Our Reason

A Letter From the CEO

When my co-founder and I started EWAAB, we weren't motivated by research. Our drive to undertake this project was derived from personal experiences and the experiences of women that we knew to be hardworking but had faced similar challenges while in university. We wanted to create a mentorship program that could strengthen the confidence of women, provide them with opportunity, and connect them to a sustainable network. Neither of us then had any idea what we were getting into.

While, of course, there *is* a ton of research led by consulting groups and other organizations that support the importance of developing our university women prior to entering the workforce, I want to share that EWAAB is more concerned with personal experiences than with numbers. We are advocates for female leaders, but we do not consider our mentees that successfully go on to become leaders as another positive statistic; we care more about their professional and personal development. Ensuring that more female leaders emerge is a byproduct of our mentorship program, but our focus is helping young women feel confident and providing them with the opportunity to explore any path that they wish to take in life.

As demonstrated in the following review, the numbers are important because they show us what we should be doing in order to help young women to be successful. So far, EWAAB has impacted over 27 university mentees with a team of 30+ volunteers, 20+donors, and 50+ members of the external community. We are hoping to grow this community and provide stronger connections between women globally. It is my sincere hope that EWAAB can improve these numbers for women, but our reason cannot be described with statistics; it is personal.

Sincerely,

Kaitlin Gili

Kaitlin Gili
CEO & Co-Founder

72%

of college women report that they need greater **encouragement** from others to believe in their own potential to be leaders

86%

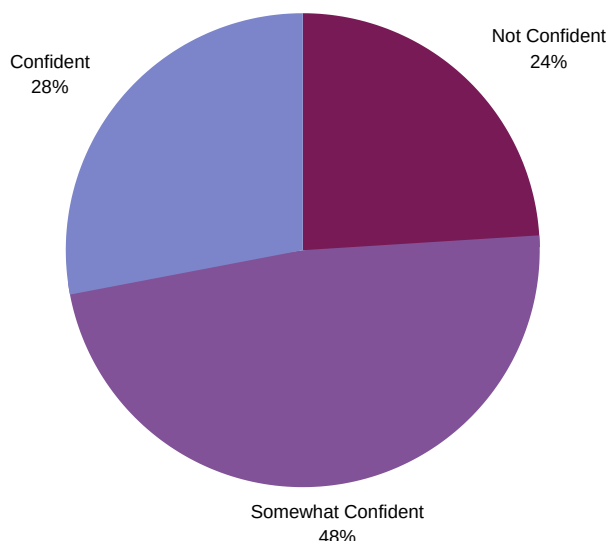of women report when they see more women in leadership, they are **encouraged** to get there themselves
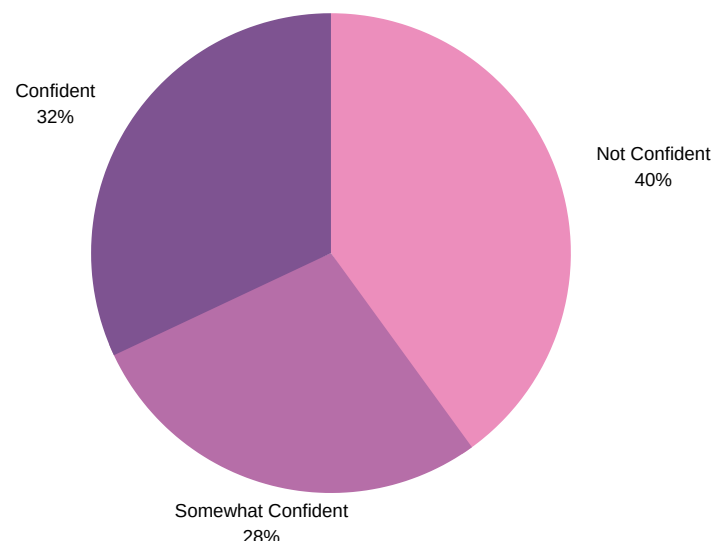
Source: KPMG Women's Leadership Study 2015

