



Solutions & Services 2022

Contents

Who are <i>TDC</i>	04
--------------------	----

Services <i>Overview & Examples</i>	10
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Attract

Retain

Advance

Contact <i>Us</i>	32
-------------------	----



**WHO ARE TDC
2022**

Our *vision* is simple (*but not easy*)...

For every woman who occupies a position of leadership to say that The Dream Collective **played a part in enabling them on the journey.**

And our *mission & purpose*?

The drive behind everything we do is to see more women in leadership, more diverse workplaces & for leaders to reach their full potential.

We do this by helping businesses to attract, retain and advance female talent globally through leading diversity, equity, and inclusion practices.

WHO ARE TDC
2022

Our *Differentiators*

 GLOBAL REACH, LOCALLY RELEVANT

Our global client portfolio & influence allows us to tap into a diverse range of industries & individuals, enabling us to tailor world-class solutions with market-specific insights.

 POWER IN THE COLLECTIVE

We drive impact by nurturing, leveraging and connecting our international network of business and emerging leaders and partners, all of whom are dedicated to wanting to see more women in leadership.

 DISRUPTOR IN OUR NICHE

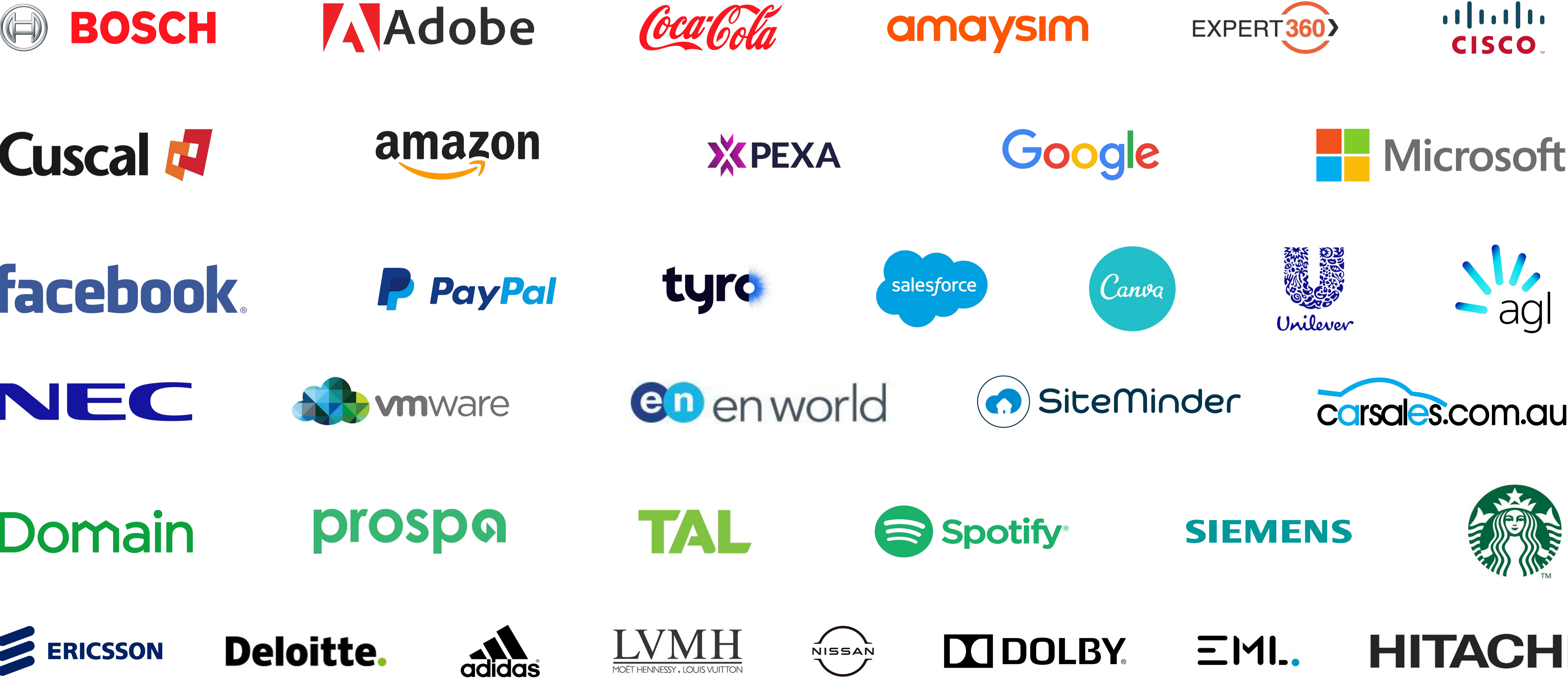
Our sweet spot is mid-career women in technology. We move fast and pride ourselves on our bold and innovative approach, often times creating successful market-firsts.

 CUSTOMISED TO YOUR UNIQUE NEEDS

A linear and one-size-fits all approach to Learning & Development will not drive business results. We adapt to your ways of working & customise the execution, content & experience of learners.

Our Clients

The Dream Collective is trusted by the world’s leading brands to deliver on their DEI needs. Here are just a few.



