



Gender Intelligence

Video

Communication



Strategic Partner



**Gender IQ** is a ground-breaking new on-line resource bringing Gender Intelligence into management language and practice.

How does Gender IQ affect meetings, negotiating, how you sell, how you do your marketing, how you communicate with your team and manage conflict?

Exploring and harnessing the power of gender differences can add significant profit to your bottom line through retention of key talent and deeper understanding of your customers.

This powerful solution allows you to upskill your entire workforce in a cost effective and efficient way.

## Who are we?

- Gender IQ is Europe's leading gender consultancy
- We have been serving progressive organisations since 2001
- We only get tangible results

## Why is our work effective?

- We have developed a Gender Scale that includes everybody and upsets nobody
- We understand the importance of engaging men in this topic and have been doing this successfully for almost a decade
- We understand that this work is linked to competitive advantage and speak Gender IQ business language

## What is this Project?

- A groundbreaking video communication solution that will help you cascade vital information to 1000's of employees in a cost effective way
- Gender Intelligence delivered by embedding the messages in *business as usual* learning technologies and so avoiding the back-lash of 'just another diversity initiative'
- An on-going sustainable solution which has the potential to run from your own intranet site so that you can receive up to the minute and business relevant GQ information via RSS feeds
- A simple way to achieve consistency of message across your organisation in every region of the world
- A flexible solution providing succinct information for time poor managers or in-depth learning for those who wish to be accredited
- A moderated, live forum where your employees can ask questions and have them answered quickly
- A collaboration between progressive organisations facilitating fast-paced change

## Video Communication Platform

In order to bring you the best possible solution we are partnering with Kulu Valley who offer a fully hosted, extensible, scalable, managed solution which you can access via [www.genderiq.tv](http://www.genderiq.tv) or have integrated into your company intranet.

We chose to work with Kulu Valley as they have been successfully delivering video communication solutions to Blue Chip clients since 2002.

## What are the features of our platform?

- 7 Succinct video workshops incorporating Gender IQ into normal management training such as 'Better meetings' or 'Negotiating and Influencing'
- Synchronised presentations using video, PowerPoint, information and messages
- Simple and easy to use interface



The screenshot displays the genderiQ platform interface. On the left, a video player shows a woman speaking, with the genderiQ logo in the background. Below the video player is a table of contents with a vertical scrollbar. On the right, a slide titled 'Current Slide' features the genderiQ logo, a brain diagram, and the text 'Gender IQ for Effective Meetings' along with the website URL 'www.genderiq.tv'.

Chapters	Info	Q&A	Resources
→ Gender IQ for Effective Meetings			00:00
Agenda			00:19
Women Leaders Say:			02:13
Stuart Rose says			02:46
Gender Intelligence Facts			03:22
Interview			05:52
The dynamics of management meetings			19:08
Maintaining Control Under Pressure			21:41

*NB: this is an example of the platform and software that we are using. Content will, of course, be Gender IQ – 7 management development workshops plus related materials*

- High quality videos from leading organisations talking about their business case, bringing all users a broader perspective than can be achieved in isolation
- Fascinating video insights from senior leaders or managers who have interesting stories to share
- Succinct briefings per workshop with additional information, where required, leading to accreditation
- On demand presentations, guidelines and resources
- Ask the expert facility – a live forum
- Case studies

## Benefits

- A cost effective solution that is scalable
- Interesting, skills based Leadership and Management development content – not just a diversity initiative
- Easy 24/7 access
- As much or as little information as the manager needs or wants
- Regular live updates includes new research and relevant articles plus interviews with role models and recommended reading
- Visibility – opportunity to showcase your organization’s commitment
- Easy to justify as it integrates L&D with a key Strategic diversity imperative

This project is being brought to you by **Tracey Carr** who draws on the combined expertise of her two brands (eve-olution and ETC) Tracey has worked with 1000's of women leaders on three Continents and is constantly underpinning her work with research. She is also CEO of ETC, a training company offering general management and leadership development and has worked with leaders everywhere on increasing evolved Leadership skills



We are proud to say that Cisco is our strategic partner on this project.



**GenderIQ** is proud to support the work of the **MicroLoan Foundation** – an international development charity that provides specialist training, microfinance services and ongoing mentoring to impoverished women in sub-Saharan Africa. MicroLoan provides entrepreneurial women in remote rural areas to establish and develop sustainable small businesses to work themselves and their families out of absolute poverty.  
[www.microloanfoundation.org.uk](http://www.microloanfoundation.org.uk)



[www.eve-olution.net](http://www.eve-olution.net)  
[www.evolutioncoaching.biz](http://www.evolutioncoaching.biz)  
[www.genderiq.tv](http://www.genderiq.tv)  
[www.cisco.com](http://www.cisco.com)