



**Future Leaders in All Professions**  
*Empowering the next generation*

**Presented by Margaret Torrance, President & Founder FLiAP**  
**B:416-445-2478, C:416-822-1600**

## Table of Contents

Page	Title	Page	Title
3	FLiAP is the global K-12 Educators' official digital platform resource <b>library.</b>	14	Career Resources – Information Technology
4	Building the Digital Library	15	Multi-Media Interactive E-Magazine – Information Technology
5	Target Markets	16	Educational Resources/Services Section
6	Imagine you are building a library	17	Resources/Services Topics
7	Basic Needs	18	Resources/Services Topics
8	Building Massive Digital Platform	19	Resources/Services Topics + Newsletter + Growth
9	Leadership Section	20	Summary
10	Leadership Content	21	We can do it
11	Career Resources Section	22	The time is right
12	Career Resources Overview	23	FLiAP Founder
13	Career Resources Procedure		



**FLiAP is the global K-12 Educators' official digital platform resource library.**

**FLiAP's Purpose** is to globally disseminate K-12 STEM\*-prepared education to anyone with Internet access (their library card).

**FLiAP's Mission** is to ensure that all students, especially female students, will have access to a global education that will empower their generation, prepare future leaders in all professions, close the gender gap and globally change the status quo of women.

Achieving **FLiAP's Mission** requires new and bold global approaches to close the gender gap.

\*STEM: Science, Technology, Engineering & Mathematics



## Building the Digital Library

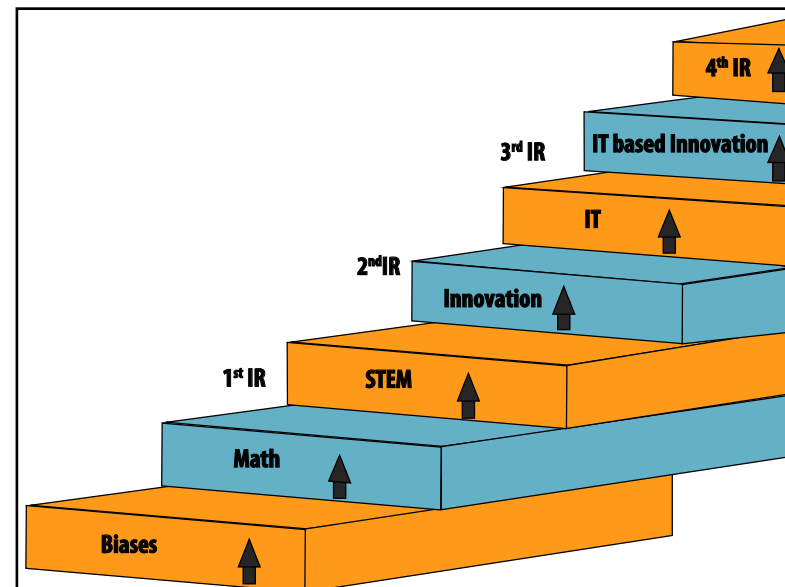
The library is a one-stop-shop and covers much more than academic educational subjects. The Khan Academy does a fantastic job in providing quality education when teaching all its courses. But having a door open to quality education for everyone is not enough to produce gender equality, leadership in all professions and an awareness of all achievable professions. The main culprit is bias (conscious and unconscious). Bias has been passed on from generation to generation. As industrial revolutions have progressed, biases haven't. The 4<sup>th</sup> Industrial Revolution cannot afford to continue in a biased world.

The library consists of a platform on Leadership, a platform on Career Resources and a platform on Educational Resources/Services. Nullified biases lead to leadership, an interest in all careers (not just traditional women's careers – teaching, nursing and secretarial), and a global perspective. All doors open up.

**The Industrial Revolutions (IR) are built on previous IRs and unfortunately have brought the biases with them. To succeed, the 4<sup>th</sup> IR needs to nullify these biases.**



**FLiAP's UN Global Goals**



## Target Markets

**Primary Target:** Educators from K-12 globally – one-stop-shop for researching anything for their students, such as:

- Discovering the careers for today and most importantly for tomorrow
- Closing the gender gap by becoming aware of biases and how they are passed on, leading teachers to de-programming themselves and their students
- Once de-programmed, educators preparing students for leadership roles, finding different ways to teach subjects (Khan Academy)...
- Getting assistance from other teachers around the world
- Creating a place for global discussions and an exchange of ideas . . .

