



F.U.T.U.R.E. LEADHers

EQUIPPING FINANCIAL & PROFESSIONAL SERVICES WOMEN TO THRIVE & DRIVE EXPONENTIAL GROWTH, INNOVATION & IMPACT IN THE DIGITAL ECONOMY

EMPOWER - UPSKILL - INNOVATE

Is Your Business Ready to Leverage Female Talent in the Digital Economy?

The Heroworx Institute is Digital Software Training & Service Design Company.

We work with Public, Business, Financial and Professional Services organisations to build a diversified highly skilled workforce to stay at the forefront of innovation.

We specialise in empowering frontline teams with design thinking, entrepreneurship, and creative mindsets to drive innovation of new working practices, products, and services.

F.U.T.U.R.E. LEADHers, our response to the female talent gap, is the **world's 1st** cross sector digital innovation incubator for women, aligned to the U.N Global Goals.

Mail: hi@theheroworx.com to join the F.U.T.U.R.E LEADHers movement, and collectively re-imagine the future of industry.





Artificial intelligence



Chatbot



Machine Learning



Cloud computing



Cryptocurrency

HER + PURPOSE + TECHNOLOGY = EXPONENTIAL GROWTH

EMPOWER - UPSKILL - INNOVATE



Robot Assistants



Block chain



Deep learning



Cyber security



Big Data



THE PROBLEM

**NO TALENT =
NO GROWTH**

MIND THE GAP

A shortage of the talent needed to drive business strategy is leading towards a 2030 Financial & Professional services output deficit of \$1.3 Trillion

TOP THREE INDUSTRY ISSUES LEADING TO THE GROWTH GAP

1 INVESTMENT

Organisations who invest in technology at the expense of retraining, redeploying and retaining diverse talent will face a skills gap which will threaten growth.

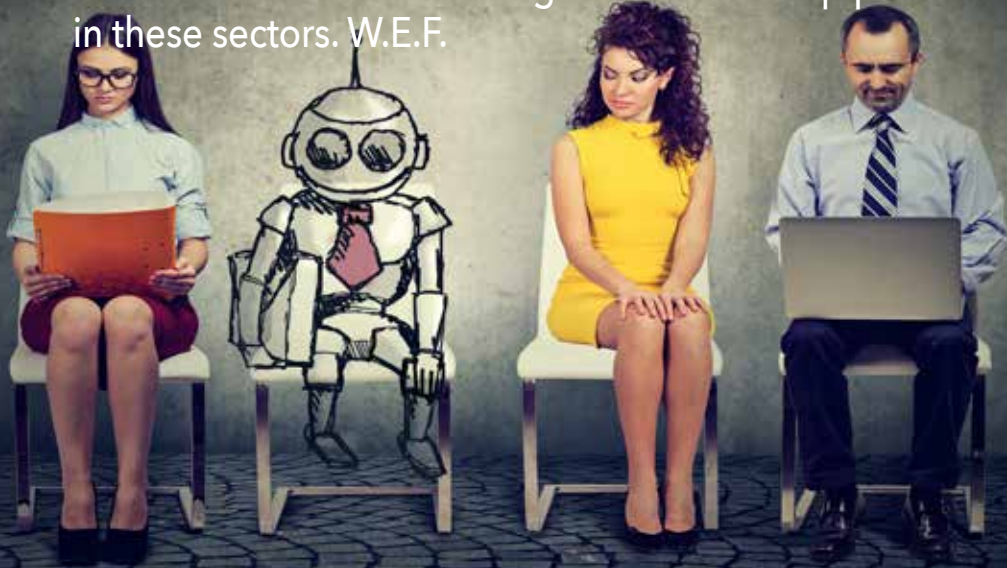
2 INNOVATION

Without a steady stream of ideas from a diverse talent pipeline C.E.O.s create an echo chamber culture where risks and opportunities are overlooked.

3 IMPACT

A generational shift means talent now demands agile working and impactful employment as standard. Unfortunately the industry suffers from a perceived lack of flexibility and purpose beyond profits.

Financial & Professional Services sectors employ c1.9m women in the UK. Advances in technology pose additional threats to building a female talent pipeline in these sectors. W.E.F.



AI and Automation outperform humans in speed, price and accuracy across many services like, onboarding, auto decisioning, contract review, due diligence, and legal outcome predictions.

Although women are most at risk from falling behind in the digital skills race, the future skills required are very often natural attributes held by women.

