peers / mentors to build confidence

In 2018, *WeSpeak* conducted a survey, which revealed that while most women recognised public speaking is an integral part of their work, an overwhelming majority did not feel they were confident public speakers. As a result, they would welcome the chance to receive support and training to help them improve and gain confidence.

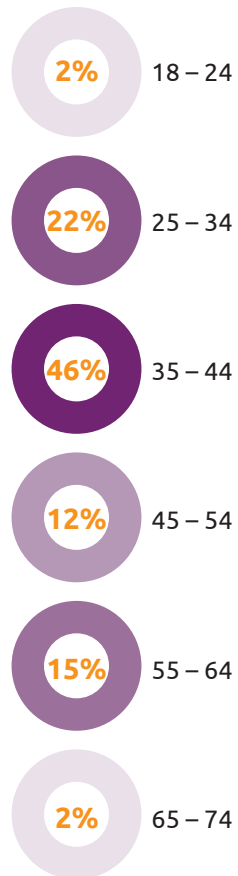
*"Whenever I am asked to speak, I accept the opportunity but I have a lot of anxiety and nervousness leading up to it. I often regret accepting the opportunity"*

**Anonymous respondent, *WeSpeak* Survey (2018)**

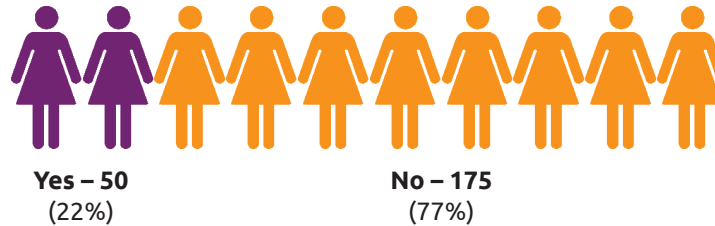
# BERMUDA WESPEAK SURVEY

In 2018, *WeSpeak* conducted an independent survey with over 220 Bermuda-based business women asking them how comfortable they are with public-speaking. The results were eye-opening:

## Respondent Demographic

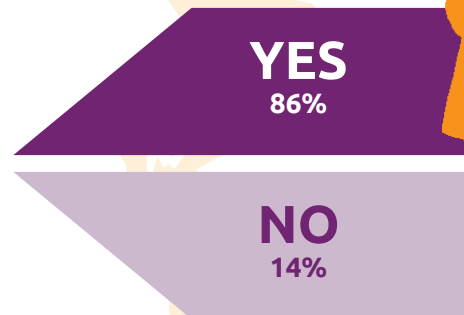


## Number of women who feel confident speaking in public

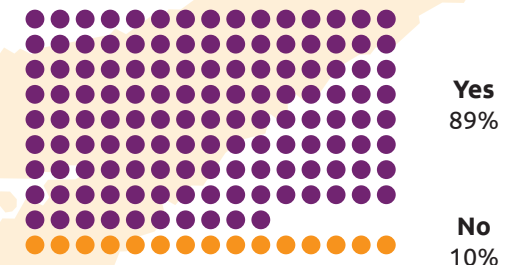


**FACT**  
Over 50% of respondents who have held a public speaking role have not received any formal training

## Number of women who have not accepted public-speaking opportunities due to their fear, anxiety or nervousness



## Number of women whose current role requires public-speaking

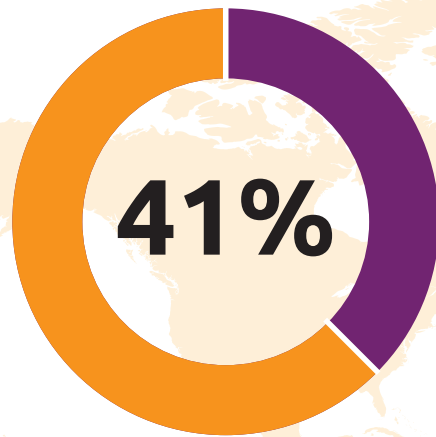


**FACT**  
Over 80% of respondents said they would like a public-speaking mentor

# AN ISSUE WITH GLOBAL FOCUS

Compared with other global markets, the results are strikingly similar. Countless studies continue to demonstrate a wide disparity across the corporate marketplace, despite the business benefits of gender balance:

A recent McKinsey study uncovered that companies with a large number of women in senior management can yield up to a 41% higher return on equity than average



There are more Fortune 500 CEOs with the first name John than there are Fortune 500 women CEO (<10%)

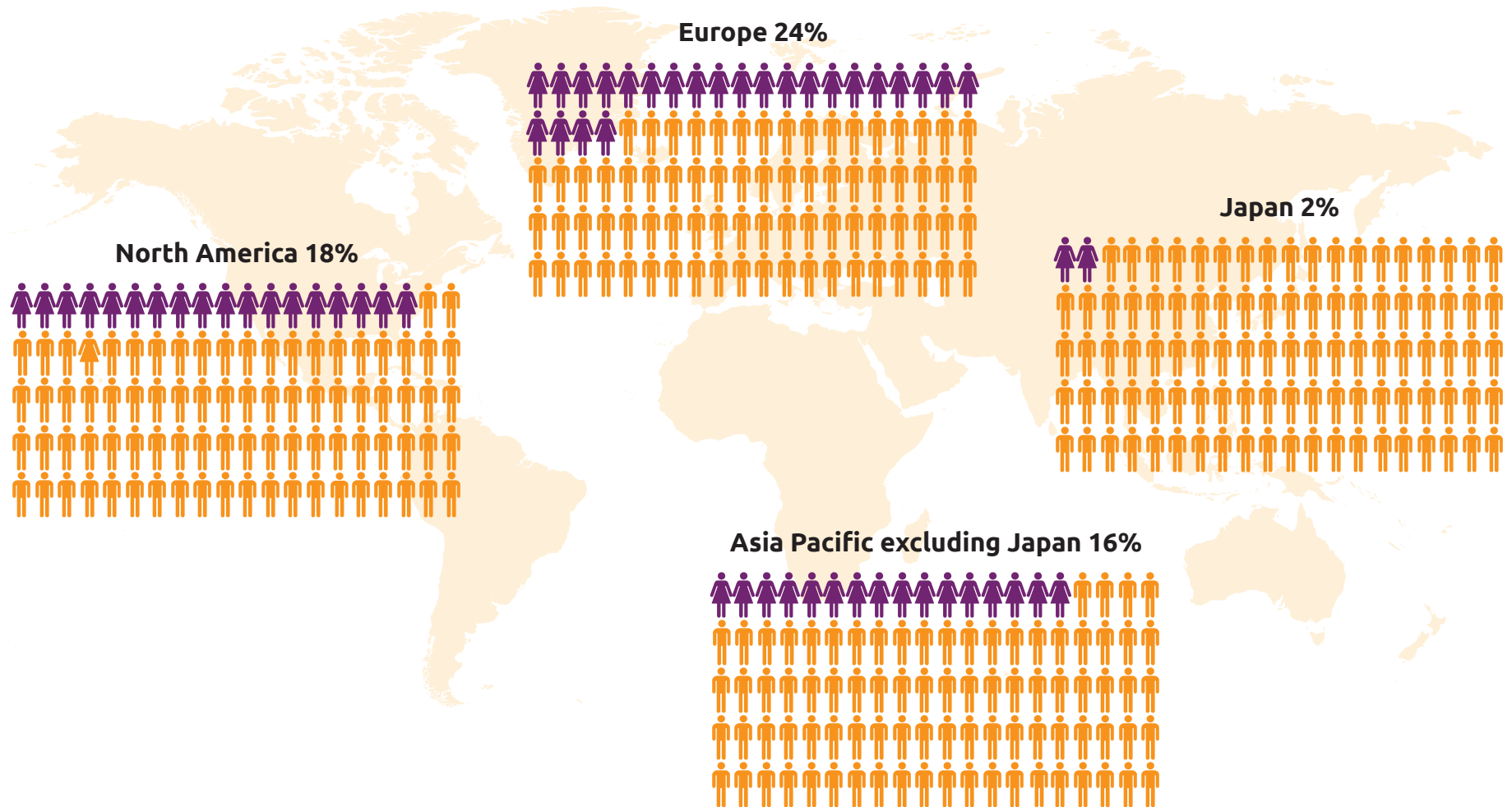


