



salesforce



# Bring Women Back to Work

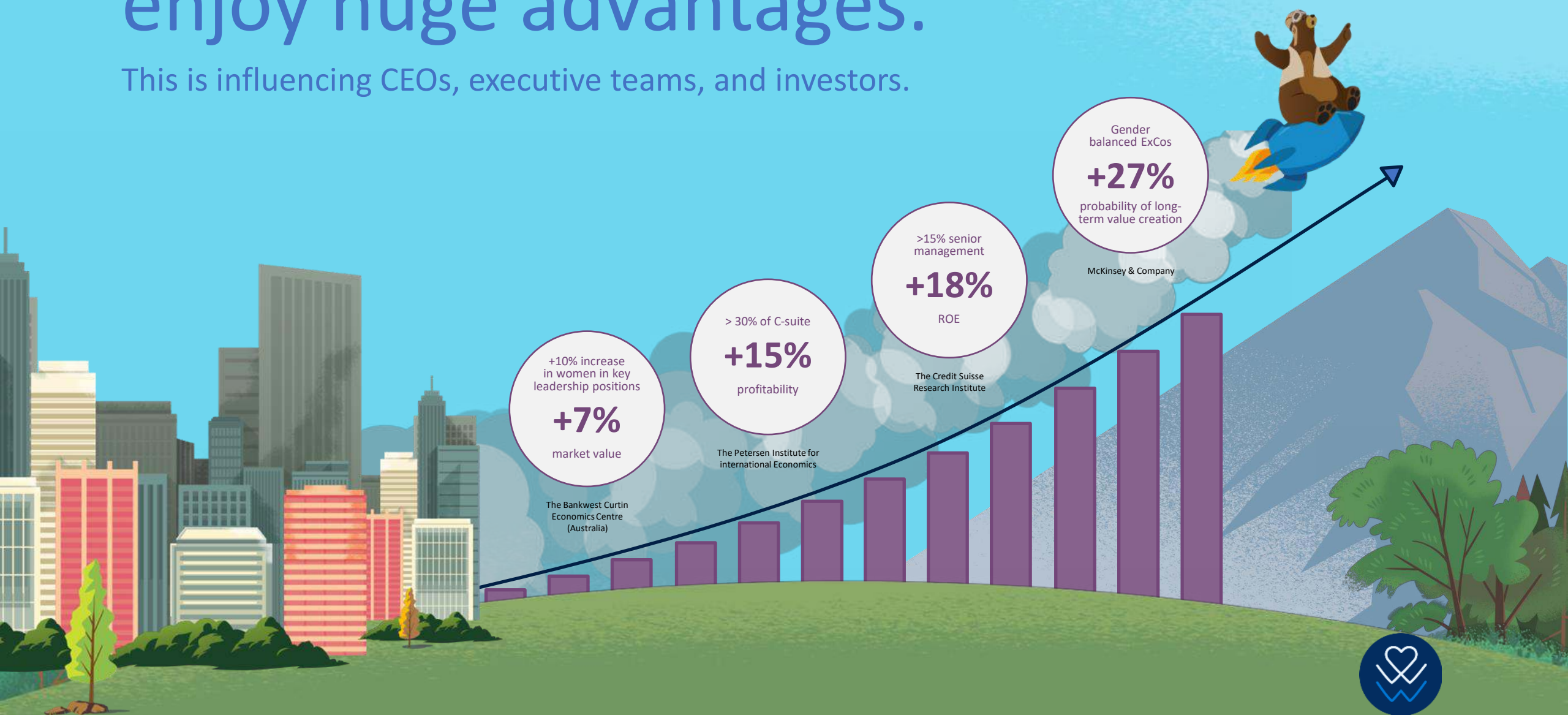
Athena Blatsioti, BWBW Partners and Sponsors Relationship Manager

[Email](#) | [Web](#) | [LinkedIn](#)



# Research shows that gender-balanced companies enjoy huge advantages.

This is influencing CEOs, executive teams, and investors.



# CH Market challenges

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Too much 100% full-time open positions in CH



Difficulty to find SF talent



15% women in Tech



60% never find back to work after maternity



1/7 lose job during/after maternity



Salesforce Capability Gap



Same profiles: No enablement & no diversity



Equality gap: Lower performance





# CH Market opportunities

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27k new jobs  
by 2024 (IDC)



Support Partner  
hiring SF talent



Increase women %  
in Tech



Support women  
returning back to  
work



Create jobs  
below 100 %



More visibility for  
partners as great places  
to work



Hire for attitude &  
train for skills



Gender balanced:  
Better performance &  
more innovation



# Welcome to ...

salesforce



## Bring Women Back to Work

***Our goal:***

*"Address the digital skills & talent gap by helping women on extended career breaks back into business."*



We believe, that you could turn your growth potential  
**into a growth reality**  
**by empowering people**  
to become new talents in our ecosystem!



# Hiring Partners

accenture

Capgemini

cynqed

Deloitte.