KORN FERRY

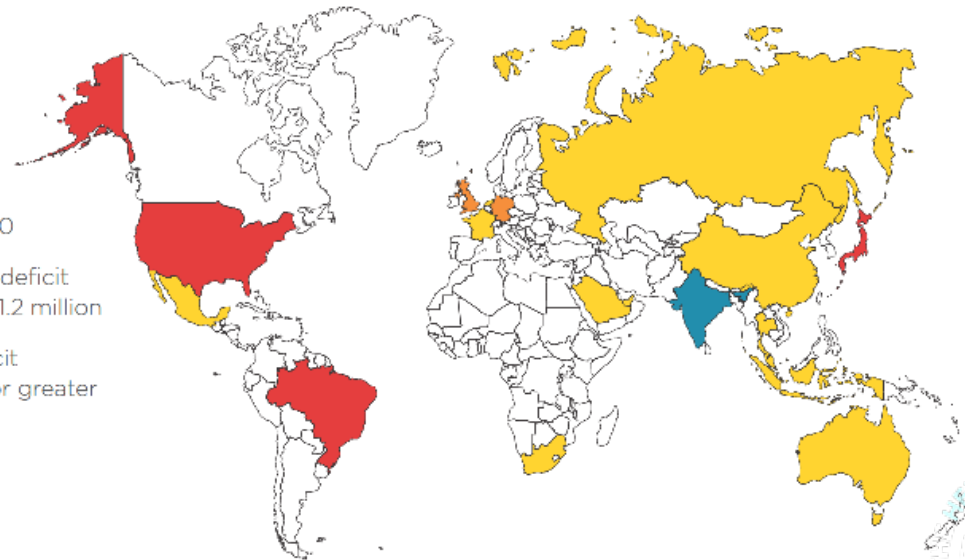
Future of work report online
FINANCIAL & BUSINESS SERVICES SECTOR

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<https://www.kornferry.com/challenges/future-of-work>

2030

- Surplus
0
- Deficit
0 - 600,000
- Significant deficit
600,000 - 1.2 million
- Acute deficit
1.2 million or greater



THE PROPOSAL FUTURE LEADHers

DISCOVERY

Cohorts of 32 women cross 8 sub-sectors (4 from each) look across the value chain together to map customer, consumers and employee journeys, build social capital, and business generative alumni relationships whilst aligning to U.N. SDGs.

ACTION LEARNING Purpose alignment, user research, persona development, journey mapping, data visualisation, evidence based-design, collective intelligence, big data and research methodologies.

OUTCOME - Actionable Insights for innovation as well as pain point relievers, risk & waste reducers. Exclusive access to Insight for Innovation Report following the discovery stages.



4 INSURANCE &
4 CREDIT INFORMATION

DESIGN

Participants are mentored through live workshops, masterclasses webinars and online learning to turn idea to assets and income through prototyping new systems, products, services, and ways to work.

ACTION LEARNING - Design sprint, Rapid experiments, LEGO® SERIOUS PLAY®, U.X, business modeling, value propositions, digital design, personal branding, social selling, content marketing, pitching and launch strategy.

OUTCOME - Each participant walks away with a proposal/wireframe/prototype for a technology-based solution to a problem within their current or future organisation.



4 LEGAL, COMPLIANCE
& REGULATORY

DEVELOP & DEPLOY

Heroworx developers can be engaged separately to build technology, applications or software to provide scalable solutions for a better business and a better world.

ACTION - The Heroworx Institute can:
1) Support own development teams.
2) Provide project /development talent.
3) Full stack development / deployment.

OUTCOME - The Heroworx Institute enables realisation of diverse ideas to digital products and or services for new assets and income.

