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# CATALYST

a leadership development journey  
advancing & empowering your  
women in technology

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# WHY WOMEN IN TECHNOLOGY?

**Your technology team is full of smart, talented, driven women; but often their leadership potential goes unseen or unsupported. Developing and accelerating your female talent in technology is one of your greatest business opportunities.**

Women in technology often find themselves navigating complex challenges like:

- Being one of the only female voices at the table.
- Second guessing themselves, sometimes because of internal doubt, but more often due to outdated biases.
- Conforming to leadership styles that don't align with their strengths or values.
- Not knowing how to tap into their network to give visibility and access to opportunities to progress.
- Delivering high impact work that often lacks visibility.

**CATALYST is a 4-month virtual leadership program to address this.**



In Australia, within the technology sector, women are significantly underrepresented in senior leadership roles. As of 2024, women hold less than 20% of leadership positions in STEM industries, including technology.



Companies with gender-diverse leadership are 15% more likely to outperform financially.



When men secure a pay rise, it is 40% larger compared with the pay rise women secure. In addition, men are still more likely to have asked for a pay rise in the first place.



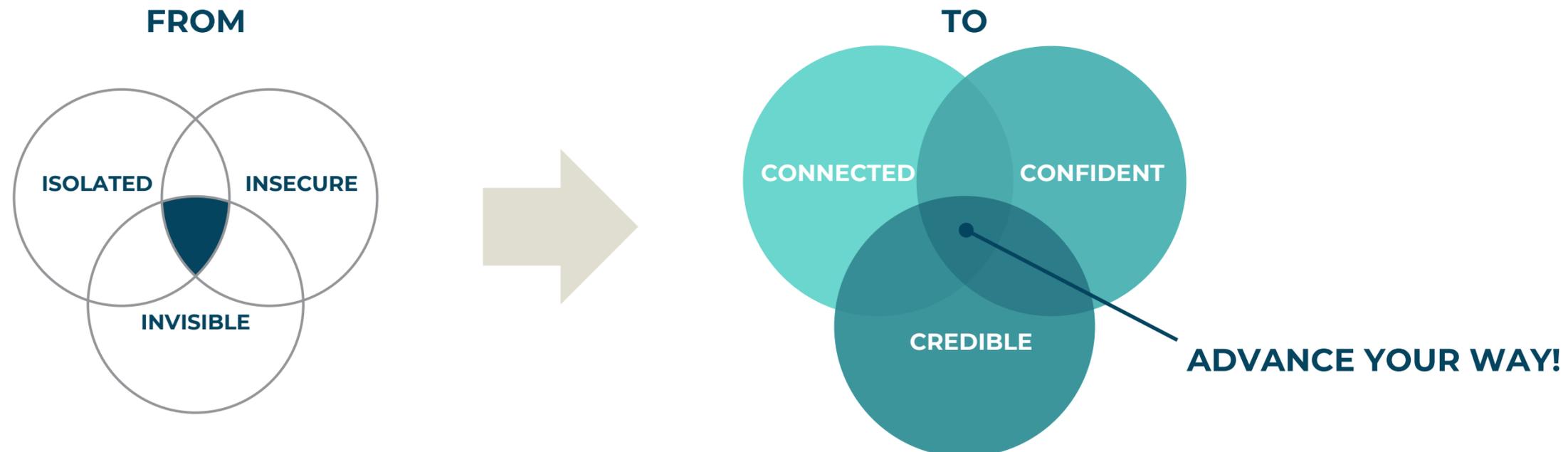
# CATALYST PROGRAM OUTCOMES

**Advancing women into senior positions in technology is not simple. It requires intentional action and a sustained commitment to change.**