WHAT TDC DO
2022

The DEI Landscape

You already know that companies with diversity of thought and perspective significantly outperform homogeneous ones, and that in 2022, diversity, equity and inclusion (DEI) matters more to businesses now than ever. In fact,

37%

Companies with directors of just one gender had a 37 per cent higher failure rate ⁽¹⁾

25%

Companies in the top quartile for gender diversity on executive teams were 25% more likely to have above-average profitability ⁽²⁾

50/50

Companies led by gender-equal management teams outperform in all measured areas including innovation, adaptability & employee wellbeing ⁽³⁾



1) [Purpose Bureau](#) Press Release, 2022
2) "Diversity wins: How inclusion matters" Report, McKinsey, 2019
3) "The imperative of 50/50" Report, The Dream Collective, 2020

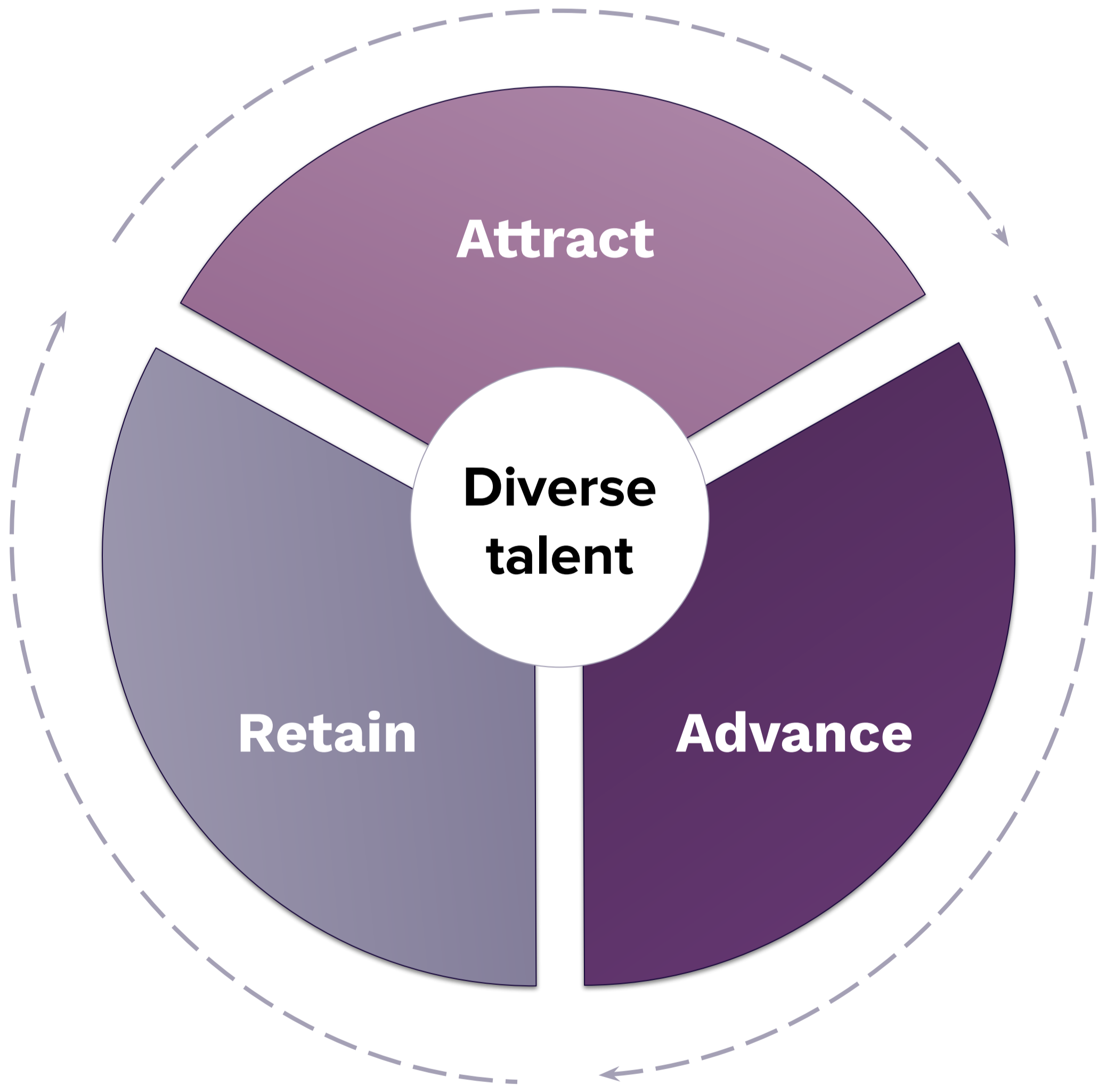


We help businesses...