**Secondary Target:** Self-educating in academics and self-awareness to prepare for their success, such as:

- Finishing their education (usually secondary school)
- The unemployed – preparing themselves to apply for post-secondary education and apply for available company training
- Becoming aware of one's biases – what's holding them back and what they are infringing upon others – de-programming themselves
- Studying possible careers of interest and ensuring the subjects needed for it are studied.
- Covertly teaching those not allowed to go to schools (taught by people with Internet access)
- Parents to helping themselves and in turn their children
- Students needing further explanation and help because their educators are not good enough teachers or have a negative relationship with them

## Imagine you are building a library

Picture an ever-expanding building and think about where you would like your name

- Major wings: Leadership/Empowerment, Career Resources, Educational Resources/Services/Tools
- Researchers needed to find existing Internet content (studies/research, reports, subjects, articles, to link to in the categories). We are not re-inventing the wheel. We are looking for the best existing answers, so time isn't wasted looking for them and maybe not finding them.
- Create webinars and tutorials from business experts in their fields to help educators understand the business world and future careers and to help them excite the students and be realistically prepared.
- Create platforms for global discussion and exchange of ideas e.g. indigenous people from around the world and how they solved their problems, and how and why they failed others.
- Create specific career resource e-magazines, tutorials and other helpful tools that cannot be found on the Internet.
- Services – mentors, speakers, discussion groups, organizations, virtual warehouse, events. . .
- Tools – contests, post-secondary grants, summer jobs, internships. . .
- Sponsor: a closet, a room, a wing, a floor, the library.



## Basic Needs

To-do details	Solutions/Donations
<p><b>FLiAP a part of MV Group Inc</b></p> <p>Needs to be incorporated</p> <ul style="list-style-type: none"> <li>• As NGO (1-2 weeks)</li> <li>• As charity (not in Canada as takes 2-5 years) <ul style="list-style-type: none"> <li>• Being global could be registered elsewhere and have charitable status quicker</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Global partner with experience and knowledge regarding the best global solution (NGO or Charity) will be consulted – keep it as a not-for-profit or find a way to quickly become a global charity.</li> </ul>
<p><b>Office Space</b></p> <ul style="list-style-type: none"> <li>• If space allows, using partner's office space could work</li> <li>• To start, hire one person</li> <li>• More hired as needed and can be afforded</li> <li>• Volunteers globally (if possible) for research work</li> <li>• Office furnishing, phones, powerful computers and monitors and an additional laptop/tablet plus software licenses for Adobe Software, Wacom Tablet, Microsoft Office, QuickBooks, color printer</li> <li>• Supplies</li> </ul>	
<p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Site needs to be updated, secured, made translatable and responsive</li> <li>• Need to transfer server to private server</li> <li>• Buy other domain endings e.g. .ca, .org, .net</li> </ul>	

## Building Massive Digital Platform

To-do details	Solutions/Donations
<p><b>Transform to Responsive Website</b></p> <ul style="list-style-type: none"> <li>• Need website specialist – Hire heavy-duty Dreamweaver &amp; Proprietary website builder</li> <li>• Create sub-websites and sub-sub-websites and more</li> <li>• Pages should be setup for others to add content easily</li> <li>• Web builder needs to have Photoshop &amp; Illustrator knowledge</li> <li>• Creative designing talents would also be helpful</li> <li>• Need responsive layout</li> <li>• Create design for new layout</li> <li>• Adapt existing &amp; new content to the new layout</li> <li>• Prepare templates for added sections &amp; pages</li> <li>• Prepare for newsletter and data base</li> <li>• Prepare for videos, webinars and tutorials</li> <li>• Prepare for Platforms for global meetings</li> <li>• Security and firewalls are vital</li> <li>• Data tracking and analytics of platform, responses and newsletters—insight needed to ensure FLiAP is fulfilling the needs of the audience and achieving the highest results</li> </ul>	<p><b>Funder of digital platform</b></p> <ul style="list-style-type: none"> <li>• Funding creation of responsive, heavy-duty, secure website and collection of data and analytics</li> <li>• Funder's logo will be on the bottom of each page of the website with recognition for funding platform development and maintenance</li> <li>• This will be kept separate from content donors</li> </ul>



## Leadership Section

In developed countries, women have made great strides, but they are still underrepresented in leadership positions despite research proving that female leadership offers a profit increase of over 60%. The Washington Post's stock went up 4000% during Katherine Graham's leadership, even though she didn't think she was good enough.

FLiAP believes the gender gap can be closed in 2 generations, rather than the World Economic Forum's predicted 11.

Conscious and unconscious biases and stereotypes, program behaviour in early childhood – a major hindrance to gender equality – and then as adults, pass them on to their children.

The [Leadership Section](#) provides global resources on: studies/research, gender equality, diversity, news/articles, leaders (past & present), de-programming methods, help through like-minded groups, NGOs and organizations... to educate the educators on how to eliminate biases and create leaders.