**Catalyst** is a 4-month virtual leadership program that will:

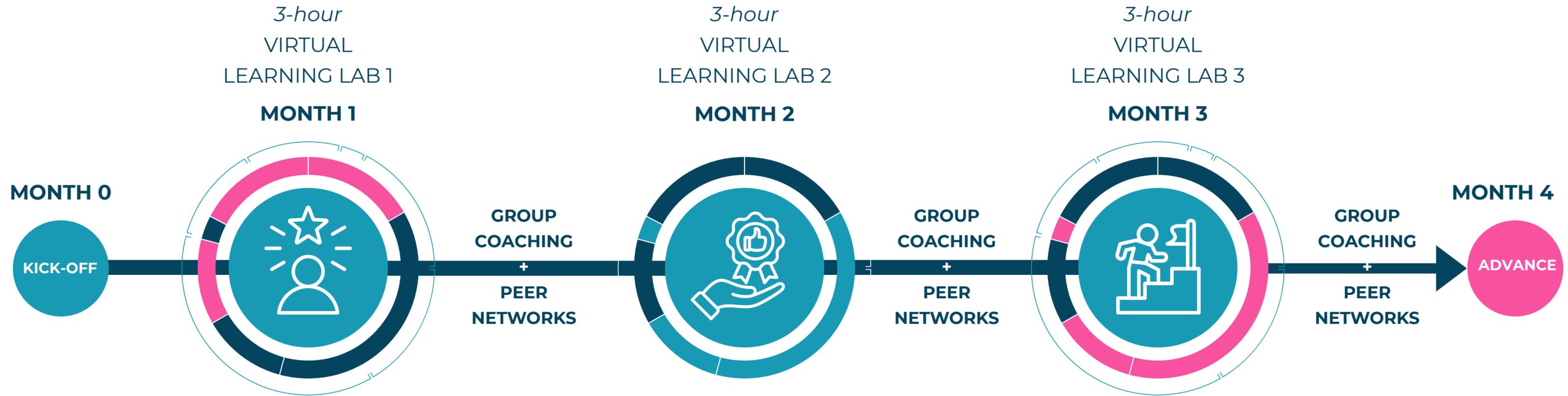
- Empower your women in technology to speak up, build their credibility and lead boldly to serve your diverse customers base and workforce.
- Propel the women to think bigger and find the courage to go beyond their comfort zone.
- Anchor their leadership in their strengths and values to lead with clarity, purpose and courage.
- Equip the women to own and amplify their story, turning their experience into influence.
- Energise the women to advance on their terms, defining success in a way that's authentic and sustainable.
- Build powerful relationships and leverage their network without sacrificing business outcomes.
- Opens doors to sponsors who champion their career and accelerate their growth.

## THE SHIFT





# CATALYST 4-MONTH VIRTUAL PROGRAM



## THE CONNECTION CODE™

Connect with what matters

- Leverage your strengths
- Clarify your values
- Know your why

## THE CONFIDENCE CODE™

Build your confidence

- Identify your barriers
- Challenge your assumptions
- Own your story

## THE CREDIBILITY CODE™

Increase your credibility

- Expand your impact
- Activate your network
- Advance your way



# INVESTMENT & INCLUSIONS

This program goes far beyond skills training. Across a series of three immersive learning labs, the learning journey is supported by small group coaching sessions and senior sponsorship. Participants will leave with confidence, credibility and feeling deeply connected to themselves and each other.

## INVESTMENT

**\$2,750+ gst per person.**

Each cohort is a maximum of 40 women.

*Group discounts apply.*

*Additional option for 1:1 coaching available.*

## COMMITMENT

- **Protected Time:** Support for participants to fully engage in program sessions and activities (approximately 8 hours per month for 4 months).
- **One-Up Leader Support:** Regular check-ins and encouragement from each participant's direct manager.
- **Senior Sponsor:** A visible leader to endorse participation and show commitment to applying the learnings and advancing women in tech.

## INCLUSIONS

Catalyst blends reflection, strategy and real-world practice into a high-impact experience.