A recent Morgan Stanley study estimated that higher female participation and employment rates could lead to a GDP gain of about 6% by 2030



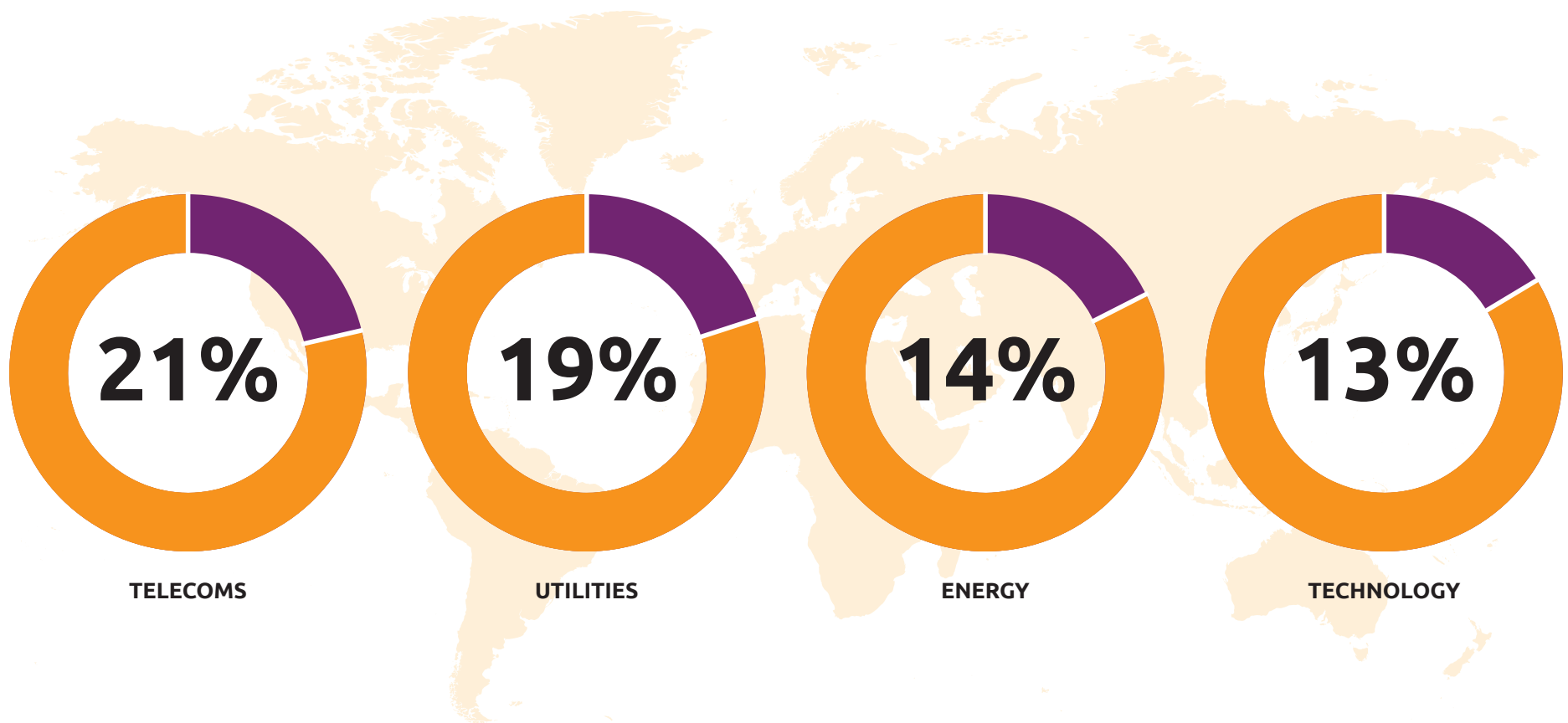
# GLOBAL TRENDS

Average number of women on boards by region (2016)  
(Morgan Stanley Study on Gender Diversity)