DIGITALL

DUSS TREUHAND  
Buchhaltungen · Steuerberatungen · Revisionen



kext

Locatee

medela

MERKLE  
a dentsu company

NEXELL  
Enabling Better Relationships

Persistent

Peak^Peak

Salesfive

skylabs

Sunrise upc

## Sponsors

AppsFlyer

PHILIP MORRIS  
INTERNATIONAL

pwc

RICHEMONT

swisscom

The A-Coach

TechneValue

Vontobel

## Content

ENNBOW  
ENERGIZING ELEGANCE



LEADERSHIP SPEAKING

MONIKA  
SATTLER

parents@work

SparkOptimus



KATHARINA HOLL  
Systemisches Coaching  
& Yoga



TRAILHEAD

white  
rabbit  
Communications

## Growth

Das Businessmagazin für Ladies mit Drive  
LADIES DRIVE  
seit 2017

INNQVANDO  
THE ITALIAN SWISS BASED INNOVATION MAGAZINE

WE SHAPE TECH



# Hiring for attitude & train for skills

salesforce

Bring Women  
Back to Work

BWBW initiated a big change in me, empowered me, gave me a lot of new opportunities. Thanks to the program I feel that I'm in the right place and on the right path in my life.

AGNIESZKA MATYSEK  
SENIOR ANALYST, ACCENTURE DACH



Bring Women  
Back to Work

Bring Women back to Work has provided me with a platform to regain my voice. It is a safe place for me to learn, grow and evolve to the person that I want to become.

ATHENA BLATSIOTI  
BWBW PARTNERS & SPONSORS RELATIONSHIP MANAGER



Bring Women  
Back to Work

I'm an engineer; I grew up with Tech and witnessed its rapid evolution, so it felt obvious to jump on the tech train and be part of the journey

LORENCE MICOL,  
ACCENTURE BUSINESS GROUP CH LEAD, ACCENTURE



- Not currently working (for at least 1 year)
- Reasons for being out of work are not only "cannot find work"
- True willingness to re-skill into Salesforce & finalise the BWBW 12-month program
- Based & capable of working in Switzerland (no visa issue)
- Languages as per reqs below
- Relevant Background as per reqs below
- Able to work at least at 60%
- Working permission for Switzerland

## Languages

- Fluency of languages below:
- English & French or
- English & German or
- English & Italian
- As Minimum Requirements
- Combination of above 2 languages OK at Fluent Level

## Background

- 3+ years of total working experience
- Appetite to find a role in the SFDC Ecosystem
- Has already dived into Marketing Fields, CRM Tools, Analytics or similar tools (ideally cloud based)
- Specific Industry Focus
- High study degree or equivalent experience
- Nice to have: Experience in go to market activities, solutioning/architecture, project management and medium to large IT implementation advantageous

## Softskills

- Good communication skills in English and in one of the official CH languages (French, German or Italian)
- Eager to learn, create and innovate
- Experience/interest in technology
- Learning agility and aptitude
- Enjoys fast paced environment



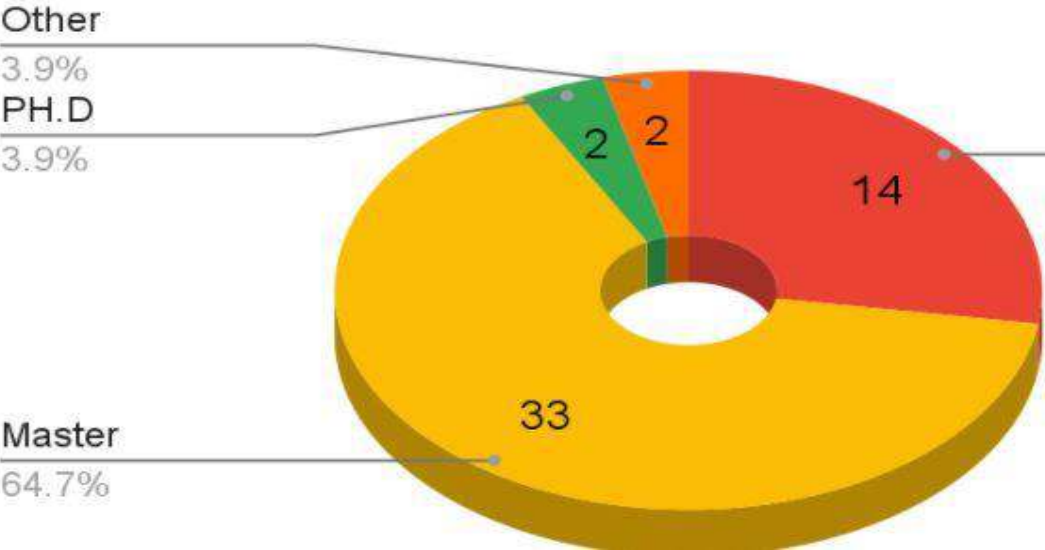


# Our participants



UPDATE

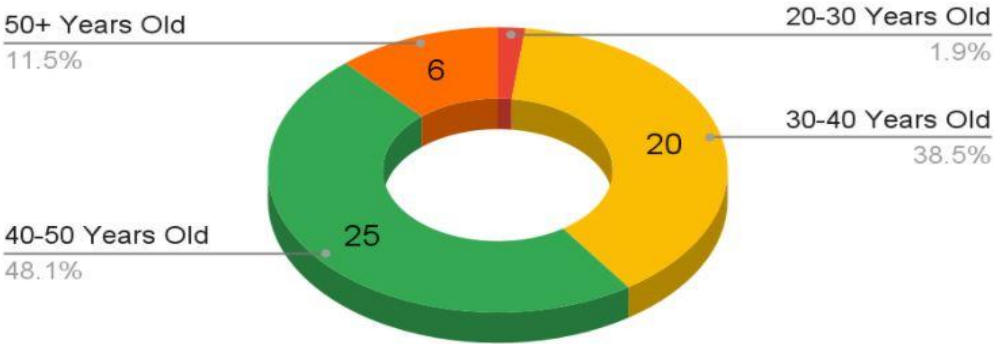
## Which is your highest Education?