*Warren Buffett with the late Katharine Graham of the Washington Post at his 50th-birthday party in 1980* Courtesy: Warren Buffett

Warren Buffett writes "[Warren Buffett is bullish ... on women](#)" about his brilliant, dear friend Katharine Graham, former CEO of the Washington Post Co, "she had been brainwashed – I don't like that word, but it's appropriate – by her mother, husband, and who knows who else to believe that men were superior, particularly at business."

Recent studies show brainwashing starts very early in a girl's life – the tipping point is 5-7 years of age.

## Leadership Content

To-do details	Solutions/Donations
<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>Biases – definition, explanation, awareness, identification (diversity: gender, race, religion... 34 dimensions) de-programming, inclusion               <ul style="list-style-type: none"> <li>Webinars: on awareness of one's own biases and of student biases</li> <li>Webinars: on de-programming methods for students from K - 12, for the teachers, for school staff</li> </ul> </li> <li>Biases are barriers to leadership</li> <li>Leadership – after Biases nullified, diversity blinded and inclusion the norm               <ul style="list-style-type: none"> <li>Building confidence, team work...</li> <li>Webinars, exercises, tutorials, links to other answers...</li> </ul> </li> <li>Research, new content, updating for all topics               <ul style="list-style-type: none"> <li>Studies/research – Search recent research and when apropos, buy to display on sight – with permission</li> <li>Gender Equality &amp; inclusive of diversity – what companies are doing, biases, change, UN, WEF leadership</li> <li>News, articles – globally what's happening</li> <li>Leaders of the Past – women</li> <li>Leaders of the Present – women</li> <li>Leadership/Diversity websites – links to them</li> <li>Leadership/Diversity Programmes – webinars &amp; links</li> <li>Leadership events – where they are, how to get involved...</li> </ul> </li> <li>Add new topics after collaboration with experts, donors...</li> </ul>	<p><b>Leadership</b></p> <p>Ideally have a top global female leader, such as a President, CEO... who was responsible for their company's cultural transformation, to lead the Leadership/Empowerment and Bias platform. This person would already be setting an example, practicing what she preached and without boastfulness – imagine the PR benefits.</p> <p>This leader would also have numerous team leaders (male and female) within the company, specialists in areas, to produce a number of webinars/ tutorials created for the teachers/educators to assist in their understanding and ways of recognizing and transforming cultures.</p> <p>Teachers, once de-programmed and aware of bias behaviour, will have lessons not only saving the children, but also changing the culture in their schools, districts, boards and ministries. Global companies would have the opportunity to mentor educators through links connecting the educators to local mentors.</p> <p>Research/study results are always beneficial and a companies' research /study reports can be linked and viewed by all. Supportive tutorials, webinars, videos ... would have a bigger impact and build stronger relationships.</p> <p>In addition to the guides listed, other ideas, learnings, topics... can easily be added, e.g. Teachers' stories, questions, successes, failures, blogs...</p> <p>Research, if existing Internet content, are linked to. There are surely many gems out there. We need to remember that we are a library looking for gems and then creating additional material as well as filling in obvious gaps.</p>



## Career Resources Section

In addition to women being underrepresented in leadership roles, they are also underrepresented in most industries, many of which recognize their value, but both male and female programming, keep the female pipeline very dry.

Educators are unaware of the sweeping changes technology is driving in all professions. The world is on the cusp of the STEM based 4<sup>th</sup> Industrial Revolution. Today the Math gender gap starts early in Primary school. Secondary school Math (basic Algebra, Geometry, Trigonometry, Calculus) needs to be the global norm to ensure students qualify to study for future jobs.

The [Career Resources Section](#) provides websites (mini-libraries) of professions with under 30% female representation. Each site features: an e-magazine showcasing mini-mentorships by female leaders; Webinars by business experts educating the educators about the profession and its requirements; global news and research; and mentorships, speakers, grants, contests, assistance, groups, organizations... available for each profession.