# GLOBAL TRENDS

Average number of women on boards by sector  
(Morgan Stanley Study on Gender Diversity)

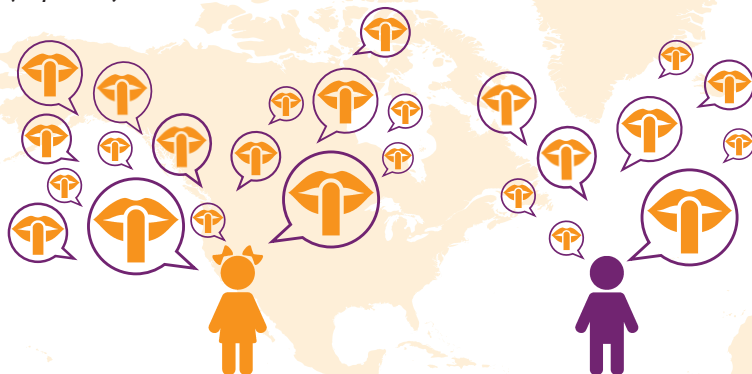


# MEN SPEAK, WOMEN LISTEN

At conferences, public-speaking engagements and across social media, researchers from Brigham Young and Princeton Universities suggest men could be speaking on average 75% more than women

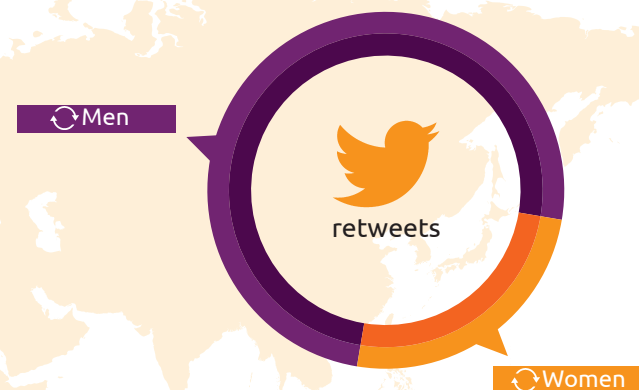
**Parents interrupt girls twice as often as boys**