## What's your Age?

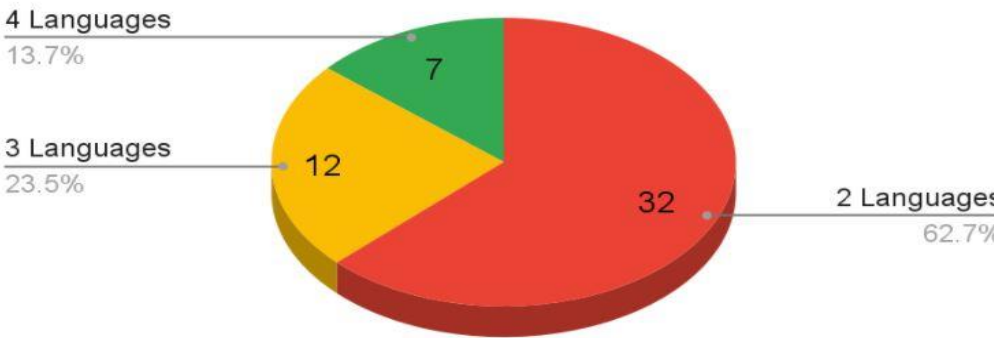
AVG = 40 Years Old

UPDATE



## How many languages do you speak?

Total number of spoken languages





### 1<sup>st</sup> month

- Kick-off
- **Intro to SFDC "who is Salesforce"**
- Start with Trailhead
- K2 Onboarding
- **Technology Workshop**
- All hands call with community

### 2<sup>nd</sup> month

- Admin Cert. Support
- Mentor onboarding
- Exam Attempt (1st)
- Recruitment Coaching
- **CV & Branding Workshop**
- **Online Image for modern leaders**
- All hands call with community

### 3<sup>rd</sup> month

- Mentoring session
- **Gallup Interpersonal Workshop**
- Adm Cert Attempt (if required)
- **Career Ecosystem Overview**
- Career Path Discussion
- All hands call with community
- **How Women successfully lead the way with Monika Sattler**

### 4<sup>th</sup> month

- Mentoring session
- **Career Track Decision**
- 1st program feedback session with THIS COHORT participants
- **Wellbeing session**
- **Start coaching session**
- All hands call with community

### 5<sup>th</sup> month

- Mentoring session
- **Start coaching session**
- More Certs Enablement possible
- **Digital disruption Workshop**
- All hands call with community
- **Setting up a proper profile- getting attention from the LinkedIn Algorithm Part I**

### 6<sup>th</sup> month

- Mentoring session
- Coaching session
- Wellbeing session
- **AI Workshop**
- All hands call with community

### 7<sup>th</sup> month

- Mentoring session
- Coaching session
- All hands call with community
- **Mental Fitness workshop**
- **How to have courage to think and act big seminar by Monika Sattler**

### 8<sup>th</sup> month

- Mentoring session
- **Peer coaching training with parent@work**
- All hands call with community
- **Ladies Drive Workshop**
- **Shadowing opportunities**

### 11<sup>th</sup> month

- Mentoring session
- **Peer coaching session**
- **Banner for Social Media**
- All hands call with community
- **Ladies Drive Workshop**
- **Sustainability FRAMEWORK Phase 2**

### 12<sup>th</sup> month

- Mentoring session
- **Peer coaching final training Certificate with parents@work**
- Final Feedback with individuals
- All hands call with community
- Year End celebration party
- **Sustainability FRAMEWORK Phase 3 incl. Sustainability Cloud Cert.**

### 10<sup>th</sup> month

- Mentoring session
- **Peer coaching session**
- **Blog post**
- All hands call with community
- **Sustainability FRAMEWORK Phase 1**

### 9<sup>th</sup> month

- Mentoring session
- **Peer coaching session incl. Cert.**
- All hands call with community
- Shadowing opportunities
- **Social Media Engagement**
- **Setting up your stories - getting attention from the LinkedIn Algorithm Part II**





# Trailhead – Gamified & Continuous Learning

**Preparing for your Administrator Certification**

Date	Time	Register
March 28, 2022	9:00 AM - 2:00 PM Pacific Time	<a href="#">Register</a>
April 19, 2022	9:00 AM - 2:00 PM Eastern Standard Time	<a href="#">Register</a>
June 13, 2022	9:00 AM - 2:30 PM British Summer Time	<a href="#">Register</a>
June 15, 2022	9:00 AM - 2:30 PM British Summer Time (Language: German)	<a href="#">Register</a>



Superbadge

## Business Administration Specialist

Brighten up a new business unit with the Salesforce tools the team needs to succeed.

[★](#) [+](#)

**Prerequisites**



Reports & Dashboards for Lightning Experience   Data Security   Customize an Org to Support a New Business Unit   Create Reports and Dashboards for Sales and Marketing Managers   Business Administration Specialist

Trailhead interface showing user profile (Athena Blatsioti), progress bars for 'Data Security' (28%) and 'Sell Lightning Fast with Sales Cloud' (12%), and recommendations for modules like 'Accounts & Contacts for Lightning Experience' and 'Data Management'.



