Women Build Confidence and Career Readiness Through ICT Skills

"Education is a liberation factor. With education you can empower yourself."

Nada Hashmi, founder of Student Women Initiative for Technology (SWIFT)

Overview

Country or Region: Middle East and North Africa

Industry: Employability

Customer Profile

Women seeking careers in the knowledge economy.

The Women in Technology (WIT) program in the Middle East and North Africa empowers women by teaching essential computing and career skills to thousands of women in nine countries. Training is delivered through unique partner organizations in each participating country to build a sustainable and scalable program that is tailored to the needs of women in the particular country. The Microsoft® Digital Literacy curriculum provides the essential computer skills foundation that participants need to begin their first steps toward a career in the twenty-first century knowledge economy.

Business Situation

The Women in Technology program provides computer and career skills training to thousands of women in nine countries.

Solution

Women participate in IT training and other business skills training offered by partner organizations, and develop relationships with other professional women to build a strong community and encourage other women to participate.

Benefits

- Professional Development Workshops
- ICT (Information and Communication Technology) Skills Training
- Business Planning
- Professional Networking
- Professional Exchange & Capacity

WIT students in Yemen collaborate on their resumes during a CV workshop

Capacity Building through Partner Organizations

To reach thousands of women in nine countries, the Women in Technology program works with local training organizations. Trainers in these organizations participate in professional exchange programs virtual trainer communities, and train the trainer sessions to share best practices, strategies, and techniques. Examples of partner organizations include The Omani Women's Association, which has 45 chapters in Oman; the College of Business Administration in Jeddah Saudi Arabia; and SOUL in Yemen, a not-for-profit organization that provides training, awareness, and advocacy for women.

Creating a Strong Community of Professional Women

To develop a strong model of women in the technology workforce, the Women in Technology program strives to grow the number of women participating in training and awareness programs throughout the region. Programs include professional development workshops, business planning for sustainability, networking opportunities, capacity building, and IT training using the Microsoft Digital Literacy and Microsoft Unlimited Potential curriculums. Workshop topics include foundational business skills, including:

- Team development
- Management skills
- Leadership skills
- Professional presentations
- Strategies for entering the job market

The Business Planning for Sustainability program enables women to explore establishing their own business or not-for-profit, such as a community technology center (CTC), which could operate on a cost recovery model. The program explores strategic business planning and asset management, as well as managing grants, scholarships, and other program elements.

Empowering Women for the Future

The Women in Technology program believes that reducing the professional gender gap in the Middle East and North Africa will enable women to play an integral role in shaping the future of their respective countries. They are developing confident women leaders who can inspire and mobilize others to engage in areas of shared interest and professional growth and development.

For More Information

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For more information about Women in Technology Program services, visit the Web site at:
www.witmena.org

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