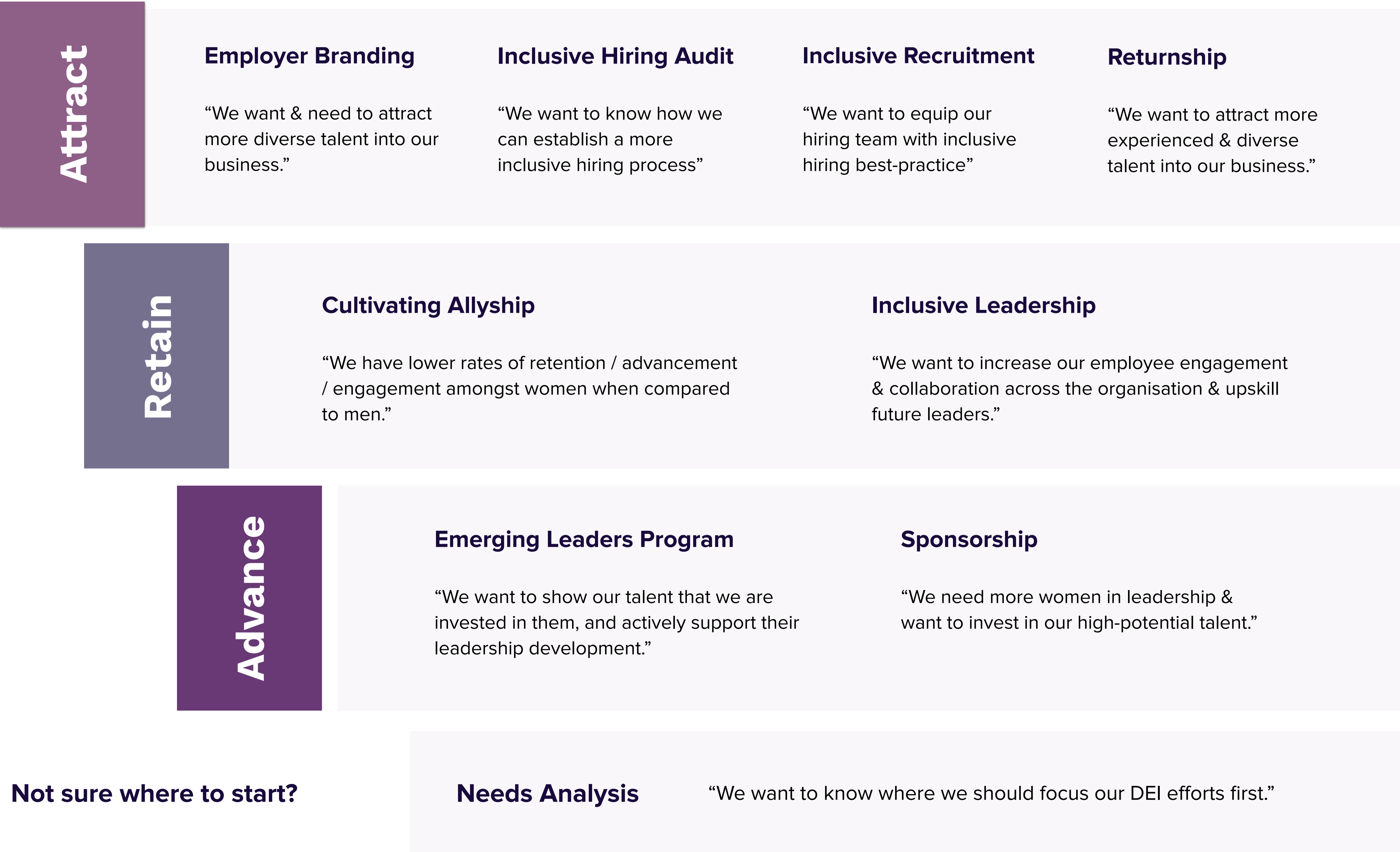
To stay competitive, employers are getting real about what it takes to attract and retain top talent – beyond pay and benefits.

Why would diverse talent select your company? And once they're there, what will make them stay?

We will work with you to develop a tailored DEI solution, putting you on the path to developing a world-class strategy and becoming an employer of choice amongst those that your looking to reach through our bespoke consulting, training and employer branding solutions.



“Our organisation is looking to...





Attract

Employer Branding

Employer branding extends beyond hiring. Our Employer Brand program is designed to help you build awareness & affinity amongst target talent and grow potential candidate database. Why do top talent want to join your organisation and what it is that makes them stay?

By pairing this insight with a targeted talent event, we'll bolster your reputation as an industry leader that truly invests in their talent.

Our Employer Branding solution includes:

Phase 1: Discovery & Analysis

Desk & Field Research

Understanding your workforce's level of awareness around your current brand voice as well as how your brand is perceived in-market amongst your target talent demographic is critical to the success and adoption of your employer brand.

- Conducting research of both internal and external data that will provide insight into your brand's strengths and areas of opportunity
- Develop, deploy and analyse survey and focus group data to better understand internal and external brand sentiment

Phase 2: Activation

Talent Attraction Event

Take control of your own narrative and bolster your reputation as an industry leader that invests in diversity and inclusion through a co-branded Talent Attraction event & corresponding 2-month employer brand campaign. Through this event, we will help your organisation:

- Connect with a new, engaged pool of 30,000+ candidates
- Increase your brand salience and employer of choice positioning amongst your target talent audience
- Showcase leaders within the organisation

Phase 3: Playback

Leadership Playback Session

Establishing leadership buy-in is crucial to the success of your employer branding efforts.

We will provide you with insights gathered in the research phase through the lens of DEI through a 60-min Leadership Playback Session. You can expect:

- 1 x report including synthesised insight and direction for EVP development related to your DEI goals
- Pre & post debrief meeting check-in to ensure alignment
- Facilitation of 60-min Leadership Playback back to stakeholders

- INDUSTRY:
Technology
- OBJECTIVE:
Talent Attraction
- SOLUTION
DELIVERABLES:

Market Research
Survey & Analysis

Focus Groups

End-to-end
Creative &
Communications
Strategy

Development &
management of
online learning
program

Press campaign
activation

Digital Storytelling
Series

Live Q&A Events

Ongoing promotion
through employer
brand campaign



Client: Amazon Web Services (AWS)

PROBLEM BRIEF

Women only represent ~28% of those working in technology in Australia

Encouraging women from non-tech backgrounds to consider a career in tech and provide pathways to entry will help to address this challenge.

For AWS, encouraging women to consider a career in technology expands the potential candidate pool and makes it easier to increase female representation in their workforce.

SOLUTION

The Dream Collective and Amazon Web Services came together to co-create SheDares, a free, online learning experience designed to equip women to transition into the tech industry.

This self-paced program features four modules focused on expanding participants' perspectives to the job opportunities that exist in the tech industry, aligning their current skill set with roles in tech, overcoming personal and systemic barriers to entry, and connecting them with job and further skill development opportunities.