Bring Women  
Back to Work



# Workshops

29th March 2022

Cohort 2

**Sustainability Framework**

**Part III**

Hands-On Approach

salesforce

## Introduction to Net-Zero-Cloud

(Block 2)



salesforce

## ACCELERATING GREEN GROWTH

2021 INTEGRATED ANNUAL REPORT



HOLCIM

### Group Work

Conduct research on the company's sustainability efforts.

- What are the companies main sustainability activities? What SDG are impacted? How does the company report on their sustainability efforts? Where do you see challenges in their approach?

### Pitch

Prepare a 10 - 15 minutes pitch to the BWBW cohort to summarize the sustainability efforts of your chosen company. The pitch will be held during block 3, on **Tuesday, March 28**.

salesforce

## LINDT & SPRÜNGLI

Sustainability Report  
2020

## Research Project

### Group Work

1. Build groups of 2-3 participants (max 9 groups).
2. Choose a company you would like to research. Please submit your chosen company and your group members before block 3 to Raphael Luescher until **Wednesday, March 16, EOD**.

### The farming program

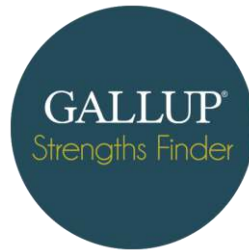
- Ghana
- Madagascar
- Dominican Republic
- Ecuador
- Papua New Guinea





# Workshops

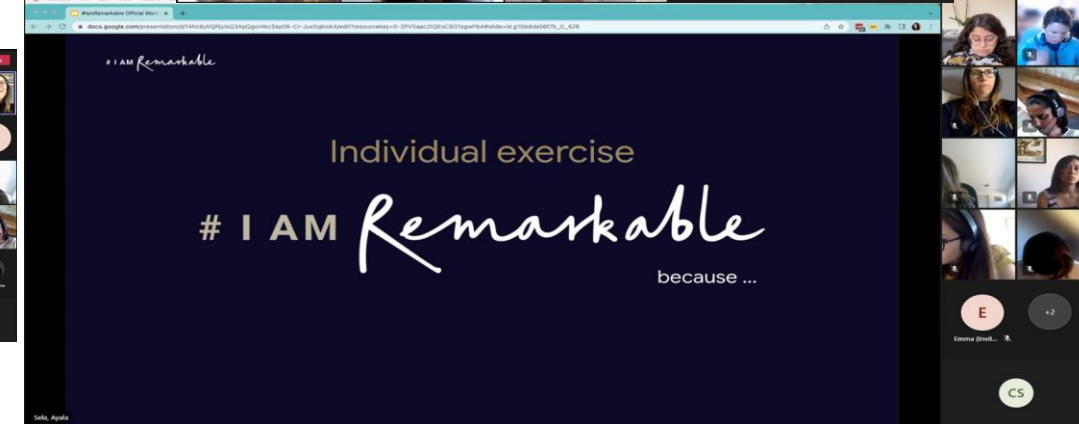
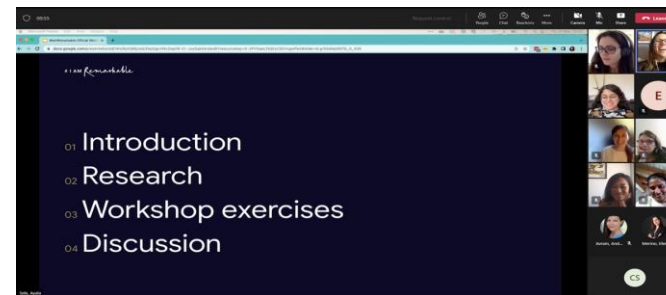
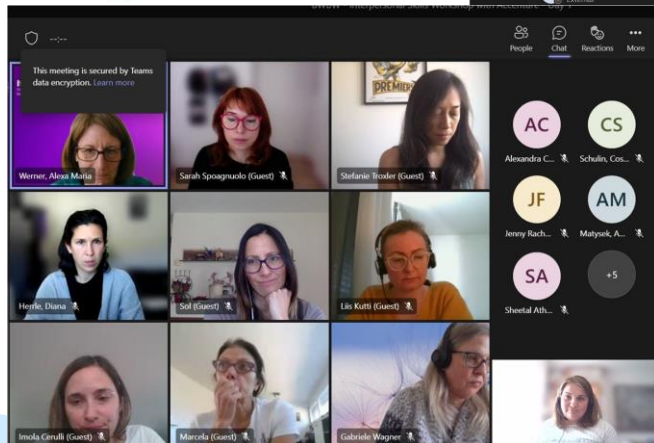
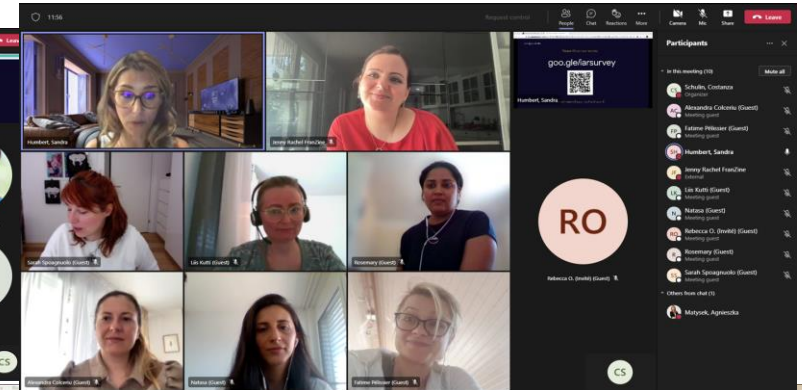
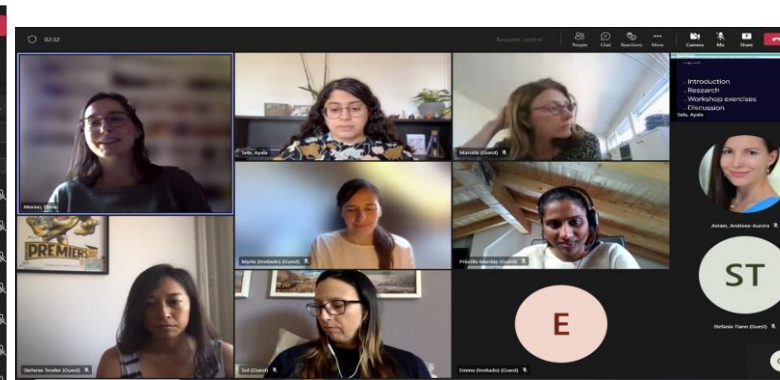
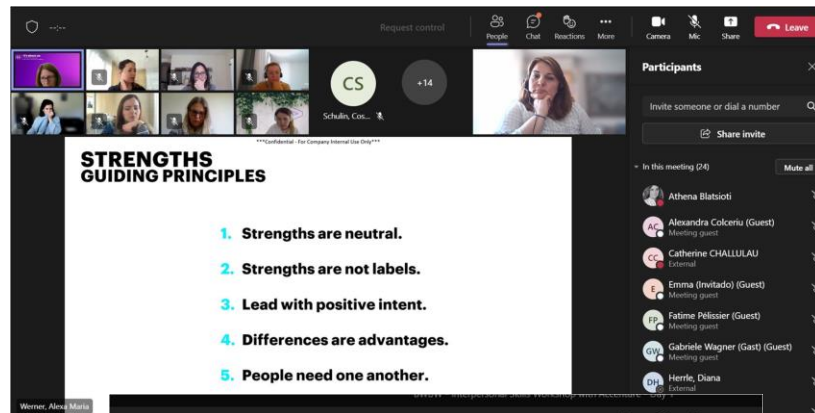
22nd March 2022  
Cohort 2 & 4- **Interpersonal Skill Workshop** with **Accenture**