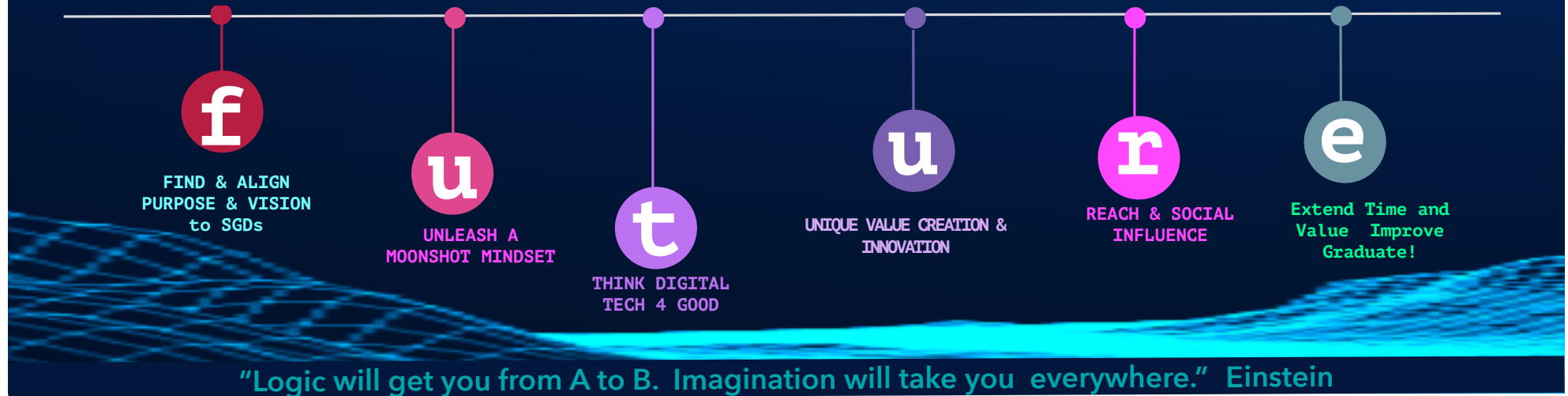


4 PROPERTY &
4 CONVEYANCING



4 PENSIONS & WEALTH
4 MANAGEMENT

F.U.T.U.R.E. LEADERS Model (12 month Incubator)



BLENDDED DELIVERY

6 Blocks of 2&3 day workshops, Interactive learning platform, lectures, meet ups, and webinars.

DURATION

12 months

INTAKES Sept 2019 Jan 2020

GLOBAL VIEW & LOCAL IMPACT

Consider macro influences but develop locally & amplify economic impact, networking & deal flow.

INVESTMENT

Full program £16,000.
Per module - £3,200 . Workshop/Elearning.
Elearning Only - £977 per module .



4 INVESTMENT &
TRADING



4 VENTURE CAP &
PRIVATE EQUITY



4 ACCOUNTING,
ADVISORY & STAFFING



4 BANK, FINTECH, A.B.L.
& ALTERNATIVE

FULL PROGRAM - VALUE PROPOSITION



FIND & ALIGN PURPOSE & VISION TO S.D.G.s

Develop bold thinking and vivid visioning. Elevating a new breed of leader with a legacy values for whom the 4 Ps; Purpose, People, Planet and Profits are aligned. Take holistic long term approach to decisioning for sustainable, inclusive socio-economic development. Promote the proactive of consideration of intentional and unintentional risks to humanity alongside the pursuit of market making and shareholder value.



UNLEASHED MOON-SHOT MINDSET

Re-brand failure as the path to innovation mastery. Recognize, reward and reinforce acts of empathy, emotional strength and vulnerability. Enable personal wellness conversations to happen. Embrace arts-based communication and collective intelligence strategies to respect and champion what is human and makes for a happy productive culture.



"THINK DIGITAL" TECH FOR GOOD

Learn art of the possible, the tech and business models challenging your markets from Global Tech Entrepreneurs. Up-skill and demystify digital technologies. Develop digital prototypes. Foster greater use of existing organisation technologies. Heighten awareness of cyber risks and challenge bricks and mortar thinking. Respond to boundariless market challenges and ever increasing demands from clients.



UNIQUE VALUE CREATION & INNOVATION

Human Centred Design, creativity and innovation. How to summon repeatable genius. Spark ideas to create entrepreneurial value. Build creative confidence with transferable design thinking, new economy business model skills training. Support portfolio careers and opportunities to develop outside of their job.



REACH & SOCIAL INFLUENCE

Equip women with social selling and world class pitching skills to amplify their impact and influence. Empower confidence, positioning via digital career assets such as book and article writing, as well as keynote opportunities. Create authentic, highly visible personal brands. Foster social advocacy, enhance public relations and raise brand attractiveness to female talent.



EXTENDING TIME & VALUE

Measure and focus on what customers and stakeholders value. Eradicate presenteeism. Help women be more effective and productive in less time. Discourage over-featured systems and processes. Build in mobility, agility and duality. Develop multidisciplinary strengths based teams who rotate leadership as needed for the task.