IMPACT

+25,000	10
women enrolled in first 12 months	hires made by AWS from SheDares
34	+24 million
(& counting) PR Features across digital, print & radio	reach through campaigns digital & outdoor

“The Dream Collective brought our vision to life and worked consistently to maximise its success. It has been an incredible partnership and we are so appreciative of the tremendous work that they have put in. We are very proud of the impact that we have been able to achieve and the number of women that we have inspired to consider a career in technology, and provide them with pathways to entry. We look forward to continuing to drive impact together.” - Melanie Botha, Head of Training & Certification, AWS

Returnship



Attract

Our Returnship solution considers the specific challenges that women who are Returning to Work (RTW) face & the tangible ways in which impact can be sustained through both network & skill development.

Our Returnship solution includes:

Phase 1: Discovery & Design

In Discover & Design, we'll **align on key decisions and the strategic direction for the program**, and **address all design considerations** including but not limited to:

1. Program Positioning;
2. Candidate Skills Mapping;
3. Career Stakeholder Identification & Engagement;
4. Non-Negotiables

We'll then work with you to co-create a **6-month Returnship program** outline and approach based on 6 key success factors including:

1. Transition Onboarding Plan,
2. Personalised Pathways & Flexibility,
3. Program Focus & added exposure,
4. Senior Sponsorship,
5. Peer-to-Peer, and
6. Career Stakeholders

Phase 2: Playback

In Activate & Attract, we'll develop and finalise your full **6-month program framework** that considers the three core components:

1. Team Contribution
2. Project Contribution
3. Business Contribution with Peer-to-Peer Circle & Career Stakeholder engagement

Once ready, we'll develop a **promotional strategy** to engage and attract women enrolled in The Dream Collective's 30k database, alongside an employer brand campaign, positioning you as an employer of choice amongst women wanting to RTW.

Inclusive Hiring Audit

Our Inclusive Hiring Audit allows for an in-depth review and analysis of your end to end recruitment process to understand and enhance the inclusivity of your hiring process. The review and analysis will provide an overview of current biases & provide recommendations to assist you to consider ways to make your hiring process more inclusive to increase diverse hires.

Our Diversity Hiring Audit solution includes:

Phase 1: Quantitative & Qualitative Discovery

1.a) External: Employer Brand & Hiring Evaluation:

- Attraction & Sourcing
- Job Posting & Ads
- Candidate Journey

1.b) Internal: Selection & Assessment Evaluation:

- DEI Maturity Evaluator - Hiring
- Workforce Planning
- Candidate Journey
- Assessment Process & Format
- Candidate Selection

Phase 2: Activate & Attract

2.a) Leadership Playback

A 60-minute interactive Leadership Playback Session with TDC & your hiring stakeholders.

2.b) Recommendation Report

- Focus on the right initiatives to optimise effort and resources to help embed equitable hiring practices
- Understand your areas of strength and opportunity to reduce bias that are impacting your diverse hiring goals
- Facilitate strategic conversations on how to accelerate diversity hiring in a focused, practical & structured way



Attract

Inclusive Recruitment Workshop

The Inclusive Recruitment Workshop (Hiring Manager Training) series is an interactive program that guides participants from awareness through to action, providing tangible ways in which they can become more inclusive representatives for the organisation.

Held across 2 x 180-minute modules over 2-3 months and for ~20 pax, this workshop series includes:

Phase 1: Discovery & Analysis

- Pre-program participant survey to determine learner & content requirements
- Review of current hiring data & process
- Client content check-ins

Phase 2: Design & Activate Learning Experiences #1-2

Session 1: Today | Defining Diversity

Objectives: 1) Be able to understand why DEI is the key to lead in 2022 and beyond & 2) Develop awareness of barriers & biases related to inclusive hiring

Session 2: Committing to Change

Objectives: 1) Co-create solutions to address challenges & 2) Commit to sustainable change while future-proofing your talent pipeline

- Post-session participant survey

Phase 3: Playback & Scale

Leadership Playback Session

A 60-minute TDC-facilitated Leadership Playback with your leadership team.

Playbook Creation

Playbook includes Inclusive Recruitment best-practice & practical recommendations through the lens of DEI, specific to your organisation

Cultivating Allyship



Retain

Our highly interactive Cultivating Allyship Learning Experience is open for people at all levels of the organisation, no matter seniority of role, helping them to recognize when they have power and influence, when they can best act as an ally, and learn how to take effective action to make their workplace better.

Developed based on findings from TDC's 2021 Gender Allyship Survey & held across 4 x 180-minute modules for max. 25 pax, our Cultivating Allyship solution includes:

Phase 1: Discovery & Analysis

- Design, activation & analysis of pre and post-program participant surveys to determine learner & content requirements
- Co-design of your internal communication strategy
- Client content check-ins

Phase 2: Design & Activate Learning Experiences #1-4

Module 1: Let's Get Honest
Objective: Understand how DEI relates to their role & leadership effectiveness

Module 2: Speak Up & Allyship Mindset
Objectives: Identify & mitigate personal biases & understand barriers to inclusion

Module 3: Expand Opportunities
Objective: Be better equipped to navigate sensitive topics with empathy

Module 4: Change Systems
Objective: Be equipped to continue practicing outside of the training environment

- Post-session participant survey

Phase 3: Playback & Scale

Leadership Playback Session

A 60-minute TDC-facilitated Leadership Playback with your leadership team.

Recommendations Report

Generated using all gathered insights

Cultivating Allyship Coaching Circles

Coaching Circles are a “grass roots” approach to sustaining & growing talent development efforts as a means of driving business-wide retention & adoption. They include:

- Kick-off, 1 x mid-point check-in & wrap
- Branded frameworks to facilitate engagement & actions
- 1 x 120-min Train-The-Trainer

SOLUTION EXAMPLES
2022

INDUSTRY:
Technology

OBJECTIVE:
Retention &
Advancement

**SOLUTION
DELIVERABLES:**

x4 Cultivating
Allyship trainings

Pre-program
survey

Post-program
survey

Branded
frameworks

Customised
content

Executive
Leadership
engagement



Client: NEC Australia

PROBLEM BRIEF

To create an ecosystem and culture for women to thrive and advance through upskilling both female and male colleagues.