Information Technology (IT) Website



Interactive, multimedia PDF e-magazine showcasing 20 women leaders



## Career Resources Overview

To-do details	Solutions/Donations
<p><b>Career Resources</b> – (each career has it's own career mini-website)</p> <p><b>Website &amp; Multi-media Interactive E-magazine</b></p> <p>Suggested Careers (under 30% women and much reduced in higher positions) – more can be added</p> <ul style="list-style-type: none"> <li>• <b>Information Technology (IT) – base for all</b></li> <li>• Engineering</li> <li>• Entrepreneurship</li> <li>• Environmental Sciences</li> <li>• Architecture</li> <li>• Construction</li> <li>• Physics</li> <li>• Mining &amp; Natural Resources</li> <li>• Finance</li> <li>• Aerospace/Aviation</li> <li>• Film/Media/Advertising</li> <li>• Automotive</li> <li>• Retail (especially leadership positions)</li> <li>• Accounting</li> <li>• Manufacturing/Development</li> <li>• Farming</li> <li>• ...</li> </ul>	<p><b>IT is a format example for all specific career(s)</b></p> <p>Information Technology is already desperate for IT specialists. Without women in IT they will never have enough qualified employees. Today's women in IT must attract future women into this exciting career. IT is not for men only. Involving women who are thinking of leaving IT, might keep them.</p> <p>IT is the base of all careers today, but the IT knowledge needed for each career is not the same. One IT solution does not fit all, which is a good thing. All careers are different as are their requirements. Since <b><i>you can't be what you can't see</i></b>, we are trying to showcase women IT leaders in as many careers as possible, so they can excite the upcoming girls about their career choice and help them on their path to IT success in their favourite industry.</p> <p>This is an opportunity for women in IT to have a voice and explain about their IT career choice and their journey – keeping in mind that these girls' paths will be advanced in comparison to their own as the 4<sup>th</sup> Industrial Revolution rockets on.</p> <p>IT leads change – change in <b>all</b> careers. In 10 years 70% of jobs will be different or completely new. The educators need to be aware of changes as they are happening and ensure that students are aware. This can only be done with participating leaders in each industry.</p> <p><b>Benefits:</b> A company can educate the educators, who in turn educate their future employees, and bring reality into the educational system. A company's logo will be associated with the areas it takes responsibility for.</p>

## Career Resources Procedure

To-do details	Solutions/Donations
<p><b>Career Resources</b> – (each career has it's own career mini-website)</p> <p><b>Website &amp; Multi-media Interactive E-magazine</b></p> <p>A company could have brilliant people in numerous platforms and careers. Because <b>Information Technology</b> is an all careers, it would be possible for a company to be noted in the IT mini-website as well as in their industry represented in it's IT section.</p> <p><b>Process – an exciting experience</b></p> <p>A global female corporation leader, her team and FLiAP (Margaret Torrance) will discuss the procedure and agree on the details – the general, the 'must haves', the schedule, the hires... . The team members will decide on the areas where they would like to assist in. As there will be numerous videos, the content points and the person giving the lesson will be decided upon. Finding the right people might be easier for the team. The corporation's global connections would be extremely helpful.</p> <p>The videos are very important and are not what you would find anywhere else on the Internet. From the educators and students standpoint, seeing something is often more stimulating and appealing and easier to understand, than reading it. The e-magazines' videos (60-75 seconds) are much easier, but finding the leaders, may be challenging. We're looking for women leaders in each career.</p> <p>We will be considerate of the teams' time and their wishes. We want their expertise, their pride in our work, and their approval of the contents. It might also be interesting to see if involving women we suspect of questioning their career, to get involved. They could end up being the biggest champions.</p>	<p><b>The procedure is the same for all careers</b></p> <p>How often have you wished that the school your children attend really understood what business was all about. If they actually knew, then it would be easier to explain to the students why they are being taught the subjects they feel they will never use when they grow up as well as what mommy and daddy's jobs are all about and what tomorrow's jobs will be about, or that they could be responsible for creating a new job.</p> <p>Some countries, Canada in particular, are absolutely petrified of the children being exposed to business. In their minds, it's all about the bad influence of advertising and businesses trying to sell the students and their parents on their products. The schools have biases. They see business as evil and self-centered. Senior teachers tend to be much worse. We can change this bias.</p> <p>Being on the cusp of the 4<sup>th</sup> Industrial Revolution, things are changing so very quickly, as are the academic needs, but the teachers aren't. They need educating and a great deal of help to ensure students are prepared. If today's status quo does not change, the world will. The middle class will disappear.</p> <p>In the <b>Leadership</b> and <b>Career Resources</b> platforms/sections, you have an opportunity to educate the educators, the parents and excite the students and subliminally build a relationship of trust and respect with your audience.</p> <p>On the next 2 pages, there is an example of what sponsoring a career will look like. The example is of Information Technology, but the same process would apply and be adapted for all Finance, Automotive, Environmental Sciences, Physics, Entrepreneurship... along with the career's unique elements.</p>