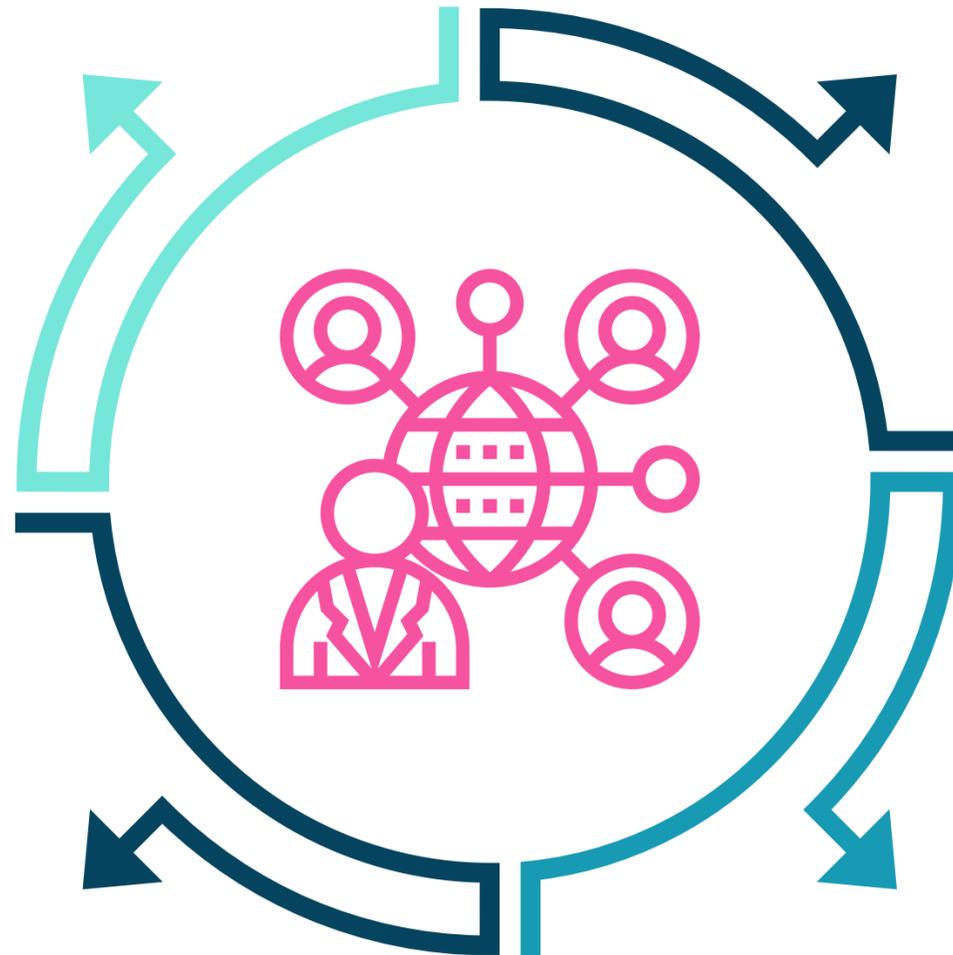
### Participants receive:

- Virtual program kick-off session.
- CliftonStrengths Assessment and group debrief to uncover existing strengths to leverage and drive success.
- 3 x 3-hour Live Virtual Learning Labs: The Connection Code™ The Confidence Code™ The Credibility Code™ deep diving into leadership content and tools.
- 3 x 90-minute facilitated small group integration coaching labs to navigate challenges and accelerate growth.
- A trusted peer group for learning, support and visibility.
- Access to tailored video content to support the learning journey.
- Catalyst Workbook (PDF).
- Virtual Graduation.



## WHAT PARTICIPANTS HAVE SAID...

- “These sessions were phenomenal. Game changing. Especially for delivery in a wholly online environment, keeping a large group engaged for 3 hours and leaving them wanting more is a great feat.”
- “Our facilitators, Rebecca Hopkins and Jasmine Malki were fantastic storytellers, they have infectious energy, they were captivating, inspiring, patient, inclusive and showed kindness and empathy throughout the program.”



- “I don't honestly know what could have been better, I've never experienced such a profound shift and I feel like Beck helped me problem solve my life!”
- “Facilitation by Beck and Jas worked soo well. Their openness and reference to real life examples made it soo impactful.”



# PROGRAM FACILITATORS

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## **REBECCA HOPKINS (PCC)**

**Certified Gallup Strengths Coach**

**Certified Dare to Lead Facilitator**

With 20 years of experience working in technology with multi-national organisations in Australia, New Zealand, the United Kingdom, Singapore and Hong Kong. Beck has a mission to advance women in technology by giving them the skills, tools and experiences to build their confidence and design their path, their way.

Beck brings tools, experience and engaging stories to make the experience meaningful, memorable and measurable.



## **JASMINE MALKI**

**Accredited in Hogan Leadership Profiling**

**Accredited in Team Management Profile**

Jasmine brings 18 years of experience partnering with leaders across sectors to design transformative learning experiences that create real and lasting change. With a background in law, executive coaching, and human-centered design, she supports women in technology to lead with clarity, confidence, and impact.

Jasmine is driven by a belief that when women are deeply supported, they unlock the potential to transform their teams, organisations, and the tech industry as a whole.

