

International *women's day* 2025

Women expect more than a tokenistic morning tea on IWD #Yawn

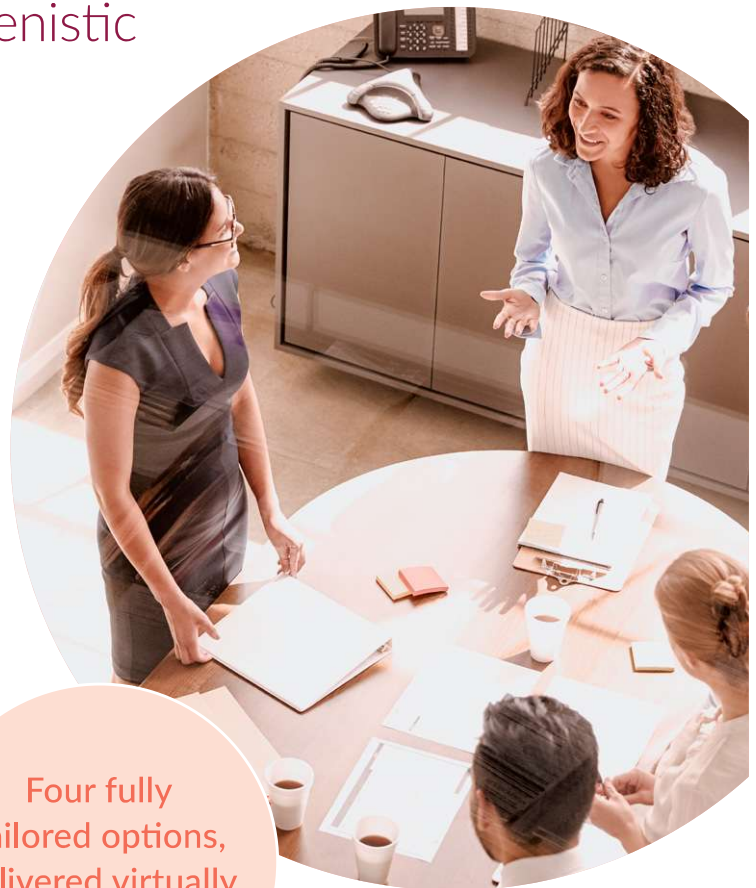
When leaders use International Women's Day to go deeper on issues that really matter to women, they drive change, improve culture (and it makes excellent business sense).

Create meaningful conversation, shift the status quo and improve organisational outcomes on IWD25 and beyond.

When we address the barriers women face, more women move into leadership roles and more women in leadership is a proven way to improve company results.

Will you #MarchForward and make IWD25 matter in your organisation?

#MarchForward to progress this IWD. Let me help you improve gender equity and make a genuine impact.



**Four fully
tailored options,
delivered virtually
or in person.**

1



Option 1 Moderated panel discussion

Feature women who are thriving in your organisation and showcase your executives' commitment to truly embedding gender equity.

Highlight the tangible commitments you're making, and give your people a chance to hear from executives on the issues that matter to them. We go deeper by asking the tricky questions – the answers to which are more likely to open a path to real change.

Leave with renewed energy for the company's commitment to gender equity, and encourage all attendees to make an individual pledge to drive change for themselves and others.

If you want the discussion to continue beyond the panel, I can provide an accountability framework for leaders to follow with their teams.

2



Option 2 Interactive Keynote

Inspire your staff with my interactive keynote as a Diversity, Equity and Inclusion expert.

Engaging and educational, people will walk away with an increased understanding of the barriers women face in the workplace and what we can do to overcome them.

Through a combination of research, stories and activities, I'll take people through a series of 'ah-ha' moments so they're invested in your journey to being a business where women thrive.

Individual commitments will keep the conversation and culture shift taking place long after the talk is over.

3



Option 3 Facilitated workshops

With even more engagement and interaction, a workshop is an opportunity to hear further from the women in your organisation about their personal experiences and desires.

Starting with understanding the barriers women face, activities create interactive learning experiences and establish individual commitments to shift the status quo.

The session encourages innovative thinking on potential solutions, and asks everyone to think in layers to support change for themselves, their teams and the entire organisation.

Contracted commitments and accountability will ensure the workshop is the start of the conversation, not the end.

4



Option 4 Staff survey and targeted content

Your most customised option.

I survey staff ahead of the IWD event to understand the relevant strengths, challenges and gaps in your organisation. From there, we create targeted content in response to what your staff have told us.

I'll work closely with you to define your needs and create solutions that meet your organisational goals and fit within your budget. Use IWD as an opportunity to kickstart a broader initiative around women that has long-lasting impacts on attraction, retention, performance and productivity.

Initiatives introduced to benefit one demographic positively impact everyone, so think beyond women, to creating a culture that enables all your people to thrive.

Why I'm different

As an experienced facilitator with an analytical corporate background, I combine research with real world solutions - and make sure the experience is fun and engaging.

I'm not afraid to ask the difficult questions, and I can draw out the views in the room in a way that helps you identify what's actually going on, while ensuring everyone feels comfortable to speak up and encourage positive learning.

I work with organisations who are committed to equity but still have changes to make on their path to ensuring women truly thrive.

Samantha Sutherland



Are you ready? Get in touch.

0450 096 078 | samantha@samanthasutherland.com.au | SamanthaSutherland.com.au



What people say

'Sam led our IWD panel discussion last year. She guided me and the CEO brilliantly so that we had an insightful and honest discussion interspersed with some hard hitting and fascinating facts provided by Sam. The result was an engaging session that 1,000 employees globally enjoyed and was so positively received that we asked Sam to deliver Unconscious Bias training to our senior managers.'

Stephanie Palmer, Chief People Officer, Credit Corp Group

'Sam possesses a deep well of knowledge and confidently addresses questions with research-backed insights. Her genuine passion for the topic shines through, making her discussions engaging and insightful. I'd highly recommend Sam for any speaking opportunity in her field of expertise. The standout aspect of Sam's presentation was her ability to articulate complex concepts with clarity and conviction. Her genuine enthusiasm not only elevated the discussion but also engaged and resonated with the audience.'