Women Should Be Encouraged

College Women's Confidence Ranking
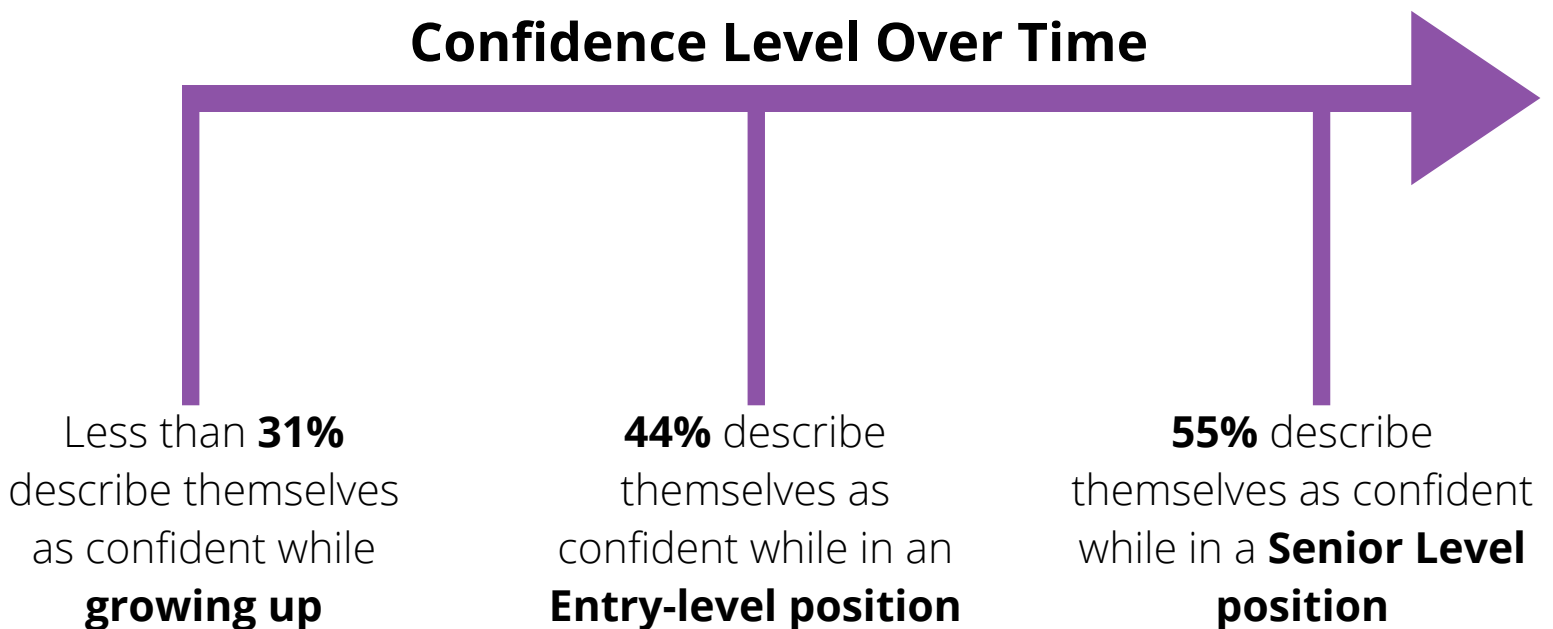
Leadership and Communication Skills

Confident
28%

Not Confident
24%

Somewhat Confident
48%

Giving an Oral Presentation

Confident
32%

Not Confident
40%

Somewhat Confident
28%

Source: Encourage Her Pre-Program Survey 2019

Women who were encouraged to be leaders growing up are 26% more likely to aspire to be a senior leader of a company or organization than those who did not receive that encouragement growing up.

