IAMCP Women in Technology Guidebook

A Guide for IAMCP WIT Leadership

ABSTRACT

This guidebook outlines the purpose of IAMCP WIT, the mission and vision of the community, how the community works, and provides a framework to help you get started as an IAMCP WIT leader.

IAMCP Women in Technology™

Contents

Why we're here

Mission

To connect the creative, innovative and hardworking women in the Microsoft eco-system for the purpose of:

- Providing mutual support in achieving professional and personal goals
- Attracting and retaining women into careers in information technology
- Furthering the objectives of the IAMCP
- Building a global community of like-minded women who meet annually at WPC

Vision

Diversity is good for business. Gender diversity introduces innovation which fuels better business, builds stronger relationships and increases profitability. We will attract a strong membership by example—by acting ethically, honestly and courageously and through an ongoing commitment to community outreach activities.

Values

- Leveraging the power of global relationships, collaboration and learning to build a strong ecosystem of women who can provide support and mutual learning
- Valuing diversity, fostering a trusting, open and inclusive environment and treating each person in a manner that reflects respect
- Understanding that each of us has the power to change the lives of others—we will use every interaction as an opportunity to impact others in a positive way
- Fostering a culture of community involvement and volunteerism—finding ways to give back to charities that reflect our commitment to improving the lives of others
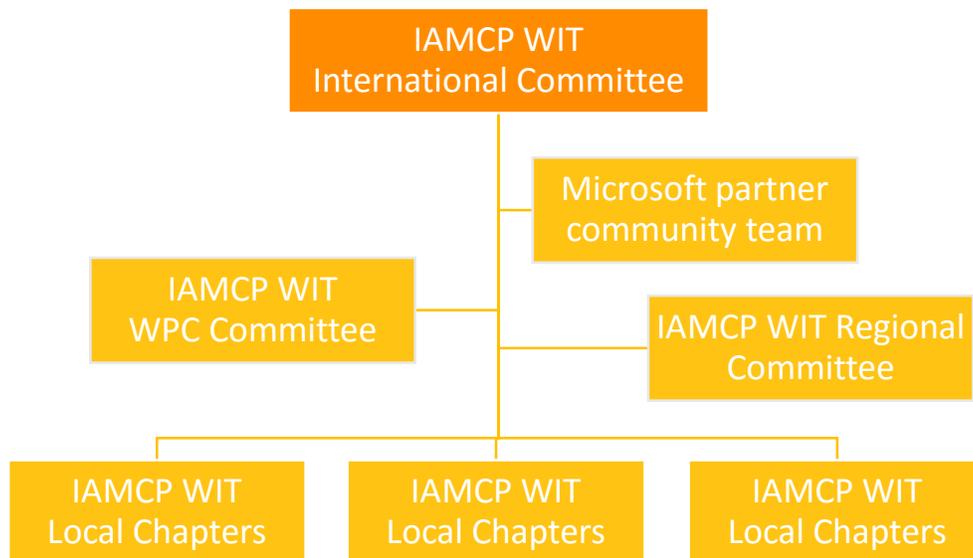
Who we are

Women in Technology (WIT) is a joint initiative between the IAMCP (International Association of Microsoft Channel Partners) and WPG (the Microsoft Worldwide Partner Group). Under the umbrella of the IAMCP, global WIT communities collectively support female professionals in the technology field.

IAMCP WIT is focused on leveraging the power of global relationships to enhance collaboration and build a strong ecosystem of women who can provide support and mutual learning.

How we work

IAMCP WIT is part of the IAMCP. Our global advisory board works with IAMCP International. Your WIT community is a special interest group that is part of your local IAMCP chapter. When you join the IAMCP, you automatically become part of the IAMCP WIT community.

Responsibilities of WIT leadership

IAMCP WIT International Committee Leadership

- The overall leadership team of IAMCP WIT, this team is responsible for setting guidelines and standards for IAMCP WIT
- The international committee communicates updates to region and community leads and owns the monthly/bi-monthly rhythm of business calls for all IAMCP WIT leadership

IAMCP WIT Regional Committee Leadership

- The leadership teams of IAMCP based on region (e.g. US, Canada, UK), these teams are responsible for encouraging community growth in their region
- Each regional committee carries out guidelines and standards for IAMCP WIT as communicated by the international committee, participates on international committee rhythm of business calls, and owns their own regional rhythm of business calls