## Career Resources – IT

To-do details	Solutions/Donations
<p><b>Career Resources</b> – (each career has it's own career mini-website)</p> <p><b>Website &amp; Multi-media Interactive E-magazine</b></p> <p>Website for each career</p> <ul style="list-style-type: none"> <li>• Research, new content, updating</li> <li>• Development, new pages, design, coding</li> <li>• Creative including photos, videos</li> <li>• Writing, editing, layout adjustments</li> <li>• Webinars describing the career, how to excite the students, academic requirements, tutorials</li> <li>• Mentorships available with applications by region, city, the area you're willing to travel</li> <li>• Linked to the education subjects required</li> <li>• Contests, grants, summer jobs, apprenticeships, speakers, events (regional)</li> <li>• Global opportunity for discussion groups with educators, diversity groups, indigenous groups</li> <li>• Universities, colleges, other post-secondary education training specializing in the career(s)</li> <li>• Past &amp; present women leaders</li> <li>• Multi-media, interactive E-magazine – showcasing women leaders in that career/industry/profession</li> <li>• Additional pages especially if they are covering more than one industry, e.g. IT covers all industries and in unique ways, so each has a page</li> <li>• ...</li> </ul>	<p><b>For IT site – the basis for all careers</b></p> <p>We are on the cusp of the 4<sup>th</sup> Industrial Revolution. IT has changed all careers and is necessary for all careers. What has been a part of each industry in the past will change in the next few years. It is important that teachers understand what IT is and how it has changed the world. An overall video should be made to explain this. Change is taking place at rocket speed, so they must keep abreast of the change. FLiAP's intention is to stay current with change and educational needs. Most educators think IT is only coding. They must understand IT, so they can prepare the students for their future careers.</p> <p>Because IT is the basis for all careers, collaboration with women from many different industries is necessary for content. It would also be wise to have discussions with guidance counsellors to ensure we are including information they want and need. A short video should be made by women from each career. Each video should:</p> <ul style="list-style-type: none"> <li>• describe the work and the subjects needed to qualify for this position</li> <li>• speak at the level of the students</li> <li>• speak with excitement – you're selling the career you chose.</li> <li>• teachers do not understand IT and they must explain it to the students, so the simpler, with examples, the better – teach them, excite them.</li> </ul> <p>Women who are interested in mentoring or speaking at school events, should list their contact information and region – details will be defined. Samples of information pages included in details. More pages can be added.</p> <p>Women have the opportunity to ensure no information is missed</p>



## Multi-media Interactive E-magazine – IT

To-do details	Solutions/Donations
<p><b>Career Resources</b> – (each career has it's own career mini-website)</p> <p><b>Website &amp; Multi-media Interactive E-magazine</b></p> <p>Preparation for e-magazine</p> <ul style="list-style-type: none"> <li>• Create specific partnership/donor material for chosen industry</li> <li>• Going to schools – meetings, teaching girls, listing their questions to leaders...</li> <li>• Finding/meeting featured women leaders</li> <li>• Video-taping girls asking questions for female leaders</li> <li>• Formatting, editing &amp; grouping videos</li> <li>• Subtitling Videos</li> <li>• Interviewing, recording, photographing, video-taping showcased women – travel if necessary</li> </ul> <p>E-Magazine Work</p> <ul style="list-style-type: none"> <li>• Based on showcasing 20 women and 60 pages. Contains: Covers, Editorial pages, Table of Contents, Directory and 20 double-page mini-mentorship spreads, 100 photos, video for each showcased leader</li> <li>• Graphic design; layout; writing; editing; Photoshopping; Illustrator; videography</li> <li>• InDesign: layout and layout editing</li> </ul>	<p><b>Creating IT e-magazine “Future Leaders in IT”</b></p> <p>See a sample e-magazine “<a href="#">Future Leaders in IT</a>” The aim is to showcase 20 women leaders from around the world, in a double-page spread (mini-mentorships). If a company were the sole donor in updating the existing e-magazine, additional editorial pages would be slotted for content on leadership, biases, gender, diversity, cultures... . Given the primary target for the e-magazine are girls, editorial could talk about the challenges they may have now and in the future and how some of the leaders overcame them. There are so many possibilities.</p> <p><b>The benefits – altruistic and business – for the e-magazine &amp; the career website.</b></p> <ul style="list-style-type: none"> <li>• Read ‘<a href="#">The Beginning</a>’ what the teachers, educators, organizations said in 2013 and how they were responsible for the expansion of FLiAP.</li> <li>• Excellent role models &amp; influencers, leading girls to consider careers.</li> <li>• Knowing your mentorship was responsible for future women leaders is gratifying.</li> <li>• Be responsible for educating students, teachers, guidance counselors and parents who don’t know what is involved in this career or that girls are wanted and needed.</li> <li>• Donor brand awareness and priceless PR value grow as trust builds.</li> <li>• On school websites, especially with grades 7, 8 &amp; 9 (elementary &amp; secondary)</li> <li>• Local support offerings: mentorship, speaking engagements, workplace tours. . .</li> <li>• Available to: all students, educators and parents, and the local community.</li> <li>• E-mag content targeted at girls 12-15 years of age. Parents will be examining this. Courses must be chosen in grade 7 &amp; 8 for future career decisions, especially STEM-prepared choices like: Maths (basic algebra, geometry, trigonometry &amp; calculus) and Sciences (basic biology, physics &amp; chemistry).</li> </ul>



## Educational Resources/Services Section

The world is complicated and immensely varied, but by educating the educators (teachers, parents, tutors, administrators...), so they can educate the children, and share the global knowledge, we can close the gender gap and open the global opportunities to all.