FULL PROGRAM VALUE OUTLINE :

- 6 (2/3 Day) workshops & master classes included at 17% discount of per class price.
- 6 Extensive online courses following the future model included at 17% discount of the individual course price.
- 12 Months access to an elearning library- constantly updated templates, systems, frameworks and content you can immediately use in your business.
- 40 Weekly power problem solves submit advance queries to Heromakers, Technology mentors and prevetted coaches) for help to get unstuck with projects.
- Goal tracking and reporting to keep you in track with bitesized goals and accountability. AI support 'at the point of need' learning.
- Personal branding - support to online linkedin and other profiles and development, social media profile. Social media strategy.
- N.E.D. training, Ted talk style keynote, pitching frameworks & press training. One storybrand workshop, run by one of only two accredited storybrand trainers in the Uk. <https://storybrand.com/>
- Guided peer mastermind & accountability groups with access to prevetted mentors & coaches - Additional coaching can be purchased as required.
- Strengthscope Profile. A unique strengths-based psychometric profiler to focus on developing yours and your teams natural attributes. <https://www.strengthscope.com>

FULL PROGRAM ALSO INCLUDES 1 YEAR'S PAID SUBSCRIPTIONS TO :

- READ-Her Business Book Club Brunch
Read, Act, Grow together. - Professional women join an accountability group and enjoy brunch in Manchester with Authors Input ONLINE , to Up-skill for the digital economy. Book list is curated in line with the F.U.T.U.R.E model book list. Includes 12 brunches per year. Value £180.
- WRITE-Her- Online Group Book Coaching Program Accelerated idea to author - to write your book without stress method. (book and social media). Write your first draft book in 12 weeks - Value £1200.
- NED Onboard Organisation Membership VALUE £250. <https://www.nedonboard>.
- High Profile Club - Become more visible, credible, and influential with one of the fastest growing Personal Branding and Tech PR Platforms - Online <https://highprofileclub.com/> VALUE £600.

PURPOSE

We are a business for good.

We have 4 value pillars that shape everything we are



Creativity & Entrepreneurship

Our belief 'Equality is the presence of opportunity plus ability, not just the absence discrimination'.

Our vision Women thrive and drive exponential social and economic value in the digital economy.

Our mission Realising technology's promise & humanity's prize by unlocking the social & economic value of women and underrepresented groups in the Financial and Professional Services Industry to support sustainable Digital Economy growth.

By up-skilling and aligning women to purpose we enable sustainable business growth and the navigation of



Diversity & Inclusion



Collective Intelligence

careers/earnings through both planned and unexpected life events.

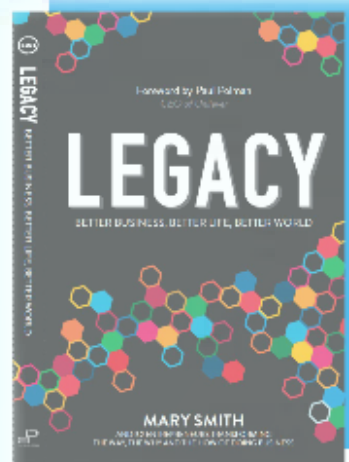
Retaining and retraining women in the talent pipeline, is vital to reaching gender parity and many of the U.N. Global Goals so we have directly aligned the program to them.

We are a proud B1G1 member. We give life saving education and resources to children all over the world every time we get a new participant www.B1G1.com



Tech4Good UN S.D.G Alignment





LEGACY

Better Business, Better Life, Better World

Our Legacy Makers are also the authors of the latest "LEGACY - Better Business, Better Life, Better World" book to be launched in mid 2019.

This book illuminates how people and businesses can truly change the way our world evolves. It empowers every entrepreneur and business owner to embody the spirit of giving, to adopt impactful strategies and make a growth difference by focusing on the UN's 17 Sustainable Development Goals.

It's a book that has the what, why and how of creating a business that truly matters.

If you think businesses with a real sense of purpose can change the world and want to take part in transforming the way businesses work, then this book is a must read.



B1G1 LEGACY

Our CEO, CTO and COO, have co-authored the above book with a collective of B1G1 changemakers, called

Legacy, Better Business, Better life, Better World

It is due out mid 2019, practical ideas for Its full of practical ideas for furthering 2030 U.N Global Goals.

The foreword by Paul Polman ex CEO of Unilever.

Tick the box on the Expression of Interest form and Email it to Hi@theheroworx.com

Reserve a copy of the book now and we'll send you a special offer once the book is published.

BETTER BUSINESS, BETTER LIFE, BETTER WORLD

LET'S WORK TOGETHER

We love working with organisations who are curious about how to align to purpose, un-limit human-centred creativity and empower the moon-shot mind-set of their people for the next generation of working practices, products, services, and experiences.

