



FLiAP

Future Leaders in All Professions
Empowering the next generation

FLiAP

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Executive Gender Gap, as represented in today's progressive companies.



The World Economic Forum⁽²⁰¹⁷⁾ predicted the Gender Gap will not close until 2186.

**WE ARE ON THE CUSP OF THE
Fourth Industrial Revolution.**

The status quo of women is slipping backward.

(The World Economic Forum's (WEF) Gender Gap closing predictions over the last few years, have increased – it will take longer: in 2015, WEF predicted 2133; in 2017, WEF predicted 2186; and now in 2018, WEF predicts 2234.)

If you could close the Gender Gap in 2 generations instead of 9, 10, 11 or more, would that interest you?

WHAT ARE OUR CHALLENGES?

- Gender equality is in the news, but not in practice. Women are more than capable, but barriers limit their advancement.
- There are few women leaders and even fewer in STEM (*Science, Technology, Engineering and Mathematics*) based careers.
- Conscious & unconscious **biases** and **stereotypes** programme women from childhood to believe that:
 - Math, STEM, leadership, business, entrepreneurship... are for men, and care-taking, teaching, serving... careers are for women.
- Both sexes (educators, business leaders, colleagues, peers, relatives...) pass on their biases and stereotypes to children.
- Work is being done to recognize the need for gender equality, and the WEF takes these numbers into consideration, but we're still slipping backward.

It starts with the children – we need to break the vicious cycle.

- A 2017 study showed that at age 5, girls believed that girls were “really, really smart” but by age 6, this changed and by 7, was worse.
- The programmed adults need: awareness of conscious & unconscious biases, stereotyping, de-programming and education.
- Globally, education for girls ranges from none to inadequate, to adequate, to accomplished, to enriched and all are bias influenced.
- Students, and in particular girls, are not prepared for the Fourth Industrial Revolution (STEM based).
- The STEM gender gap starts young. By Grades 7 & 8, decisions are made to take advanced math (high school: basic algebra, geometry, trigonometry & calculus). Advanced math is required for all STEM careers and the 4th Industrial Revolution careers.
- Globally, all educators at all levels need help in: leadership, future careers & their requirements, and need resources, services, tools ...
- Relationships between educators and businesses are vital for understanding career opportunities, requirements, employment ...

By starting at the beginning, we can eliminate de-programming and change the status quo in 2 generations.

FLiAP's PURPOSE

The K-12 Educators' Official Digital Resource for Preparing our Next Generation of Women

Why FLiAP?

FLiAP's purpose in everything it does, is directed at changing the status quo for our next generation of women and creating future leaders in ALL professions.

How does FLiAP do this?

FLiAP challenges the status quo by creating a one-stop digital resource for K-12 educators, filled with global information, services and tools needed to prepare ALL their girls.

What does FLiAP do?

FLiAP, through its robust platform, exposes educators to what is needed to empower the girls to change the status quo – global insights, new ideas, creative solutions, determination...



The scope, depth and breadth needed to change the status quo for the next generation of women, requires a new approach, a global approach, and on a large multi-sided platform – a one-stop-shop to find local to global answers.

WHY IS FLiAP NEEDED?

To change the status quo of the next generation of women

We think differently. We have an ever developing dream, and it is achievable.

- We believe that gender equality is possible and sooner rather than later.
- We believe that all girls can have a full and diverse education, can exceed their potential, and without asking permission.
- We believe in gender equality, equal opportunity, leadership for all in all professions, and with no biases.
- We believe we can prepare girls for all careers: non-traditional, STEM, 4th Industrial Revolution, and future careers.
- We believe educators can build relationships with the business community, work with the business community, learn from the business community and benefit from the business community, and without being preyed upon.
- We believe that the business community can help our girls reach equality, can benefit from the increase of women leaders, provide a balanced workforce for the future and be a major contributor to the new status quo of women.
- We believe we can locally and globally make available to all: unbiased education, leadership training, career resources, global communication, mentorship, programs, webinars, online forums, tools, assistance, support ...
- We believe that we can help all educators help all girls – from the covert classrooms to the posh private schools.
- We believe we can help all those educators who face: barrier after barrier, no after no, you can't, it's not allowed....
- We believe that educators will have a platform where they can ask for help and we can work to give it to them.

HOW DOES FLiAP DO THIS?