The [Educational Resources/Services Section](#) provides K-12 educators with training (webinars), STEM preparation for the 4<sup>th</sup> Industrial Revolution's future careers, and students readiness and qualifications for post-secondary studies.

Resources, tools, services include: global group sessions, global student connections, exchanges, video conferencing... ; global academic subject resources – lessons (basic to expert), exercises, contests... ; join global groups/organizations/ NGOs to exchange ideas, problem solve; businesses provide mentors, speakers, grants, jobs, contests... ; global causes exchange experiences, successes, failures, brainstorm, e.g. unique challenges of indigenous students; post-secondary institutions – colleges, universities... ; and so much more.



Teachers are using FLiAP's Math resources from basic to enriched levels.





## Resources/Services Topics

To-do details	Solutions/Donations
<p><b>Resources/Services</b></p> <p>Research, new content, updating – general information with links, and repeats of those in specific careers</p> <ul style="list-style-type: none"> <li>• Mentors/speakers with contact information &amp; forms <ul style="list-style-type: none"> <li>• Mentorship is best in person, but when not possible, there is Skype</li> <li>• General &amp; career repeats</li> </ul> </li> <li>• Subject resources links to general &amp; career repeats <ul style="list-style-type: none"> <li>• Links to assistance teaching</li> <li>• Links to pro subject promotion e.g. TED Talks</li> <li>• Links to new approaches</li> <li>• Contests – general and career repeats</li> <li>• Links Institutions/organizations that teach multiple subjects e.g. Khan Academy</li> <li>• Links to companies that provide skills training – general and career repeat</li> <li>• Preparation for testing in a subject by grade/curriculum</li> </ul> </li> <li>• Educator success stories and advice <ul style="list-style-type: none"> <li>• An area for global exchanges of ideas, challenges, successes, need for advice</li> <li>• Platforms for discussion groups</li> </ul> </li> <li>• Education associations – informative, raison d'être, successes, challenges...</li> </ul>	<p>Some companies have amazing education channels which FLiAP will have links to, especially within this sector. SAP and IBM are two examples. This platform is perfect in showcasing innovations companies have already created or helped with around the world, thus illustrating the global interdependence we have upon each other.</p> <p>This is an area where many links are duplicated from Career Resources sites, for example, contests that are running, grants that are offered... It ensures that students/educators that haven't looked into a specific career can come across a contest and possibly become interested. Tools they have could also be showcased here.</p> <p>Many links/pages here are repeats to those found in other platforms. These are intentional repeats. For example, if mentors in IT have links in the IT site under the IT finance pages, they may not have been seen by someone who wasn't interested in IT and miss them. But that same person may be interested in Finance, and they may come across these mentors in the Finance website or in the Mentors' regional areas in the Resources/Services platform if not interested in Finance. The same follows for contests, post-secondary school grants, events...</p> <p>Here are some repeats:</p> <ul style="list-style-type: none"> <li>• Mentors/speakers, who were mentioned in the Career Resources web pages are repeated in this section.</li> <li>• Contests, grants mentioned in Career Resources will also be here</li> </ul>

