



GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR INTERNATIONALISATION



Challenge methodology

1 Detailed structure of each level of the programme (Phases)

Level 1: Scope and Criteria for promotion to Level 3

Level 2: Scope

Level 3: Scope



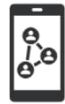
Detailed structure of each level of the programme (Phases)

<p>Level 1: Knowledge <i>Duration:</i> <i>Feb 2022 - Jul 2022</i></p>	<p>Online courses and seminars will be delivered through our virtual platform to strengthen the digital and business skills of all participants week by week through challenges that will be assessed monthly as part of the development programme</p>	<p>100% of participating businesswomen</p>
<p>Level 2: Empowerment <i>Duration:</i> <i>Mar 2022 - Jul 2022</i></p>	<p>A group of women (champions) will be promoted to this level according to their performance in the previous month in the posed challenges. At this level, they will have access to different Masterclasses and a toolkit that will provide them with specialised technical assistance through online seminars with EY Experts and ConnectAmericas Partners.</p>	<p>100% of businesswomen who are upgraded to the empowerment level</p>
<p>Level 3: Transformation <i>Duration:</i> <i>Sep 2022 - Oct 2022</i></p>	<p>The outstanding women (champions) who have excelled in their performance will be promoted at the end of the challenge. This group will have access to one-on-one sessions, transformation workshops for empowered women, business forums and other tools to execute their ideas through tailored technical assistance focused on their businesses' needs.</p>	<p>TOP 3 by Region:</p> <ul style="list-style-type: none"> • Central America, • Andean • Brazil and The Caribbean, and • South America <p>For a total of 12 champions</p>

Detailed structure of each level of the programme (Phases)

Level 1: Scope

The first level has **7 key topics** that will guide your business transformation.



Digital Immersion



User Experience



Business Model



Agile and new ways of working



Digital world and data



Leadership and purpose



Finance

Each topic will be developed in four (4) classes

Class 1 Levelling

Class 2 Innovation

Class 3 Transformation

Class 4 Tools

Classes

- 2 hours per week on Tuesdays in the time slot 09:00 am - 11:00 am GMT-5
- Classes will be held on **ZOOM**, they will be recorded and uploaded to the platform (Moodle) until the end of the programme.
- Q&A Forum (Moodle Community Tool)
- The challenge's coordination email will be available for questions and networking.
- In the **last class** of each topic, two tools will be presented which will be applied in the participants' businesses through an individual and a group challenge.

Detailed structure of each level of the programme (Phases)

Level 1: Scope



Group challenge (6 members)

The entrepreneurs should apply the tool proposed for the challenge in the business of one (1) of the group participants.

Consulting exercise:

- The participant representing the selected business will play the role of "client".
- The remaining five (5) entrepreneurs will act as "consultants".
- The activity consists of the "client" presenting the state of their business based on the requirements of the tool, while the consultants ask key questions that enrich the client's business and broaden the group's knowledge.

The participant who is subject of the consultancy should be alternated each month, so that all of them go through the role "Client".



Promotion criteria:

Elements	Weight
Class attendance (live)	15%
Participation in the Forum	25%
Course feedback form	10%
Individual Challenge Grading	30%
Group Challenge Grading	20%
Extra points	*

* Each additional tool submitted will be graded out of 20 points.

Evaluation

- The challenges will be reviewed until the end of the following month.
- At the end of each topic a form will be provided for participants to give feedback on the course (content, challenges, reference material, facilitators, among other aspects).



For more information on the promotion criteria and grading of the course please refer to the document "Promotion criteria".

Detailed structure of each level of the programme (Phases)

Level 2: Scope

Masterclasses

- Conferences by professionals with success stories who will talk about their personal journey, challenges and lessons learned.
- Weekly 2-hour talks on Wednesdays from 09:00 am - 11:00 am GMT-5 (schedule will be confirmed at the beginning of each topic according to tutors' availability).

Who will be promoted?

- All participants who score 80 points or more in each topic in Level 1.
- For example: if a participant obtains 85 points in topic 1, she will have access to March's masterclasses, however if she obtains 60 points in topic 2, she will NOT have access to April's masterclasses.

Toolbox

- Digital reference material on the topics covered.

Masterclass tutors

- Tutors' LinkedIn will be available for future contacts and networking.



17 Conferencias (temas sugeridos, se revisarán mes a mes):

- How do I make my organisation resilient to the challenges it faces in the process of digital transformation and internationalisation? Focusing on different aspects such as
 - Gender equality
 - Inclusion at work
 - Work-life balance
 - Access to global value chains
- Discovery of personal purpose
- Successful start-ups - high impact entrepreneurs (Winning Woman)
- Experts in the predominant sectors among Level 2 participants:
 - Food and beverage
 - Professional, scientific and technical activities
 - Information, technology and communication

Detailed structure of each level of the programme (Phases)

Level 3: Scope

Who will be promoted?

- 12 top rated women at level 1.
 - Top 3 by region
 - Central America,
 - Andean,
 - Brazil and the Caribbean, and
 - South America

Technical assistance

- 9 individual sessions per participant with EY professionals for mentoring
- Weekly 2-hour work sessions (date and time to be agreed between the mentor and the champion).

Workshop

- 1 full POWER Up session. (To be confirmed according to facilitator's schedule).

Business forums:

- 2 sessions with experts in finance and people. (To be confirmed according to facilitator's schedule.)

 **The 50 participants (including the 12 champions) with the best scores in Level 1 will have the possibility to access the Power Up workshop and the business forums.**



In Level 3 participants will have the opportunity to improve on what they learned on Level 1.

Therefore it is important that they apply this knowledge in their business's everyday.