IAMCP WIT Local Community Leadership

- The leaders of local communities, these leaders are responsible for establishing regular meetings and events at the local IAMCP chapter level (e.g. Seattle, Toronto, Southern California)
- Local community leads establish overall goals for their community, participate on international committee rhythm of business calls, and communicate their success to regional and international leadership

IAMCP WIT WPC Committee

- A subset of the WPC PEB board, this team is responsible for executing on WIT events at WPC (the Microsoft Worldwide Partner Conference)

Microsoft Executive Sponsorship

- Part of WPG (the Worldwide Partner Group), this team of Microsoft employees serves as sponsor and liaison to the IAMCP WIT community.
- The Microsoft executive sponsorship team provides logistic and communication support for IAMCP WIT international, sponsors and assists with IAMCP WIT events at WPC, offers speakers for local and international IAMCP WIT events, and facilitates the connection between local IAMCP WIT chapters and corresponding Microsoft offices.

How to get started

To lead a local IAMCP WIT Community, you must be a member of IAMCP. There are both corporate and individual membership categories that make it economically feasible to join. Information about joining the IAMCP is available online at one of three webpages:

- All countries except US and Canada   www.iamcp.org
- United States   http://www.iamcp-us.org/
- Canada   www.iamcp.ca

Join IAMCP WIT today!

"To start a local WIT community, all you need are two women and a pot of coffee."

A Special Note on Membership

It is of critical importance that IAMCP WIT leaders at international, regional, and chapter levels maintain their annual IAMCP memberships, and women from Microsoft Partner organizations are recruited to join IAMCP if not already members. We also extend an open invitation for non-members to attend and participate in meetings and events. Experience shows us that encouraging this inclusive approach leads us to our ultimate goal which is to empower women around the world to pursue and advance IT careers, and that IAMCP is confirmed as a community which heavily influences and accelerates that. In turn, growing numbers of women become aware of IAMCP WIT communities throughout the globe and several of them become vibrant, devoted IAMCP members, leading to growth of the IAMCP membership and brand as a whole.

How to make it happen

1. Designate a chairperson from your local IAMCP chapter and put together a steering committee of 3-5 women
2. Reach out to the IAMCP WIT International Committee for guidance and tips on scaling activities locally
3. Plan a brainstorming session to establish goals for the next 12 months
4. Hold a minimum of four events per year

Events and meetings are different, but both necessary. Meeting are for dedicated IAMCP WIT community members, while events might be open to the broader community. Women who are interested in becoming IAMCP WIT members may attend meetings, but do not have voting privileges. Though women are the target audience, men are welcome to attend meetings and events.

A mature community might have the following schedule:

- Monthly steering committee meetings
- Monthly IAMCP WIT community member meetings
- Quarterly community events

Setting yourself up for success

Step 1: Establish yourself as a leader

Let your local IAMCP Chapter President know that you are planning to lead the IAMCP WIT initiative in your chapter, and make sure no one else is already starting an IAMCP WIT community in your area.

Step 2: Join the leadership community

Register with IAMCP WIT International to ensure you are included in our rhythm of business calls. To register, simply send an email to officeiamcp@icamcp.ca with a copy to the Global Chair.

Step 3: Hold a brainstorming session

Schedule a first meeting. We recommend that you keep your first meeting informal and use it as a brain-storming session to begin to establish what you would like to accomplish.

Step 4: Hold regular meetings

Establish a regular monthly or bi-monthly meeting time and location. Look for local sponsors or your local IAMCP chapter to provide refreshments. Start small, and make sure you can commit to your plans.
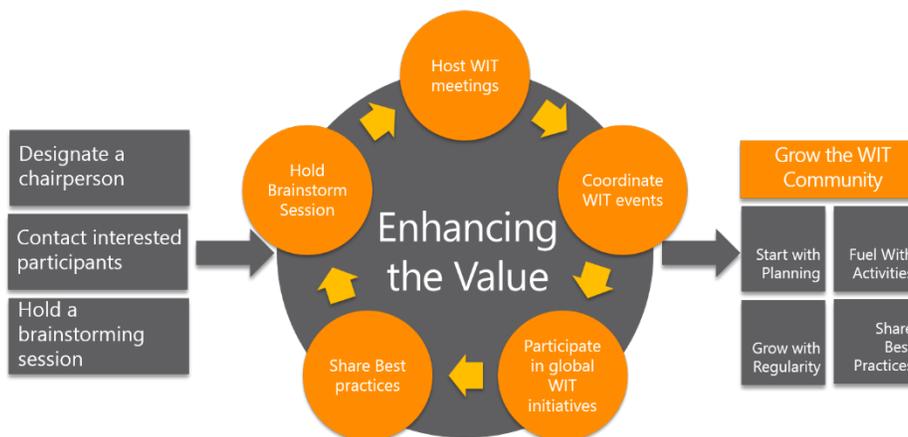
Step 5: Recruit new members

To increase attendance and find new members, reach out to local chambers, women in business organizations, and development centers; publicize your meetings through EventBrite, Yammer, and your social networks.