continued on next page



## Resources/Services Topics

To-do details	Solutions/Donations
<p><b>Resources/Services</b> (continued)</p> <ul style="list-style-type: none"> <li>• Research, new content, updating</li> <li>• An area to learn from others and help with setting up a similar organization</li> <li>• Exchange of ideas and experiences</li> <li>• Webinars / Videos / Stories               <ul style="list-style-type: none"> <li>• Library of links to webinars throughout FLiAP and ones that are unique</li> </ul> </li> <li>• Programs/organizations for educators               <ul style="list-style-type: none"> <li>• Research, new content, updating</li> <li>• Global exchanges, discussions, additions, success, failures. . .</li> </ul> </li> <li>• Events – local to global conferences, symposiums, seminars,               <ul style="list-style-type: none"> <li>• Research, new content, updating</li> <li>• Live and/or video – as technology allows, new methods of meeting</li> <li>• Regional to Global competitions – innovation, robotic, financial. . .</li> </ul> </li> <li>• Universities/Colleges/training/apprenticeships               <ul style="list-style-type: none"> <li>• General and career repeats</li> <li>• Testing new ideas</li> </ul> </li> <li>• Scholarships/grants/assistance               <ul style="list-style-type: none"> <li>• Research, new content, updating</li> <li>• General and career repeats</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Perfect for volunteers, part-time workers, home-bound workers</li> <li>• Self-promotion of NGO's and charities that can help other global start-ups</li> <li>• New groups created – no one needs to be alone</li> <li>• Lists of links of the webinars, tutorials, videos, stories shown in the pages of the Career Resources</li> <li>• UN started <b>HeForShe</b> . SAP has started its own. No reason other companies or organizations couldn't start theirs. Can you imagine if they taught the educators how to start their own in schools, boards, ministries.... And what about parents taking it to their place of work?</li> <li>• Events mentioned in the Career Resources websites will also be mentioned here as will those which are not connected with a career, such as fundraisers – an excellent opportunity to teach them how to do a fundraiser and attract donors.</li> <li>• Universities/Colleges/training/apprenticeships mentioned on the Career Resources website will also be mentioned here               <ul style="list-style-type: none"> <li>• Imagine connecting companies and citizens around the world to academic thought leaders and researchers, students... government leaders, impact investors, and company experts</li> </ul> </li> <li>• Scholarships/grants/assistance mentioned on the Career Resources website will also be mentioned here</li> </ul>

## Resources/Services Topics + Newsletter + Growth

To-do details	Solutions/Donations
<p><b>Resources/Services</b> (continued)</p> <ul style="list-style-type: none"> <li>• Applications</li> <li>• Methodology and tutorials</li> <li>• Webinars</li> <li>• Virtual Warehouse <ul style="list-style-type: none"> <li>• Recycle books, furniture, tools... no longer needed – someone else could use them (FedEx would be good Partner).</li> <li>• Exchange</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Work on creating common template applications</li> <li>• Teach the methodologies and meanings of how and what to fill in</li> <li>• Webinars can help applicants understand the instructions</li> <li>• Should there be anything that could be used by a school and it was already mentioned, then it would be mentioned here as well. <ul style="list-style-type: none"> <li>• We could also have a school “we need section” and an “exchange depot”.</li> </ul> </li> </ul>
<p><b>After Official Launch – Newsletter</b></p> <p>Encourage signing up for newsletter during launchings</p> <ul style="list-style-type: none"> <li>• Notice to readers of new information</li> <li>• Encouraging readers to request help, information and to ask questions</li> <li>• Encourage communication and involvement in newsletter, but also in group discussions, committees...</li> <li>• Gently start questioning the audience, starting with e.g. “how many people want information on something?” and clarification of ‘wants’. In time can start to build global profile</li> </ul>	<ul style="list-style-type: none"> <li>• Should you want to have an earlier newsletter or a way to communicate prior to a global launch, we can discuss it and work something out.</li> </ul>
<p><b>Growth</b></p> <p>As needs are known, as 4<sup>th</sup> Industrial Revolution speeds ahead, platforms will grow</p> <ul style="list-style-type: none"> <li>• It will never end and will also be the quickest way to keep up with the trends</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership, participation, involvement and collaboration will continue and grow with change and opportunities. Just think, you will never have to worry about your pipeline.</li> </ul>

## Summary

We are on the cusp of the 4<sup>th</sup> Industrial Revolution. Change is happening faster than ever before – at rocket speed. Educators are still changing at a snail's pace. Millions of girls are being denied an education. Biases from before the 1<sup>st</sup> Industrial Revolution are still thriving. A new study (June 2018) conducted by the Thomson Reuters Foundation found that India is the most dangerous country in the world for women. Eight others were found in the Middle East and Africa – not really a surprise – but number ten is a surprise. *The United States makes the top-10 list of the most dangerous countries in the world for women.* According to the World Economic Forum, North America, primarily US, is increasing the Gender Gap. Even South Asia, whose gender gap should close in 1000 years is still closing rather than growing the gap. What this proves is that the whole world needs help. No one can arrogantly say that they are better than others. Those with money have greater opportunities because they can afford it, but it doesn't mean they believe in gender equality or quality education for all.

8 years ago I started on my journey and the more I learned, the bigger the solution to change the world. There are so many challenges: de-program the biased (that's all of us), teach leadership skills, make quality STEM-prepared education available to all, educate everyone about the careers today and in the future (they are all STEM careers now and all are IT based), have support for educators even when their schools, boards, ministries don't give it, teach entrepreneurship... There are solutions to many of the challenges (some small, some larger), but they are usually regional and rarely global. Are they giving you the answers **you** really need or would you know if they were or weren't? So we have problems and we have some solutions, but finding them and quickly is a major problem.