Confidence Level Over Time

Less than **31%** describe themselves as confident while **growing up**

44% describe themselves as confident while in an **Entry-level position**

55% describe themselves as confident while in a **Senior Level position**

Source: KPMG Women's Leadership Study 2015

Cornell University Study

After answering a set of academic questions, men and women were asked to rank their performance out of 10.

Women ranked themselves as scoring **1.7 lower** than their actual score

Men ranked themselves as scoring **0.4** lower than their actual score

In studies, men overestimate their abilities and performance, and women underestimate both. Their performances do not differ in quality.

- Washington State University Psychologist Joyce Ehrlinger

Source: The Confidence Gap 2014

76%

of working women wish they had learned more about leadership growing up
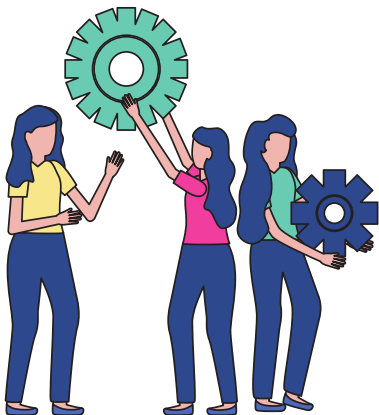
75%

of working women wish they had more **opportunities** to learn how to lead growing up

Source: KPMG Women's Leadership Study 2015

Women Need Access to Opportunity

College Women Need Leadership Programs

In a recent college study, 46% of graduates reported that they never had the opportunity to serve in a positional leadership role while at university

Source: Developing Leadership Capacity in College Students 2007

Young Women Want and Need Professional Development Skills

"I'd like general guidance on how to **network**, and contact professors, and also **feedback** on things like my resume, or practice in **speaking skills**."

-Caltech Mentee, 2019-2020 Program

"Currently, I plan to use the resources in this program to write my CV so I can get a summer internship. In general, I plan on using all the skills I learn to help me **excel in a professional environment**."

-Stevens Institute of Technology Mentee, 2019-2020 Program

"I hope to build my confidence and improve on my **communication and leadership skills**."

-University of Melbourne Mentee, 2019-2020 Program

Source: Pre-Program Encourage Her Survey 2019

Those who had positive role models growing up are **twice as likely** to feel confident today compared to those who did not have positive role models.

Source: KPMG Women's Leadership Study 2015

Women Should Be Connected

85%

of jobs are filled through networking

Source: Linked In and Alder Group Study 2016

67%

of women reported that they'd learned the most important lessons about leadership from other woman

82%

of professional working women believe access to and networking with female leaders will help them advance in their career

Source: KPMG Women's Leadership Study 2015

"There was a time that I had to explain to a guy why a specific coding group for women is important. He really didn't understand it's significance, asking why there wasn't a *Guys Who Code*."

"I don't always feel comfortable raising my hand in class. Guys will just throw their hand up and ask anything, and I spend 20 minutes wondering if my question is stupid or not."

Women Share Their Stories with Other Women

"I was with three guys in a robotics project and we took 3rd place in the school. I was the leader and did the mechanical/electrical work. But after the project, one of the guys on the team wrote this for my peer review: A*s a girl, she really took care of the group but her ideas were not particularly useful.*"

"I was in a group with three other guys and they didn't include me, even when I had the right answer. They just ignored me when the TA told me that I was right."
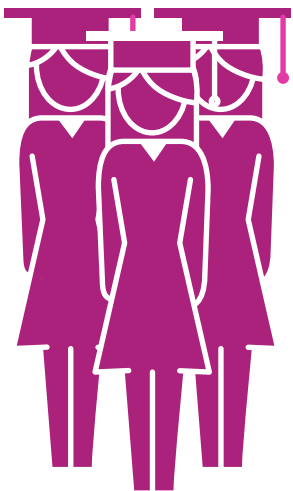
The Bottom Line

We Should...

Encourage women to lead, explore, and go beyond their comfort zone

Provide opportunities for women to lead, learn, and hone their skills

Connect women through mentorship and global networking platforms

Prior to Starting Entry Level Positions