*(Esposito)*



**On Twitter, people retweet men two times as often as women**

*(International Journal of Press/Politics)*



**Only 20% of the experts in business and economic newscasts on TV are women**

*(City University of London)*



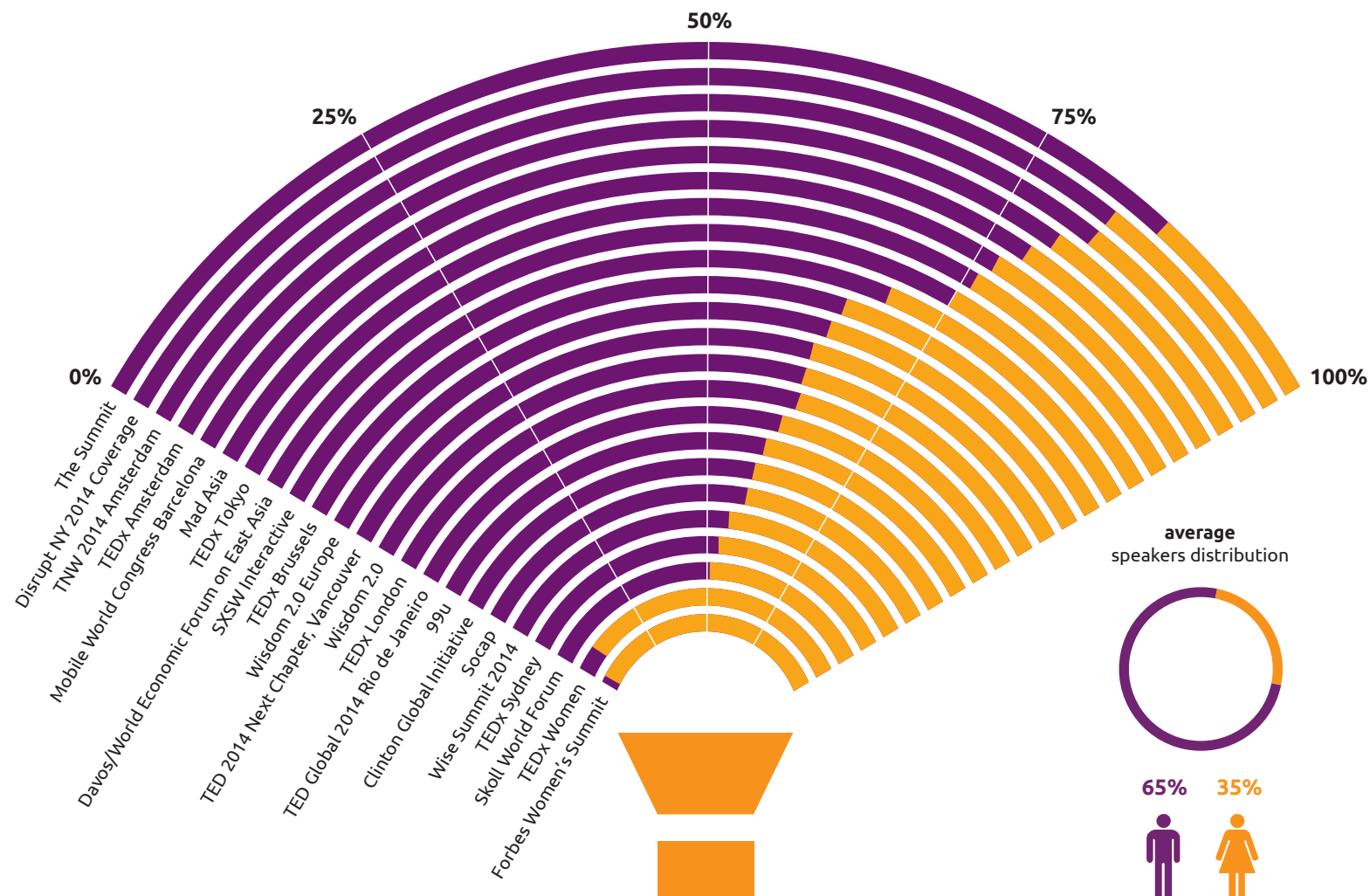
**Women represent on average 35% of speakers in international conferences**

*(Independent Study)*



# GENDER GAP IN INTERNATIONAL CONFERENCES

Gender comparison across multiple international events (2014)





# IMPROVING DIVERISTY AND INCLUSION IN BERMUDA

## *WeSpeak* Needs You

To make sure every woman has the confidence to stand up and speak in public, we need the help of corporate Bermuda. Now, more than ever, companies are seeking to invest in improving the diversity and inclusion of their workforce. By partnering with the *WeSpeak* initiative, which provides the skills and tools to improve the confidence of women involved in public speaking, we will be able to deliver tangible outcomes from corporate support towards diversity and inclusion.

*WeSpeak* is planning an inclusive programme of mentoring and events to help women improve their public-speaking skills. From this, we will create a bank of Bermuda-based female speakers and panellists/experts. We would like you to be part of an exciting initiative that unlocks the talent of women in the industry.