SOLUTION

A 5-month partnership focussing on the development of emerging female leaders, as well as training for 30 male manager on inclusive leadership behaviours, to improve the retention & advancement of women in the organisation

Key customisations were:

- 1. Embedding NEC Code of Values through communications & content
- 2. Focus on technology environment
- 3. Assignments between training to encourage learnings being put into action plus accountability groups

IMPACT

4.6 / 5

satisfaction

Top 3 takeouts were:

“The content was) well presented, engaging and easy to understand concepts.”

- 1. Increased self-awareness
- 2. Increased buy-in of DEI & why it's important to NEC
- 3. Re-thinking recruitment in order to attract diverse individuals

“Lots of great discussion around how we realign our thinking to drive a more diverse workforce in NEC.”

Inclusive Leadership



Retain

The Inclusive Leadership Learning Experience is an interactive program that guides participants from awareness through to action, providing tangible ways in which they can become more inclusive leaders within the organisation.

Held across 4x 180 min modules and for 25 max, this workshop series includes:

Phase 1: Discovery & Analysis

- Design, activation & analysis of pre and post-program participant surveys to determine learner & content requirements
- Co-design of your internal communication strategy
- Client content check-ins

Phase 2: Design & Activate Learning Experiences #1-4

Module 1: Understanding Inclusive Leadership
Objective: Be able to understand their own lens as a leader

Module 2: Systematic Biases & Psychological Safety
Objectives: Be equipped with awareness & tools to foster psychological safety

Module 3: The Power of Inclusive Language
Objective: Be able to identify inclusive & exclusive language

Module 4: Taking Affirmative Action
Objective: Develop an individual inclusive leadership action plan

- Post-session participant survey

Phase 3: Playback & Scale

Leadership Playback Session

A 60-minute TDC-facilitated Leadership Playback with your leadership team.

Recommendations Report

Generated using all gathered insights

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SOLUTION EXAMPLES
2022

INDUSTRY:
Technology

OBJECTIVE:
Retention &
Advancement

**SOLUTION
DELIVERABLES:**

x3 Inclusive
Leadership
trainings

Pre-program
survey

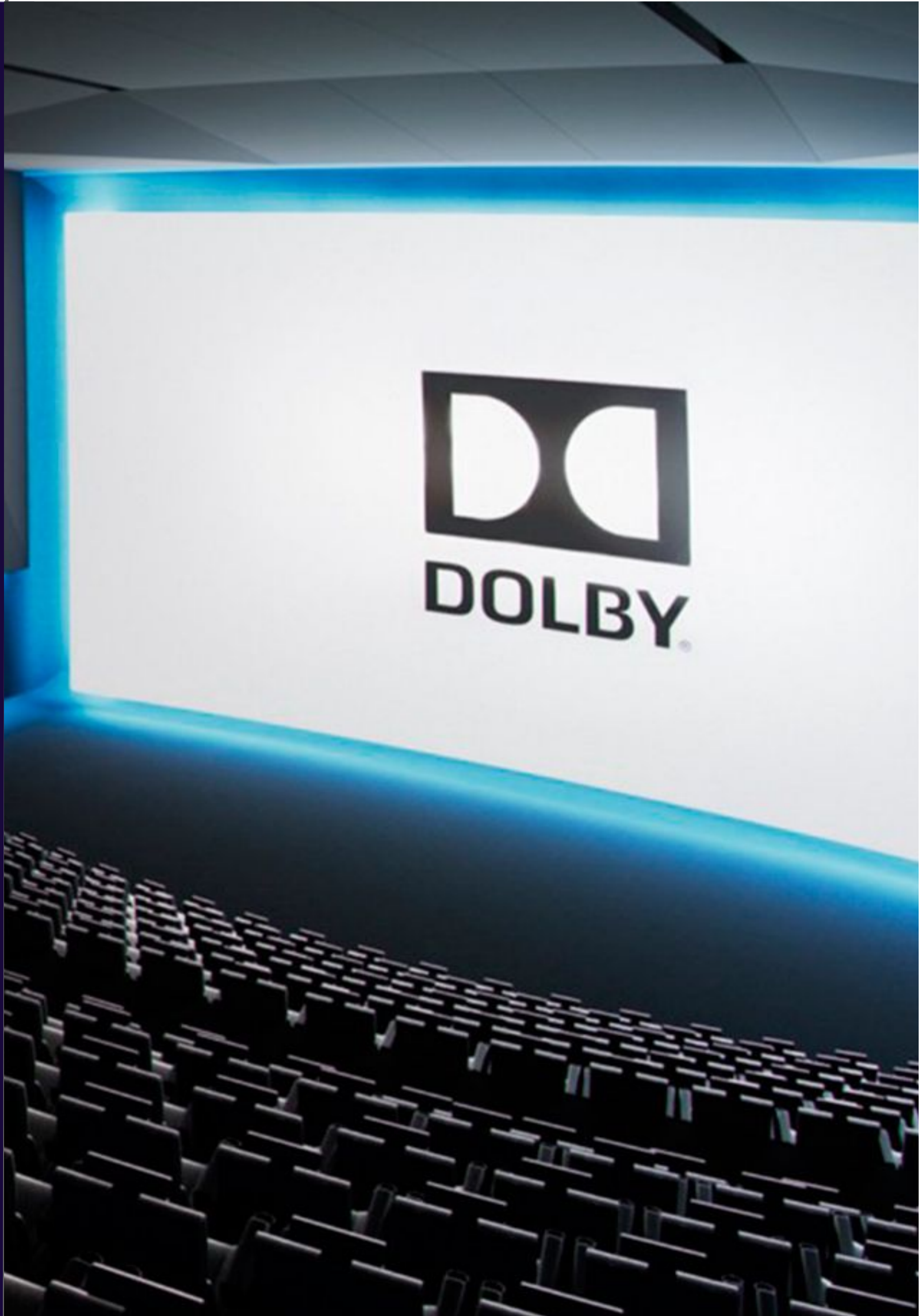
Post-program
survey

Branded
frameworks

Customised
content

Executive
Leadership
engagement

Keynote address
by Sarah Liu



Client: Dolby Australia

PROBLEM BRIEF

To equip women at Dolby to own and drive their career aspirations, while equipping managers to support their teams on their career aspirations.