Say Hi - hi@theheroworx.com





The Heroworx - additional services



F.U.T.U.R.E MODEL - Inhouse Masterclasses & Innovation Jams



F.U.T.U.R.E MODEL - PUBLIC Masterclasses & Innovation Jams



WHITE PAPERS & RESOURCES



BOOK A HEROMAKER Speaker



Heroworx WRITE-Her READ-Her BOOKS, CLUBS & COURSES



Software, Service Design and Innovation Consulting

N.B. The F.U.T.U.R.E LEADHerS program is exclusively for those who identify as a women in the Financial and Profesional services industry. All other services are open to everyone.

PEOPLE

Our Faculty are a team of multidisciplinary Tech4Good 'Heromakers'

Each module in the F.U.T.U.R.E. program is kicked off by a mentored masterclass delivered by a consortium of digital enterprise experts we call HEROMAKERS: Including Global Tech Entrepreneurs, Portfolio Powered Financiers, Legal and Accounting Professionals, Entrepreneurs, TEDx & B1G1x Keynotes, Digital Designers, Artists, Scientists, Ph.Ds., MBAs, Authors and Software Developers.

THIS IS NOT A THEORETICAL APPROACH.

We combine bleeding edge digital innovation expertise | design thinking and entrepreneurial agility with deep financial & professional services industry know-how.

INDUSTRY EXPERTISE & PRACTICAL

EXPERIENCE INCLUDES | Mid-market, Leveraged buy-ins and buy-outs, re-capitalisation, Senior debt lending, pan-European deal structuring, distressed M&A, deal origination and execution, investment operations, dispute and bad debt management, IT systems design and testing, internal and external audit, and international governance, regulatory, KYC, operational risk, credit risk, client and operations management, strategy, marketing and talent development.

NB. The Heroworx is in the process of setting up a global advisory board and selecting appropriate N.E.Ds.



Natalie Jameson

C.E.O. FOUNDER

Social Business Architect| Design Thinker |Tech4Good Mentor | Speaker | Author |

Natalie blends Finance, Design for Humanity and Technology for sustainable business growth. She has built an extensive portfolio career and steered it through, two children, four industries and 5 countries (often as the only women). Her teachings include experiences from Leveraged Finance, Sustainable Architecture, Technology and Healthcare. In 2008 she researched and designed the pitch and business plan for the UK's 1st supermarket based Dental Group with her husband and his business partner (sold to BUPA 2013).

She started Heroworx inspired by the possibilities of tackling the underrepresentation of women and minority groups in tech and service design. She believes there is magic at the intersection of women's education, empowerment, and digital innovation in enterprise, professional and financial services.

www.linkedin.com/in/natheroworx.



Jeannie McGillivray

C.O.O. & M.D. COFOUNDER

Co-Founder & Experienced Technology MD & Impact Entrepreneur | Herbalist, Oneness Teacher |

Experienced software company MD focused on helping purpose-driven organisations make a greater positive impact in the world. Her businesses have created over 300 custom software applications to increase engagement and drive innovation, productivity and sustainable profitability. Jeannie hosts the 'Changemaker Mindset' podcast, her book 'Changemaker Mindset' is set for publication in mid 2019.

She leads Purpose First retreats for people who want to leverage a deep understanding of themselves and their unique skills and abilities to transform the way we live and work. Her vision is for a culture of business and economics where meaning, purpose and impact drive sustainable global transformation.

www.jeannie.online



Paul McGillivray

C.T.O COFOUNDER

Co-Founder | Experienced C.T.O. | Author, TEDx Speaker | Writer, Music Producer

Paul is passionate about helping purpose-led leaders create more impact and build better businesses and lives with technology. He leads a team of talented developers and together they build platforms that multiply organisations impact by using exponential technologies, and build websites and apps to extend their reach and improve communication and engagement with their audience.

His work aims to bring purpose and meaning into the workplace. His team are experts at automating systems that free organisations and teams to work within their individual talents and to fulfil their purpose.

<https://www.linkedin.com/in/paulmcgillivray/>



Annie Mbako

PROGRAM DIR. COFOUNDER

CoFounder | Tech4Good & Digital Coach & Tech4Good Mentor

Programme Director of The Heroworx Institute and a super-connector with a passion for embracing and embedding diversity in organisations fuelled by her upbringing in multicultural communities.

In the 10 years of her career in Investment Banking Operations and Client Services, Annie was awarded with numerous accolades for leading company-wide initiatives on Diversity and Inclusion.