We create a one-stop digital resource/library for K-12 educators

We build a user-friendly multi-sided platform – a digital resource/library & an Internet connection/library card

- Picture academic content spanning from pre-kindergarten to post-secondary and covering everything needed for educators with nothing but their own experience to teach their girls, to those with everything, but not enough time to do their own research.
- Picture forums for educators to discuss their challenges, exchange ideas, solve problems, help others who have less...
- Picture teachers who for the first time realize they have biases that are preventing their girls from succeeding and they learn how to de-programme themselves and bring up the girls without biases and stereotypes that limit their progress and their future.
- Picture teachers who with a click can [learn about careers](#) in IT, physics, entrepreneurship, engineering, finance, manufacturing...
- Picture teachers who no longer are fighting their battle alone. They can reach out and get help.

We build relationships with global & local businesses, charities, NGOs, media, communications... :

- To spread the word to all educational Ministries, schools, covert educators, parents... that they have help – a resource, a library
- To businesses who have wanted to help and now they can with Internet connections, computers, mentors, webinars, supplies...
- To bring awareness of educational charities local ([Let's Talk Science](#)) and global [UNGEI \(United Nations Girls Education Initiative\)](#)
- To spread the word globally with our relationship partners via social media, newspapers, magazines, television, commercials... for example: On the road with Unilever pairing its women's causes with FLiAP to prepare the girls for a better and equal future

No educator should be deprived of the knowledge and the help they need to teach the girls – here too!

WHAT DOES FLiAP DO?

Provides K-12 educators with everything needed to empower girls

We create and develop a multi-sided platform ([see Pilot](#))

- *Graphic designers and website developers* build the comprehensive one-stop digital resource/library
- *Researchers* search for content and *writers* fill the platforms with information, resources, services, tools, and newsletter
- To start, content includes platforms on:
 - **Leadership Resources** will include: studies/research; gender equality: biases & stereotypes, deprogramming; news/articles; leaders of the past & present; leadership websites; leadership programs with webinars; leadership events; and more
 - **Career Resources** will include mini-websites on professions with less than 30% women such as: IT; Engineering; Entrepreneurship; Construction; Physics; Mining & Natural Resources; Finance; Aerospace/Aviation; Film/Media/Advertising; Automotive; Accounting; Manufacturing; Architecture... .
 - **Mini-Websites** will include: Profession Overview; **E-magazine** (creating **interactive, multi-media PDF magazine** showcasing 20 leaders in mini-mentorships); Organizations (global & local); News/Articles; Services with webinars, tutorials, contests... created with business partners, mentorship, and more
 - **Resources/Services** which include: Mentors/speakers (geographically); Subject Resources (K-12): STEM, Mathematics, Science, Computer, Robotics, Futurism...; Educators' successes: forums, committees...; Associations/charities/NGOs; Programmes & Events; Universities/Colleges (also found under professions); Scholarships/Assistance; and much more

We have ongoing PR/Promotions, Relationship Builders, Fundraisers, Project Creators, Educator Champions...

THE ASK

Design your own programme (large or small) or just help us pay our bills

The dream is endless. What would you like to do? Here are some ideas to stimulate your creativity.

- What is your dream vision, your specialty, your life-long secret promise to yourself or the promise to your daughter, or what did your mother, grandmother, sister, cousin, partner miss out on?
- What are your easiest ways to help – money, supplies, books, computers, Internet connections... or a combination?
- Do you need more women in your industry?
 - Do you want active involvement in your industry's mini-site or just funding the site or site projects (**e-magazine**, webinars...)?
 - What about tutorials for educators on the requirements to enter your industry, and year by year preparatory lessons.
 - What about global problem solving entrepreneurial contests in your industry.
- Do you want to help the researchers, website designers & developers on the FLiAP multi-sided platform?
- What about a special conference platform for global groups' meetings e.g. Indigenous peoples of the world?
- Do you have a successful leadership programme that could be videoed into a webinar series?
- Do you want to organize global mentors, volunteers, events, programmes in your company's locations?
- Educators come up with needs that haven't been thought of. Do you want to fulfill some need or start a fund for them?

Don't stop here. We need your passion, your belief in the dream and your participation in the future.



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, CEO Acute Net Inc.; 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; 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.; Christiane Oliveira, Capital Markets Project Manager at CIBC | Leadership Women in IT international program | Director FLiAP...

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 ...

TWO GENERATIONS INSTEAD OF 9, 10, 11 OR MORE!

1. Do you want this?
2. Can you get it anywhere else?
3. Do you understand it?
4. Do you believe it?

The believers and the passionate are invited.

Join us. You can make a difference!

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MVJ Group Inc.

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OUR AIM IS 50 - 50 IN 2 GENERATIONS



To learn more visit FLiAP.com, in particular:

<https://www.fliap.com/Pages/AboutFLiAP.html>

<https://www.fliap.com/Pages/CareerResourceInformationTechnology.html>

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