SOLUTION

A 4-month partnership focussing on the development of female managers through leadership development, as well as male manager on inclusive leadership behaviours.

The customised Inclusive Leadership sessions consisted of:

- Module 1: Understanding Inclusive Leadership
- Module 2: Building to Inclusive Leadership
- Module 3: 6 Principles of Inclusive Leadership

with activities for action & forward planning activities embedded throughout

IMPACT

3.9 /5 overall satisfaction

95% agreed or strongly agreed “the program was well-structured and easy to follow

71% agreed or strongly agreed that “the program equipped them with practical tools to foster a more inclusive culture”

Top 3 takeouts were:

1. The responsibility that comes with leadership influence
2. Inclusion creates happy, more engaged teams
3. The vastness of diverse perspectives & experiences

Emerging Leaders Program



Retain



Advance

Our Emerging Leaders Program provides meaningful development opportunities for your high-potential female talent, equipping them to become leaders of influence & impact to own and drive their career aspirations.

The Emerging Leaders Learning Experience is an interactive program that guides participants from awareness through to action, providing tangible ways in which they can become more impactful leaders within the organisation.

Our Emerging Leaders Program solution includes:

Phase 1: Discovery & Analysis

Pre-Program Diagnostic

- 2 x 1-hour alignment meetings
- 1 x pre-session survey (create, deploy & analyse results to determine requirements)
- 1 x 60-min client review call ahead of workshop series

Setting up for success

- End-to-end project management
- Co-design internal communication strategy & deploy

Phase 2: Design & Activate Learning Experiences #1-4

PART 1: Leading Self

- Setting your Career Vision
- Defining & aligning your unique Values
- Personal Brand Positioning
- Emotional Intelligence & Conflict

PART 2: Leading Others

- Leadership Confidence
- Elements of a Successful Team
- Cultivating a Network
- Influence and Impact

Post-Program

- 4 x post-session surveys (create, deploy & analyse)
- 1 x post-1 month check-in with cohort

Phase 3: Playback & Scale

Leadership Playback Session

A 60-minute TDC-facilitated Leadership Playback with your leadership team.

Recommendations Report

Generated using all gathered insights

Cultivating Allyship Coaching Circles

Coaching Circles are a “grass roots” approach to sustaining & growing talent development efforts as a means of driving business-wide retention & adoption. They include:

- Kick-off, 1 x mid-point check-in & wrap
- Branded frameworks to facilitate engagement & actions
- 1 x 120-min Train-The-Trainer