24th March 2022  
Cohort 2 & 4- *I am remarkable* Workshop with **Accenture**



# I AM *Remarkable*



Bring Women  
Back to Work





# SKILLSET

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- Project Management Skills
- Data Management (related to Salesforce Core Platform but with applications in a wider spectrum)
- Process Defining and Building (also by using automation tools)
- Security
- Users Enablement
- Building and customising applications to meet users requirements
- Reporting and Analytics  
(Building and customising Reports and Dashboards)
- Business Analysis
- Troubleshooting
- Communication with Stakeholders and End Users
- Knowledge Building and Knowledge Sharing



# Mentorship Sessions

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- **Every experience or feedback you share with a Mentee is a gift!**
- You will receive The Mentor - Mentee Matching Email
- The Mentee will get in touch with you
- Get to know each other
- Ask questions, understand their expectations and discover their current reality
- Meet 30 Min every 2 weeks (common agreement, depends on needs)
- Share your experience: overall career path, Salesforce Ecosystem, Roles, Market Dynamic...
- Introduce to people from your network who might be in a targeted position
- Add your own secret sauce...
- Enjoy the experience!





# Coaching Sessions

We all have goals we want to reach, challenges we're striving to overcome and times when we feel stuck. Partnering with a coach can change your life, setting you on a path to greater personal and professional fulfillment.

Coaching is a thought-provoking and creative process that inspires you to maximize your personal and professional potential. The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership.

## Sign Up Process:

- Review the list of coaches, you find their Coach BIO, LinkedIn profile, languages, email, starting as well as their coaching specialities
- Enter your name [in the google sheet](#) to select your coach
- Send a mail and a calendar invitation to you coach for a virtual introductory meeting
- Please organise yourself your with your coach, how to schedule your 3 Coaching Sessions (1 hour 1:1)
- If you have any questions, please let the BWBW team know