Imagine that we can:

- covertly teach girls in countries that don't allow girls to be educated
- continue to teach children who have landed in refugee camps
- help teachers who have little or no help
- overcome conscious and unconscious biases – girls being the primary victims – and de-program ourselves and our children
- ensure that anyone with Internet access can have a K-12 STEM-prepared education
- ensure that anyone with this education can have global access to any “associate”, or tertiary education
- that we can change the attitudes/biases towards Maths and Sciences
- close the Gender Gap in 40 years instead of 202 years (WEF)
- empower all students to exceed in a diversity (gender, race, religion . . . ) blind world
- ensure that people will have employment and that as jobs change company pipelines will have employees
- ...



## We can do it!

***We have the technology and the model (FLiAP), so it is possible. All we will need is support.***

***We create the digital library with platforms that will have solutions for all the challenges we can think of.***

***Many solutions already exist – no point in reinventing the wheel – but we need to find them to link them. So how long will it take to find each – hours, days, weeks, months? Do we even know what to look for or where?***

***What if there isn't a solution? Who will create it? FLiAP will and maybe you will be asked to contribute to the solution? A library's job is all about finding the answers and make them available to everyone.***

***All you need is Internet access and then everything will be a 'click' or clicks away.***

***There is an online model for [FLiAP](#) and this presentation answers and clarifies many questions. We need to build the library and I can no longer do it myself. It costs money and I have none. What you see, I have done, but I need help. I cannot do it alone. Together we can change the world.***



FLiAP is about UN's Global Goals. There are 17 United Nations Sustainable Development Goals. FLiAP is based on the 2 goals that are needed to accomplish all 17 goals: #4 Quality Education and #5 Gender Equality. I hope that working together in partnership we can help accomplish all goals and especially UN's Global Goal #17 Partnerships for the Goals – *Revitalize the global partnership for sustainable development*. UN and FLiAP – the perfect partners!

With enough partners, I believe **we** could globally officially launch FLiAP in a year from starting. **We can do it!**







Margaret Torrance  
FLiAP Founder

Margaret Torrance, President & Founder  
[www.FLiAP.com](http://www.FLiAP.com)    [margaret@FLiAP.com](mailto:margaret@FLiAP.com)  
Bus: 416.445.2478    Cell: 416.822.1600

**The time is right.**

**We have the technology.**

**Imagine the global digital one-stop library.**

We are on the cusp of the 4<sup>th</sup> Industrial Revolution. It is time for gender equality and equity. It is time for all to work together, to innovate together and together to ride the wave created by technology, leaving no one behind.

The journey\*\* which started in August 2011, is now ready for the re-construction and stocking of this K-12 global library.

**Join the journey. Educators need your help.**

\*\* To view the history, [click here](#).





# FLiAP Founder

## **President and founder (2013 - present), [FLiAP](#)**

Promotion & Communication; Fundraising; Program Development; Website; E-magazine (preparation, magazine work) and mini-websites.

## **President and founder (1989 - present), [MVJ Group Inc.](#)**

Boutique marketing and advertising company (Marketing: Branding, Corporate Vision, Research, Strategy, Promotion; Graphic Design: Corporate Identity, Collateral, Advertising, Events& Exhibits, Website; Copywriting: Advertisements, Articles, Publishing, Editing & Writing, Website Content)

## **National Account Manager, Publishing Industry (1983-89)**

Newspaper and magazines: Southam Newspaper Group, Thomson Newspaper Group, Financial Post – Maclean Hunter

## **FLiAP's Bank of Executive Women (sampling)**

Fariba Anderson, Executive Partner at Gartner; Mary Anne Yule, President & CEO HP Canada; Joanne Stanley, Executive Director, Women in Communications and Technology; Christine Plourde, Sr. Environmental Engineer/ Risk Assessor at GHD; Fawn Annan, President & Group Publisher, IT World Canada; Madeleyne Vivanco, Vice President, Information Technology at Numeris; Gale Blank, VP of IT at Holt Renfrew; Lally Rementilla, CFO at quantius; Vanda Vicars, COO & Deputy CEO, Capgemini; Shelagh E. Stoneham, Sr VP Marketing Chico's FAS, Inc. ...

## **Mathematics Teacher (Scarborough Board of Education) 3 yrs.**

### **Volunteer**

Director: RAC Canada (10 yrs.), Chair Communications Committee (7yrs), Chair Research Committee (3 years); Director: Yonge-Bloor-Bay Business Association (7 yrs.), Creative Director (7 yrs); Chair – Marketing Advisory Committee: Humber College (5 yrs.); Communications Committee: Bloor-Yorkville BIA (4 yrs.), Web Master: ShakespearWorks ...