INDUSTRY:
Technology

OBJECTIVE:
Retention &
Advancement

**SOLUTION
DELIVERABLES:**
EQ assessments
for all participants

+10 Emerging
Leaders Programs

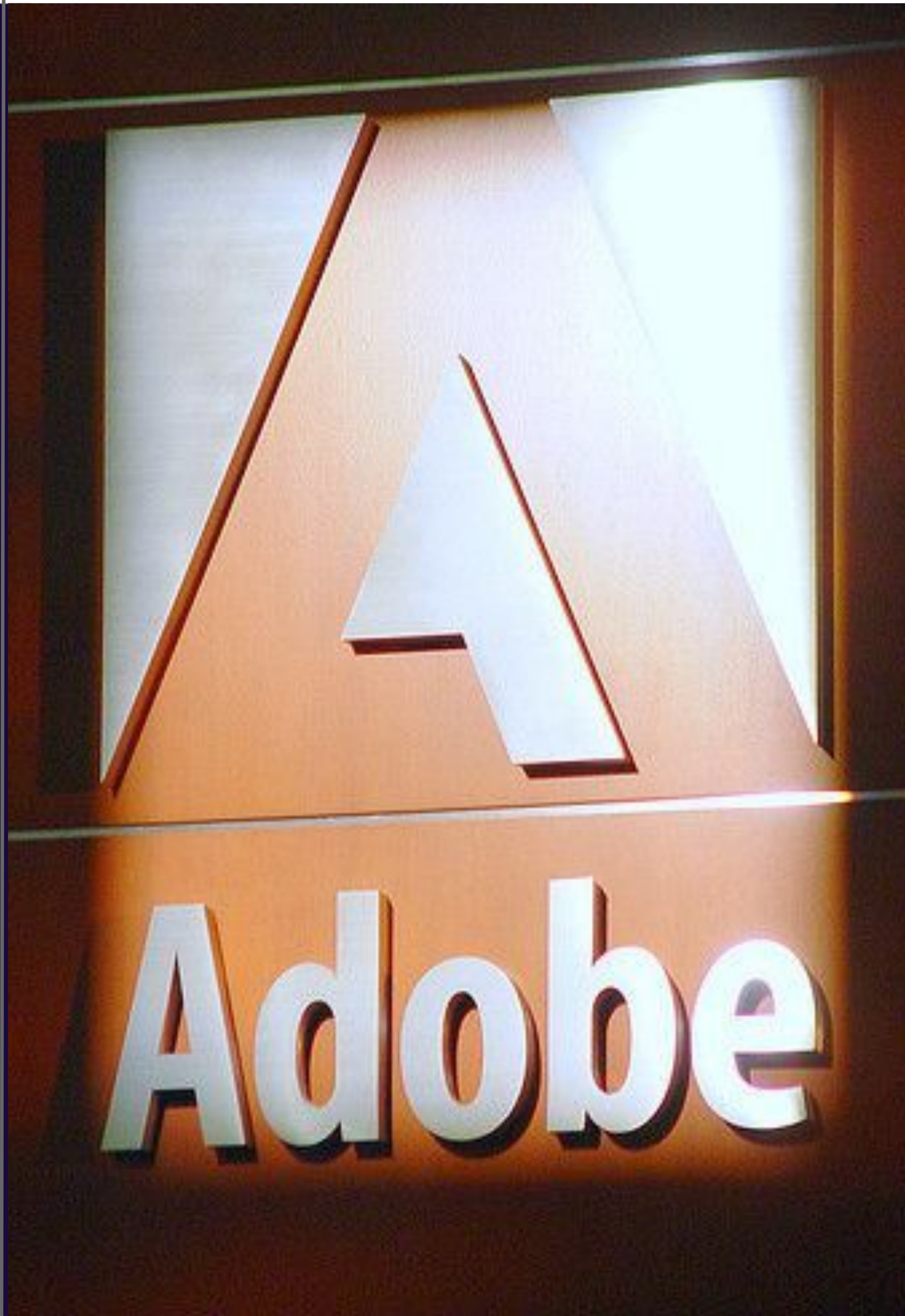
1-month
post-program
check-ins

3-month
post-program
check-ins

Branded
frameworks

Tailored cohort
insights &
recommendations
for leadership

Bi-annual,
cross-region
alumni events



Client: Adobe

PROBLEM BRIEF

To increase advancement of women at Adobe, retain high-potential talent & work more collaboratively with APAC offices.

SOLUTION

An 18-month partnership for +120 current & future emerging female leaders across Adobe APAC (Australia, Japan & China), equipping them with the requisite skills to accelerate their career in tech through TDC’s Emerging Leaders Programs.

The Dream Collective’s Emerging Leaders Program consists of:

- 2-day virtual training
- Relevant assignments following the training to reinforce key concepts, continued learning & scaling

IMPACT

95%

of participants report feeling adequately equipped with tools to achieve leadership success

83%

of participants report meaningful growth in their network

80%

of managers report noticeable improvements in participants confidence & leadership capability

83%

of participants report greater confidence, clarity of their strengths, leadership vision & barriers to it

**Above impact statistics are for our public ELP. Adobe engagement commenced Q1 2022, results not yet gathered*

Sponsorship



Retain



Advance

Internal Sponsorship schemes create advocacy, accountability and tangible action plans to accelerate female talent promotion.

Our Sponsorship Program solution considers the specific challenges that women face, the very real barriers to Sponsorship success & the tangible ways in which long-term impact can be sustained by engaging both the sponsor & sponsee at equal capacity.

Our Sponsorship Program solution includes:

Phase 1: Discovery & Analysis

Pre-Program Diagnostic

- 1 x 1 hr alignment meeting
- 1 x sponsee pre-survey (create & deploy)
- 1 x sponsor pre-survey (create & deploy)
- 1 x Thomas International Personality Assessments for each sponsee

Setting up for success

- Customisation & design of toolkit and guidebook
- 1 x customised 12-month framework
- End-to-end project management over 12-months

Phase 2: Design & Activation

Program kick-off

- Design & Facilitate Orientation #1 (sponsee)
- Design & Facilitate Orientation #2 (sponsor)
- Design & Facilitate x1 60-min kick off session

Pulse checks

- Quarterly survey development, deploy & analysis
- Quarterly 30 minute check-ins with client (3)

Networking & Knowledge

- Design & Facilitation of 60-min quarterly network session incl. updates to content as per survey responses

Phase 3: Playback & Scale

Leadership Playback Session

- Post-program survey (create, deploy & analysis)
- Design & facilitate closing session
- Client alignment pre-Leadership Playback Session
- Design & facilitate 60-minute Leadership Playback Session



Attract



Retain



Advance

Needs Analysis

Our Needs Analysis solution is a data-driven, insights backed method used to uncover DEI strengths, opportunities and problems to solve.

By assessing potential Structural, Cultural, and Visual barriers in a phased & holistic way, our Needs Analysis ensures that any subsequent DEI strategy has the best possible chance of uptake & effectiveness.

Our Needs Analysis solution includes:

Phase 1: Quantitative Analysis

DEI Maturity Evaluator

40-question diagnostic tool to help business leaders assess their organisational DEI maturity across 4 critical people pillars.

DEI Maturity Evaluator Employee Sentiment Survey

Quantitative survey for all employees in the organisation, to measure consistencies and disparities between organisational structures and employee experience.

Phase 2: Qualitative Analysis

In this phase, we hear from key stakeholders through qualitative research methods, underpinned by the data uncovered in the quantitative stage.