## *WeSpeak* Goals

*WeSpeak* wants to provide women with a supportive forum to develop and project their voices. We offer coaching and training to build confidence. We also plan to facilitate access to speaking opportunities via a dedicated database of women speakers.

*"When asked to speak, I would rather run for the hills, quit my job and hide"*

*WeSpeak* aspires to:

- Facilitate an eCoaching network by offering a technology-supported platform enabling women speakers to access a trained network of best-in-class local coaches dedicated to building public-speaking skills
- Train women speakers to suit their needs using small group workshops and experienced coaches
- Create an easy-access database of ready and confident women speakers to assist event planners to connect with women panellists, keynotes and moderators

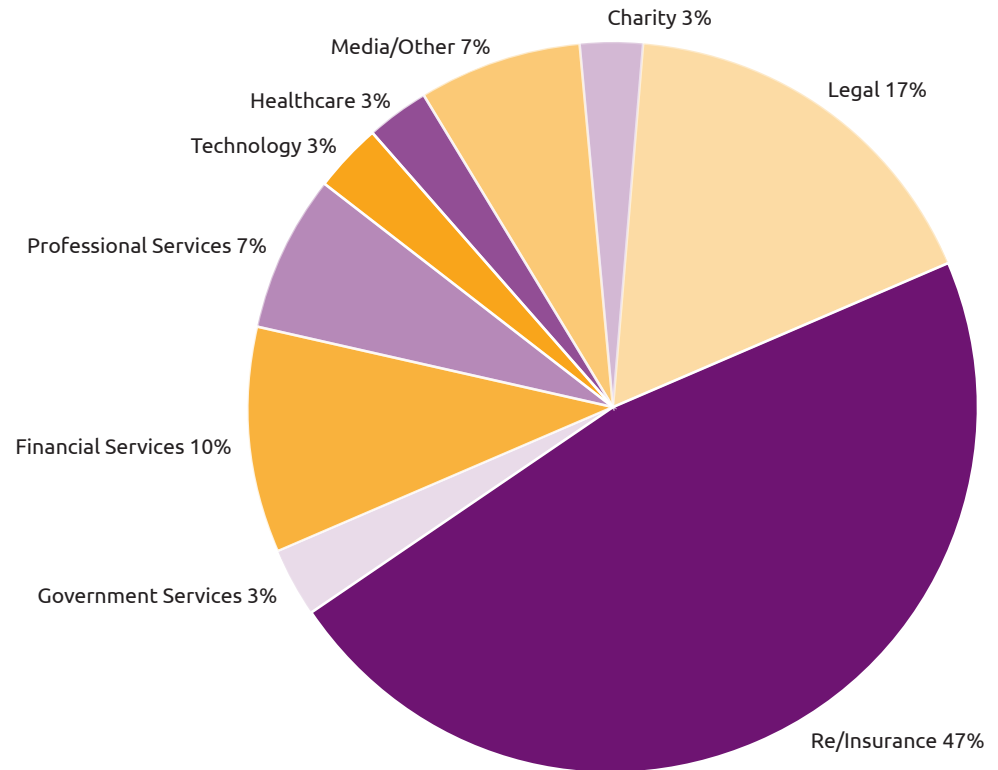
# AN ONLINE COACHING COMMUNITY

*WeSpeak* will develop an online coaching platform that allows women to create a profile and match with trained coaches from various industry backgrounds. Coaches will assist their 'coachees' with a number of tools they can use when speaking publicly, whether in the boardroom, across internal teams, or via larger platforms such as industry events.

Our first tranche of coaches received training in January 2019 and featured almost 40 women from various industry sectors across Bermuda. Their industry experience, as well as their direct staff reach, should not be underestimated.