Top 5 key tips:

1. Start small. Make sure you can commit to your plans.
2. Establish a focus for your local community that relates to the overall IAMCP WIT mission and vision.

3. Let your community evolve organically based on the interests of your members.
4. Create a local plan that is personally rewarding and achievable for you and the women in your community.
5. Publicize your events through your social media networks to increase attendance.

Examples of What IAMCP WIT Communities Are Doing

The local initiatives that you decide to take on and the goals your community want to achieve will be unique to you and the women in your community. We encourage you to make this fun and keep your goals simple and achievable.

If you would like to be mentored by a mature community, we can put you in contact with relevant leaders. Please reach out to the contacts at the end of this document.

Canada

In Canada, IAMCP WIT has focused on personal development for women in our community. Events have included workshops in communication and personal branding and an executive golf day, where women learned how to use golf as a business tool.

IAMCP WIT Canada has focused on reaching women in the Microsoft ecosystem who do not typically participate in IAMCP leadership initiatives. We encourage women in Canada to join IAMCP and benefit from our IAMCP WIT community to help them achieve career success.

Seattle

In Seattle, IAMCP WIT has established a focus on mentoring and engagement in local schools. Members have held workshops in at a local high school with the girls' after school computer science club to discuss careers in tech, and how to create a LinkedIn profile to assist with finding internships, portal building, and team building exercises. Our charter was to inspire and encourage young ladies to pursue their budding interest in technology.

The Seattle community leads also facilitate mentor/mentee pairs among members who have similar interests, career paths, or aspirations.

SoCal

The Southern California IAMCP WIT community has held series of events designed to increase women's leadership potential and confidence in the workplace. Events have covered executive golf 101, time management, and 10 guiding principles for success.

IAMCP on the web

We have three IAMCP websites—international (for non-US/Canada members), US, and Canada. Updates, are an ongoing process.

There is an IAMCP WIT page for each of the three websites with our Mission, Vision, and Values as well as events and the ability to filter events by the WIT category so that we can see at a glance with is happening around the world. **All of the information is available to members and non-members.**

Each chapter is able to register their events and make updates through their IAMCP chapter administrator, and we have training available should you want to know more.

Guidelines for publishing information about your WIT community:

- Use the exact wording when talking about our Mission, Vision, and Values
- Refer to yourself as a community (not a chapter) that is part of the IAMCP
- Refer to the community as IAMCP WIT, not just WIT
- Include a prominent "join now" call to action in as many places as possible
- Post all of your events on the IAMCP site in addition to any other sites, including social media
- Provide links back to the IAMCP websites
- Use the hashtags #IAMCPWIT and #WIT on Twitter

Community leadership calls

Every 30 to 60 days, we run a 30-minute rhythm of business call for the IAMCP WIT international, regional and community leads to attend. These calls are also appropriate for women who are thinking about starting a local community to learn about others' success and ask questions. Please contact officeiamcp@icamcp.ca to be added to these calls.

Sample Agenda

- Introduction & Welcome
- Update on newly established WIT communities
- Issues we are facing
- Successes we are seeing
- Presentation by one community about their success
- Q&A

Join IAMCP WIT today!

Key Community Contacts

Name	Email Address	Role
Sarah Greenwalt	sarahgre@microsoft.com	Microsoft IAMCP WIT Liaison
Jennifer Didier	JDidier@directionstraining.com	Global Chair
Christine Bongard	CBongard@qtsnet.com	US Chair
Julie Simpson	Julie.Simpson@resourceit.net	UK Chair
Karina Lopez	klopez@kode-techpr.com	LATAM Chair
Filipa Preston	filipa.preston@sossuccess.com	Australia Chair
Ruth Morton	Ruth.Morton@softchoice.com	Canada Chair