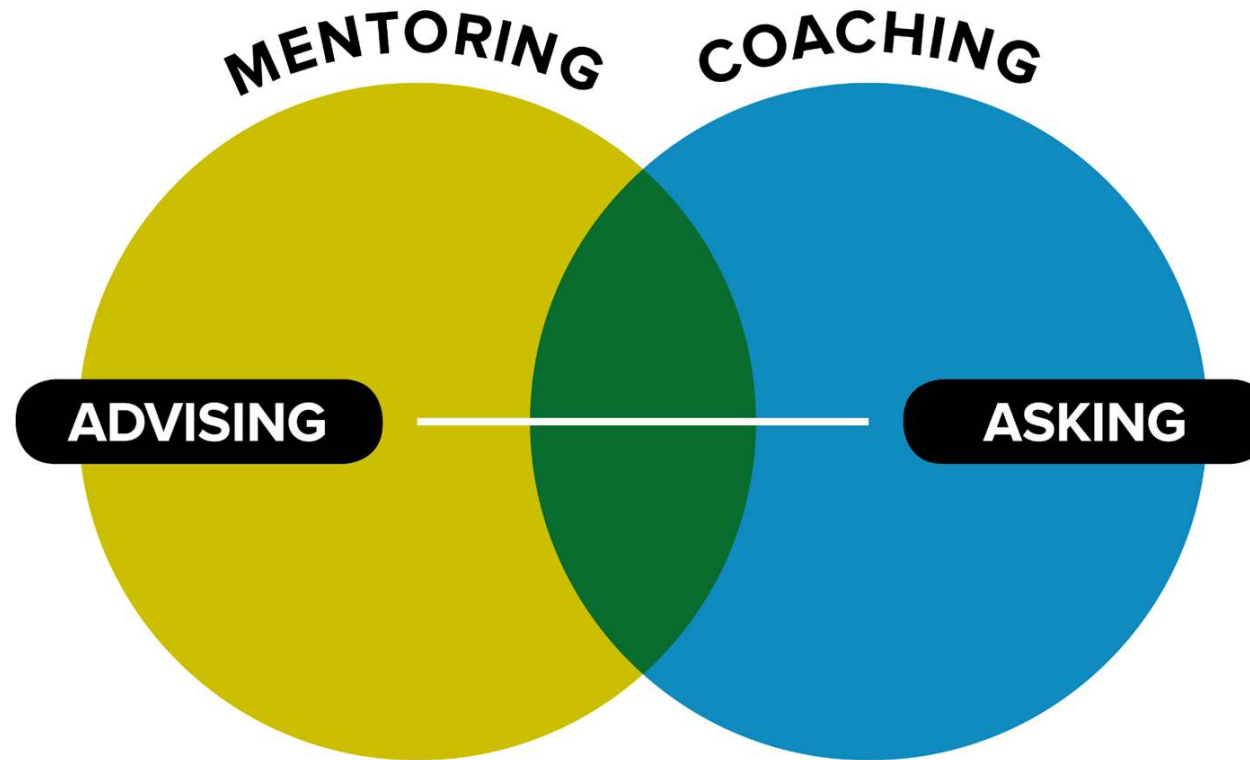
# Mentoring vs. Coaching at BWBW

From a **Mentee** perspective:

...**Sharing insights** into the different roles and career paths within the ecosystem.

...Reframing my CV/ previous career to be **more focused and streamlined** for a **salesforce partner**.

...**reassurance** through hearing about my mentor's **professional journey** and her very approachable manner.



From a **Coachee** perspective:

...**Discovering** myself, my strength, my fears.

...Defining my **goals**

... supporting my development in certain areas

...**My coach is not** necessarily **part of the ecosystem**.

...It empowers me to **discover my own creative solutions** to overcome my own unique challenges.



# Community

## Quarterly Newsletter

salesforce



Bring Women  
Back to Work

### Quarterly BWBW Newsletter

Hello,

Welcome to our first Equality Newsletter edition of [#BWBW](#)! This month we not only celebrate our first edition of the Newsletter and International Women's Day but we also celebrate the 2nd anniversary of BWBW. Our achievements and progress towards gender equality in the Tech Industry continue to grow and make an impact in our society. New blogs, achievements, awards and new partners are all part of this first edition and a great milestone. Have a look and tell us what you think.

With gratitude,

Vanessa Gentile  
Founder of BWBW & Head of Marketing Switzerland

### Thought Leadership

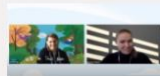
Interview with participants Marina, Ariane & Reginald  
**Working Moms Reenter the Tech Industry**  
This is your chance to meet three amazing women, former BWBW participants, who shared with us their inspiring stories.  
[Read More >](#)



Celebrating Trailblazers at Salesforce: Q3 2023  
**Vanessa is a Trailblazer Award Winner from Salesforce**  
Vanessa won the highest prize as a Salesforce Employee, our Trailblazer award that is given once a year to 3 employees worldwide in our CNO. She is the 2nd woman to get it in Europe.  
[Watch Video >](#)



New BWBW Podcast Episodes  
**How to build an Equal & Diverse Workplace in Business**  
Interview with our Accenture Partner Florence Micol hosted by Noemi Liga  
[Watch Podcast >](#)



### Events



**Morning Keynote**  
Estée Lauder Exec Interview  
BWBW 12th Anniversary & International Women's Day

We celebrated the International Women's Day and our second BWBW anniversary with two great keynotes. The first one with an interview to Maïke Kiessling, CEO of Estée Lauder Switzerland.

[WATCH REPLAY](#)



**Main Keynote**  
Panel & Partner Interviews  
BWBW 12th Anniversary & International Women's Day

The main keynote had three sections: Women in Tech Panel focused on how We Rise by Lifting Others, How companies can improve equality & diversity in the workplace?, and Changing for a better version of yourself.

[WATCH REPLAY](#)

#### APPLICATION FOR PARTICIPANTS

This Salesforce BWBW program aims to support seasoned professionals like you, who want to return to work after career breaks.

[APPLY NOW](#)

#### APPLICATION FOR PARTNERS

Do you want to become a BWBW partner? We have 3 types of partners: Hiring, Content and Media. Fill out the form and we'll be in touch.

[BECOME A PARTNER](#)

### Recognition



#### Last Hirings

Congratulations to: Clio, Paula, Agnès, Caroline, Leila, Alessandra, Enka, Christine all hired by Menke Sarah and Diana to join Salesforce. Anna will join Accenture and Gabriela gained a permanent job at Digital after her internship. Thanks for your commitment, your hard work and we wish you all the best for this new chapter of your professional life!



