

**Defining a Community
Vision Statement
*Women in Technology***

Hello!

A grayscale background image showing a hand holding a piece of white chalk, writing on a chalkboard. The word 'Community' is partially visible in the background.


Thanks for joining!

We are here to think about “what” we are doing as a Community for Women in Technology and supporters, “how” we do it and try and pinpoint “why”.



Agenda

- Introduction
- Workshop
- Logo Competition
- 19:00 Nibbles

A person wearing a light-colored, ribbed sweater is shown in profile, looking down at a smartphone held in their hand. The background is a blurred indoor setting, possibly a cafe or office. A large, solid blue diamond is overlaid on the image, centered over the person's hand and the phone. Inside the diamond, the text "The Golden Circle Methodology" is written in white, sans-serif font.

The
Golden Circle
Methodology

The Golden Circle

WHAT

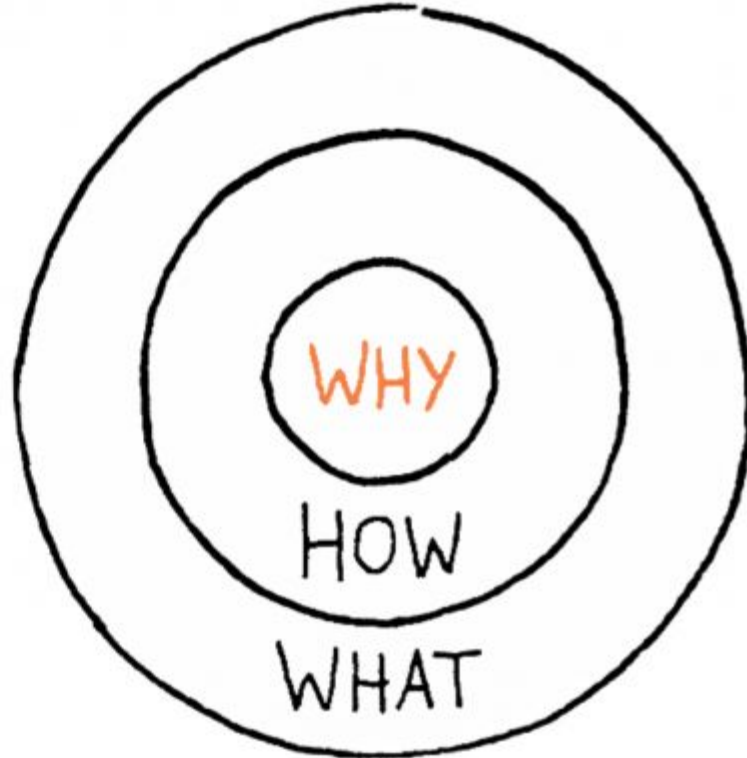
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



A close-up, grayscale photograph of a person's hands working on a device. The hands are positioned on the left side of the frame, with fingers delicately holding and manipulating thin, white wires. The background is a soft, out-of-focus blue, suggesting a clean, professional environment. The overall composition is clean and focused on the intricate work being performed.

Example

Why: We challenge the status quo and think differently

How: We make beautifully designed products that are easy to use.

What: We just happen to make computers



What are we doing here?

- We're not a company, we're a group
- We all have slightly different ideas of what we should be doing and why we're doing it
- Let's work backwards from the "what" to the "why"



How does it work?

Let's start with "What"

- Think of three things that answer the question "What does WIT do?"
 - Put them on post-its and stick to the board
 - We will look for themes in the ideas
- Then we repeat for "How" and "Why"

A top-down view of a desk with a spiral notebook, a pen, a water bottle, a keyboard, and a mouse. The notebook is open and has a blue horizontal band across the middle. The text is written in white cursive on the blue band. The desk is made of light-colored wood. There is a white water bottle on the left, a white keyboard on the right, and a white mouse on the bottom left. A white pen is lying on the right page of the notebook. A white tray with round objects is in the top right corner. A white bowl with fruit is in the top left corner.

By the end we will have ideas of how the members of this community see our mission, this in turn should help to focus activities and develop the group in the best way for its members



**WIT needs
a Logo!**





Why a logo?

- Find something that represents us as a group
- Stick it on the website, t-shirts, stickers... would be useful for future outreach events
- Plus it should be fun :)



Timeline

When	What
June 4th	Competition Launch
July - August	Summer break, chance to perfect your designs!
August 4th	Voting opens
September (date TBC)	Logo choice revealed

To enter, simply email wit-matters-sc@cern.ch

A person wearing a light-colored, ribbed sweater is shown from the chest up, looking down at a smartphone held in their hands. The background is a blurred indoor setting, possibly a cafe or office. A large, solid blue diamond is superimposed over the center of the image, containing the text "Enjoy the snacks!" in white, bold, sans-serif font.

Enjoy the snacks!