Currently bootstrapping, the art and science of coding, her current projects and ambitions lie within the #tech4good space as she pivots her career for the second time.

www.linkedin.com/in/annietheroworx

INSIGHT FOR INNOVATION REPORT

Are your leaders vivid visionaries or are they innovating in an echo chamber?

Subscribe to this valuable insight series . It is the first of its kind. Never before has a view been formed from a female talents perspective . Heroworx's data scientists have created something special for the boards of each participant.



NATURAL CAPITAL + PURPOSE

It is an extension of your organisations authentic purpose.

CAPABILITY OWNED + COLLECTIVE

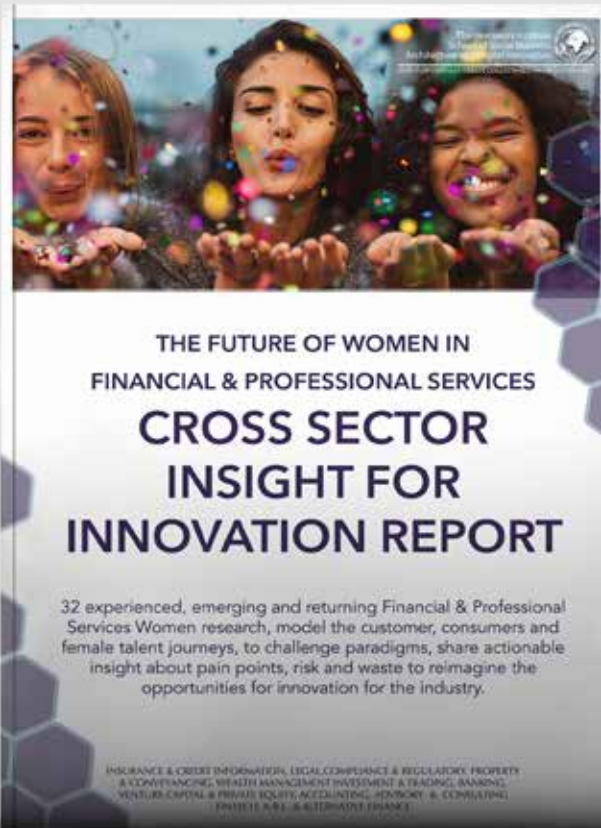
You have looked across the value chain for insight to invent and collaborated for resources & reach.

CIRCULAR + SUSTAINABLE

You are addressing a unmet current or future need and are avoiding harm or waste of resources.

COMMERCIALLY VIABLE

The market is willing & able to pay and you will make purposeful profits.



The report charts and models key persona journeys and the human experience across the value chain of 8 Financial and Professional Services sub-sectors for customers, consumers, and emerging, experienced and returning female talent.

Inside you will find actionable ideas and insight on how to:

- Challenge paradigms.
- Address pain points, risk and waste.
- Re imagine the opportunities for innovation for the industry.

Subsequent reports will be available on subscription exclusively to alumni organisations.

Preregister - Email - IAI Report to Hi@theheroworx.com

PLEASE TELL ME WHEN I CAN GET ___ COPIES OF THE 'LEGACY' BOOK

CLICK TO: FOLLOW UP WITH & FRIEND US



CLICK TO

**BOOK A FREE 45 MINUTE
DISCOVERY SESSION
TO SEE HOW YOU CAN
SUCCESSFULLY LEVERAGE YOUR
FEMALE TALENT WITH
THE HEROWORX INSTITUTE.**

or copy this URL <https://calendly.com/natcat/future-skillssdiscoverysession>

CLICK TO

**APPLY ONLINE TO JOIN THE NEXT
F.U.T.U.R.E LEADHers
COHORT IN YOUR AREA.**

or copy this URL https://docs.google.com/forms/d/e/1FAIpQLSdlj1Vj1iqZ-EZolxPIT5IC4_uLojPxeFICHE-aS-Wax8dpXdQ/viewform?vc=0&c=0&w=1

CLICK TO

**SHARE YOUR THOUGHTS ON THE
PROGRAM & LET US KNOW WHAT
YOU WANT/LIKE/DON'T LIKE.**

or copy this URL https://docs.google.com/forms/d/1_K_j1oElnWkUbNycf5OXslsPdpMmk6rEhARY-wlYmFSo/edit

**Phone on 07872 569324 or Email us at hi@theheroworx.com
to find out if your female leaders could join the NEXT F.U.T.U.R.E 32 collectively re-imagining the future of the
FINANCIAL & PROFESSIONAL SERVICES Industry.**

Thank you for your in trust us.