#### Just... Certified

Well done to: Alexandra, Enka, Paula, Anna, Clio, Barbara, Simona, Christine and Elena for passing your Salesforce Administrator certification! What's next now...? So far 55% percent of the participants passed their Salesforce Certification. For this percentage, this means that in Switzerland we have an increase of 3% of certified women compared to last year.



#### A Few Numbers

Until now, BWBW attendees gained, on average, more than 80 Trailhead badges per person. Furthermore 55% of them got Salesforce admin certified. All the participants speak at least two languages, 23% three languages and 13% four languages.

### Partner Ecosystem



### Partner Ecosystem



#### New Partners

##### New Content Partners

Find out more:  
[Leadership Academy School](#)  
[White Rabbit Communications](#)



##### New Media Partners

Find out more:  
[Innovando](#)  
[We Shape Tech](#)



##### New Hiring Partners

Find out more:  
[Medela](#)  
[Sunrise UPC](#)



### Enablement

Trailhead and Bring Women Back to Work - A Winning Team



According to the World Economic Forum's "The Future of Jobs Report 2020" 50% of all employees will need new skills in the next five years to keep up with the pace of technology.

"Bring Women Back To Work" is embracing this concept today and is skilling up Women to not just keep up with the pace of technology but also to enable new talents to enter the Salesforce Ecosystem in a future-proof job capacity.

[JOIN TRAIL HEAD](#)

### Sharing is Caring

If you think someone outside of the Salesforce Ecosystem would also find this information useful **please forward this newsletter to them** so that they can **OPT-IN** below for future news on the BWBW Program and upcoming marketing and enablement communications.

Thank You

BWBW Core Team

[OPT-IN](#)



# Events

## IWD 2022 & 2nd BWBW Anniversary



accenture

DIGITALL

ESTÉE LAUDER

LADIES DRIVE

LEADERSHIP SPEAKING

MERKLE

MONIKA SATTLER

RICHEMONT

PHILIP MORRIS INTERNATIONAL

WE SHAPE TECH

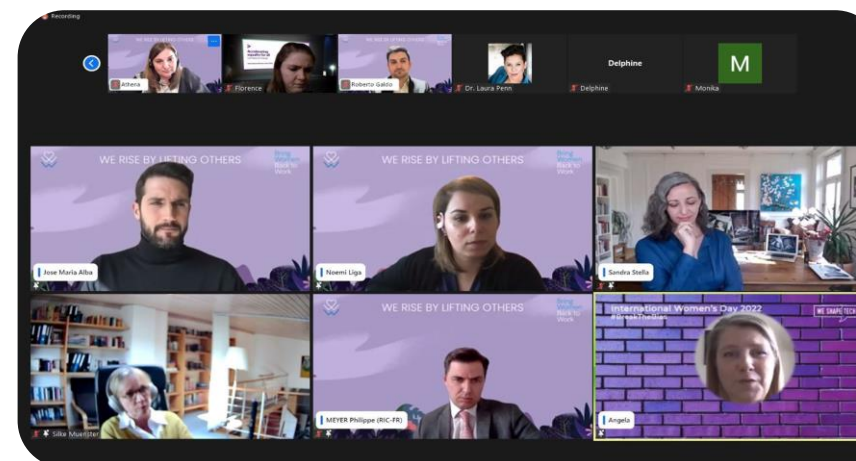
### +100 attendees

#### Morning Executive Interview

#### Women in Tech Panel: We Rise by Lifting Others, feat.

#### How companies can improve equality and diversity in the workplace?

#### Change for a better version of yourself by #BreakingtheBias



#webreakthebias

#werisebyliftingothers

#bwbw



# Events

## IWD 2022 & 2nd BWBW Anniversary



### **Morning Keynote Estée Lauder Exec Interview**

BWBW II Anniversary & International Women Day

We celebrated the International Women's Day and our second BWBW anniversary with two great keynotes. The first one with an interview to Maike Kiessling, CEO of Estée Lauder Switzerland



### **Main Keynote Panel & Partner Interviews**

BWBW II Anniversary & International Women Day

The main keynote had three sections: Women in Tech Panel focused on how We Rise by Lifting Others; How companies can improve equality & diversity in the workplace?; and Changing for a better version of yourself

[\*\*WATCH REPLAY\*\*](#)



**TAKE PART IN A BUSINESS PHOTO SHOOT AND ENHANCE YOUR PERSONAL BRAND ONLINE**

**Boost your impact, energy and self-confidence by taking care of your non-verbal communication.**

**Make your personal brand work for you!**



# The voice of BWBW

Dear Teresa, dear Vanessa,

Hope this email finds you well.

I am writing to inform you that I have completed my coaching path with Céline Laffargue.

The most important thing I have to say to you is Thank you.

Thank you for allowing me to meet such a wonderful woman and coach as Céline.

A person with whom I was able to open up and tell my story.

Céline took me by the hand and accompanied me on a journey inside myself in search of weapons to combat my insecurities.

I come out of this journey renewed, more aware of myself, with more certainties, with some of my usual fears but with new tools to manage them.

Thank you Teresa for making it happen, thank you Vanessa for this amazing stage of the journey called BWBW.

Best Regards,

 **Tom Handley** • 2.  
RVP, Portfolio Lead, Customer Success UKI at Salesforce  
21 Min. • 

Just started my 2nd year as a coach within the BWBW programme - such a powerful initiative that I am proud to support.