2.a) Leadership Interviews

30-min interviews that enable us to gather crucial cultural nuance & qualify the strengths & opportunities gathered in phase 1 from a “top down” perspective

2.b) Listening Sessions

1.5 hour sessions that enable deeper understanding of employee experiences & provide valuable context to the quantitative findings

Phase 3: Playback & Scale

Leadership Playback & Whiteboard Session

A 90-minute session with your leadership team that consolidate findings from Phase 1 & 2,, designed to help you understand:

- Diverse perspectives of key stakeholders
- Potential inhibitors to your DEI agenda
- Where the organisation is today
- Tangible steps required to progress
- Learnings to consider in your strategy development

Findings & Recommendations Report

INDUSTRY:
Technology

OBJECTIVE:
Understand

**SOLUTION
DELIVERABLES:**

DEI Maturity
Evaluator

DEI Maturity
Evaluator -
Employee
Sentiment

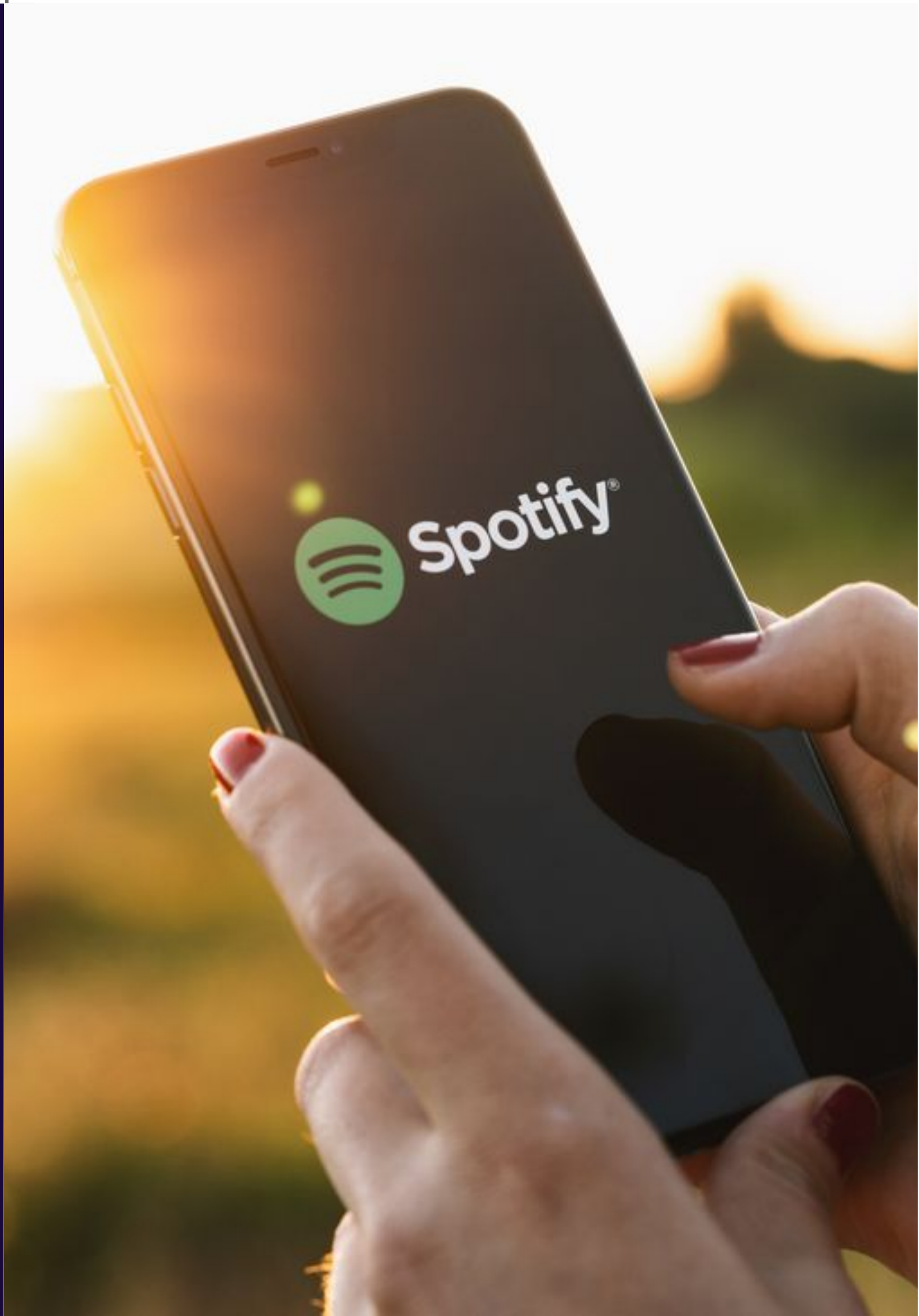
Leadership
Interviews

Focus Groups

Leadership
Playback

Findings &
Recommendation
s Report

End-to-end
Creative &
Communications
Strategy



Client: Spotify

PROBLEM BRIEF

Conduct a comprehensive, current-state DEI Needs Analysis for Spotify JAPAC (Australia & New Zealand, Japan, South East Asia and India) to uncover the unique DEI strengths & opportunities in each region to inform Spotify’s DEI strategy.

SOLUTION

A culturally diverse region like JAPAC is unlike any other in the world; from 100's of ethnic communities to language and local laws the approach could not be generic or we risked disengaging many of the local teams that drive impact.

In order to achieve this, TDC’s analysis consisted of:

- Analysis of existing DEI data
- DEI Maturity Evaluator completed by HR representatives to assess organization's level of DEI maturity
- DEI Employee Sentiment survey amongst 206 employees
- Leadership Interviews to gather important cultural context - both organisational & regional
- Employee Listening Sessions

KEY FINDINGS

100%

Of LGBTQ+ employees can be their authentic self

97.7%

truly believe in the value of DEI at Spotify JAPAC

97.2%

Recognise Spotify as an inclusive employer in SEA

83.7%

Of women feel comfortable speaking up in meetings in India

Contact Us

Not Sure
Where to Start?

Take our FREE
[Lite DEI Maturity Evaluator](#)

For *Media, Sales &
General Enquiries*

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 The Dream Collective

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