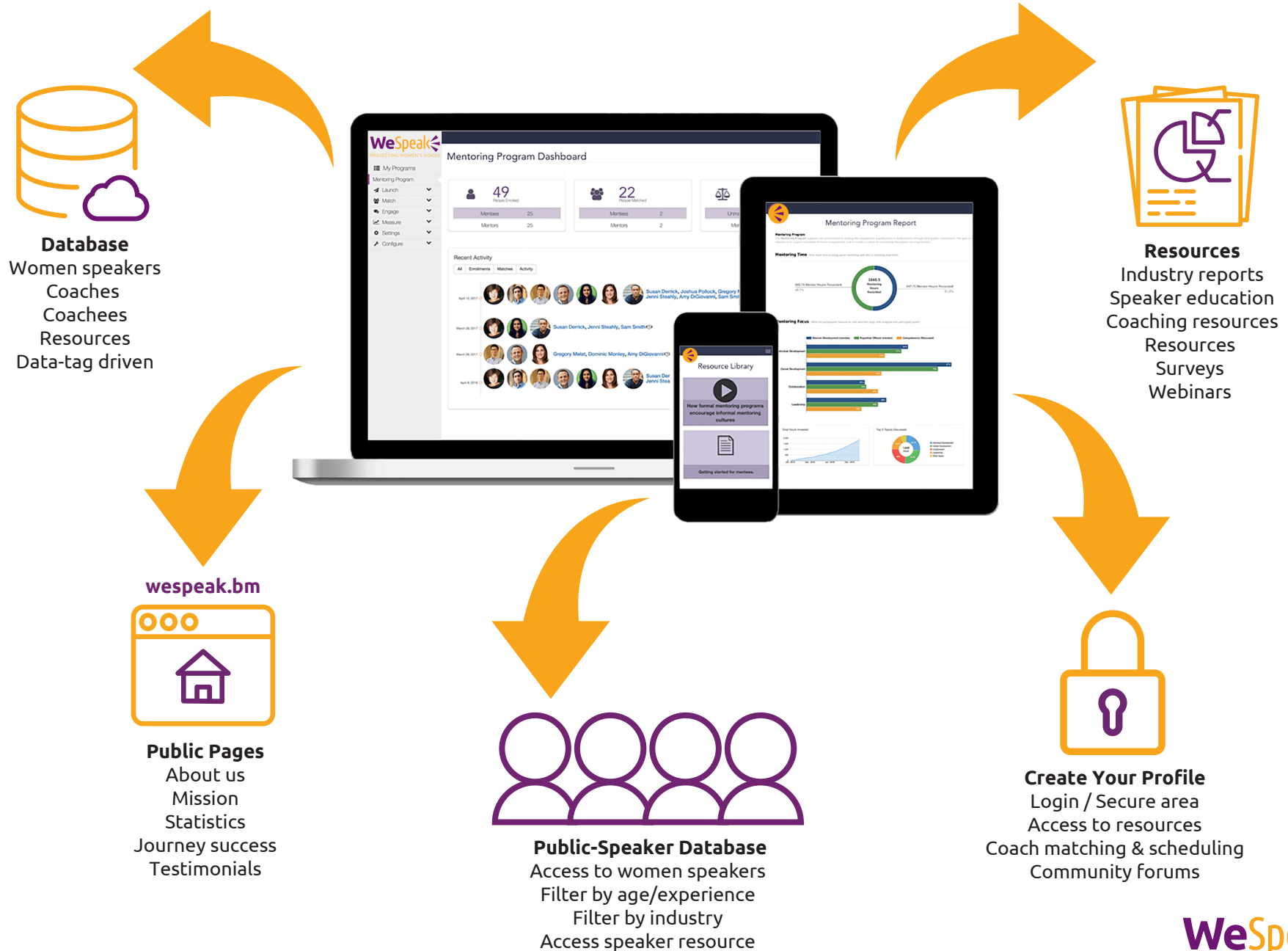
**Direct staff total: 679 people**

**Collective years of experience: 850+**



*"I put public speaking alongside other fears and phobias such as snakes and spiders"*

# A DIGITAL COACHING PLATFORM



# DESIRED PLATFORM CAPABILITY – AT A GLANCE

## COACHES

- Coaches create a profile, answer a detailed questionnaire
- Tags for expertise & specialism
- Tags for experience (including previous speaking experience)
- Ability to search for alternative coaches
- Ability to conduct live webinar sessions (either one-to-one/many-to-one)
- Scheduling function (possible integration)
- Dashboard (home space)
  - Bio
  - Engagements
  - Platform messages
  - Invites
  - Subscribed discussion forums?