[Übersetzung anzeigen](#)

 **Vanessa Gentile**  
Director Alliance & Channel Salesforce Switzerland/ founder of Salesforce Bring W...  
3 Wochen • 

Guten Morgen everybody and happy Montag ☺  
Businesses must empower leaders and help them learn how to gender balance organisations. Why? 🤖 Because gender balanced organisation ... mehr anzeigen

[Übersetzung anzeigen](#)



**Simona M. Hoge** • 1.  
Business and Technology Integration Analyst at Accenture

1 Woche • 

We are so lucky that people like you exist! Thank you for making this world a better place and for believing in us. I am so grateful for the BWBW and for the opportunity Accenture gave me. A very, very special thank you to [Florence Micol](#) from Accenture whom saw something in me and gave me this amazing opportunity to start a new ... mehr anzeigen

6 Tage • 

Services & Services Indu...  
land!

1 Woche • 

[Vanessa Gentile!](#)

Vanessa Gentile



[Ayse Karaca](#) hat auf Ihren Kommentar geantwortet

Thanks to you and this wonderful program 🙏 it is sure that I couldn't have done it without #BWBW"



The first milestone has been achieved. I am very happy to...

34 Reaktionen • 26 Kommentare

[Mitdiskutieren](#)



**Agnieszka Matysek** • 1.  
Senior Analyst at Accenture DACH  
4 Tage • Bearbeitet • 

Where am I after 4 months of participation in #BWBW Programme?

- since 1 month a Senior Analyst working for [Accenture](#) ( [Alexandra Klein](#) with you impossible is nothing!)
  - since few days a Certified Salesforce Administrator! ( [Luca Manera K2 University](#) thank you for a good start with Salesforce!)
  - back on track of self-care and well-being with [Katharina Holl](#)
  - last but not least! I am part of a wonderful group of [#BWBW](#) women who support themselves in their successes and difficult times! Ladies thank you so much!
- Thank you [Vanessa Gentile](#) for the opportunity and empowerment! You rock!

[#salesforcecertified](#) [#salesforce](#) [#trailblazer](#)

[Übersetzung anzeigen](#)







Bring  
Women  
Back to  
Work

salesforce

“

It is a pleasure to be part of BWBW because we strongly believe women can bring creativity and innovative contributions to technology.

”

GIULIA ROCCHI,  
BUSINESS PRACTICE MANAGER  
TECHNEVALUE



# Bring Women Back to Work

“

BWBW initiated a big change in me, empowered me, gave me a lot of new opportunities. Thanks to the program I feel that I'm in the right place and on the right path in my life.

”

AGNIESZKA MATYSEK

SENIOR ANALYST, ACCENTURE DACH





# Our achievements since November 2020



**68** Women within 4 cohort in the program

**65%** of the participants have found a job within our SF Eco-System

**86%** part time jobs

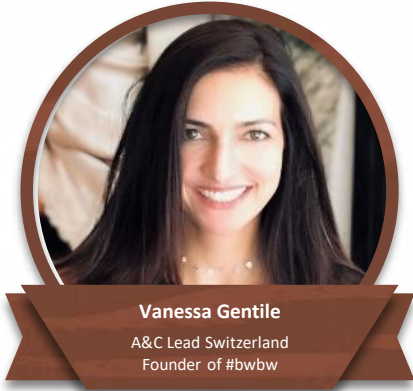
**60%** has been certified on Admin and 15% has more than one certification already in place

**38** Partners -> 18 Hiring Partners , 8 Sponsors, 9 Content Partners, 3 Media Partners

**1.5M+** Views on Social Media to posts relating to BWBW Activities



# BWBW Core Team today



**Vanessa Gentile**

A&C Lead Switzerland  
Founder of #bwbw

**Owner of the program**



**Florence Micol**

Technology Delivery Lead &  
Inclusion & Diversity Lead at  
Accenture

**Programs &  
Workshops**



**Roland Mildes**

Senior Director Trailhead EMEA  
Salesforce

**Technical Training  
& Certification  
Trailhead**



**Jose Maria Alba**

Partner Marketing Specialist  
EMEA Salesforce

**Marketing**



**Athena Blatsioti**

**BWBW Partner & Sponsor  
Recruiting Manager**



**Valérie Gryson**

Senior Solution Consultant  
Salesforce

**Mentorship**



**Carmen Romero**

Senior Director Talent  
Strategy Salesforce

**Coaching**



**Christian Schmid**

Partner Account Manager  
Salesforce

**Administration**



**Jessy Dupuis**

Senior Sales Account Exc.  
K2 Partnering Solutions

**Partner Relationship  
Management**



**Andrea Iodice**

Senior Technical Recruiter  
K2 Partnering Solutions

**#BWBW  
Recruitment**

**+100**

people are  
working for  
BWBW on  
volunteer basis  
+300 VTO hours



# Links & CTA

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Our website

Weekly LinkedIn Posts

Join us on Facebook  
& Instagram!







The Bankwest Curtin  
Economics Centre  
(Australia)



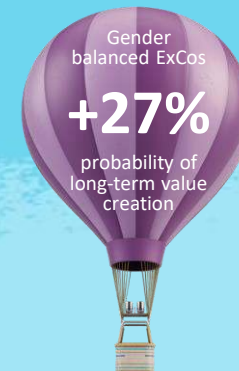
The Petersen  
Institute for  
international  
Economics



IDC



The Credit Suisse  
Research Institute



McKinsey &  
Company

# Join the initiative & grow your business!

For new partnership please contact:  
[bwbw@salesforce.com](mailto:bwbw@salesforce.com)











# Thank You