## 'COACHEES'

- Coachees begin by creating a profile, answer a detailed questionnaire
- Reviews of coaches (ability to read and write)
- Visibility of all coaches
- Filter coach option (this could be managed automatically via software through compatibility of profiles/data tags)
- User-friendly option to schedule meetings with coaches
- Access to shared resources
  - Video
  - Webinars by coaches (either one-to-one/many-to-one)

## ADMIN & ANALYTICS

- Metrics
  - Usage
  - User demographics
  - Journey progress
  - Surveys
  - Passive observations
  - Measurement of data tags
  - Measure coaching sessions
  - Comments
  - Review
  - Logins
- Marketing in public shared areas
- Dissemination of marketing materials
- Capture the 'journey to speaking success'
  - Reporting for performance review
  - Reporting sponsors metrics
- Ability to store / share resources
- Repository for speakers to add content from previous speaker engagements

*"When I am asked to speak at an event, my initial reaction is to recoil"*

# COACHING EVENTS & BOOT CAMPS

## What is next on the *WeSpeak* agenda?

*WeSpeak*'s next goal is to host a one-day Speakers Boot Camp that will welcome over 100 women from a wide range of industries and backgrounds and provide learning and training via the same interactive 'action-learning' approach.

**Event:** *WeSpeak* Speakers Boot Camp  
**Date:** April 17, 2019  
**Time:** 8:30am - 6:00pm  
**Location:** Washington Properties, 2nd Floor, Hamilton, HM 11

The day-long training session will be led by many of the coaches that received training at our January event, alongside the *WeSpeak* committee and other local and international coaching experts. A combination of general sessions and smaller break-out groups will create a perfect learning environment and safe space for attendees to practice their speaking skills, in a positive and supportive 'feed-forward' environment.

*"I know when I get up there, my body will betray my anxiety – dry throat, shaking, sweaty palms. It is awful!! go blank when all eyes are on me."*



### You have been invited to enroll for *WeSpeak* Boot Camp!

Dear Fiona,

We would like to offer a personal invitation for you to attend a coaching day to develop your speaking skills. As an accomplished business woman, you have been hand-picked by the *WeSpeak* team as a candidate for our first ever *WeSpeak* Boot Camp.

### You invitation to the *WeSpeak* Boot Camp

Please consider this your invitation to join the *WeSpeak* movement and to register your attendance to our Boot Camp event.

**Event:** WeSpeak Boot Camp  
**Date:** April 17, 2019  
**Time:** 8:30am - 6:00pm  
**Location:** 2nd Floor, Washington Properties, Hamilton HM11  
*(entrance to facility is located through lobby at Washington House on Church Street, adjacent to One Communications)*

Followed by 4:30pm wine-tasting.

**REGISTER**

Please RSVP no later than March 1, 2019 to confirm your attendance

We look forward to seeing you!

# JOIN THE *WESPEAK* MOVEMENT



Learn more about how your company can benefit from the *WeSpeak* movement  
and Meet the *WeSpeak* Committee

Kirsten Beasley	Kendaree Burgess
Kathleen Faries	Gemma Godfrey
Rosemary Jones	Fiona Luck
Carolyn Myers	Kathleen Reardon
Sylvia Oliveira	Grainne Richmond
Jo Stanton	Tawana Tannock
Laura Taylor	Peta White
Suzanne Williams-Charles	

**We coach**

**We learn**

**We train**

**We create opportunities**

**We build confidence**

**We Speak**

