



DIGITAL FACTORY - ENGINEERING TEAM

# How to be a Wonder Woman Tech?

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September 2018

DIGITAL BANKING

Global  
Leadership  
Conference

# Agenda

- 01** Break the stereotypes
- 02** Some things that you could do
- 03** Things which I learnt in Take the Stage
- 04** My next IT Women Monthly



01

# Break the Stereotypes







02

# Some things that you could do for being a Wonder Tech Woman



Read, read and read



# Read, read and read one more once

Fortunately, my parents enjoy of learning :)

I have listened people saying:  
I don't have time to read!  
I don't have money for books

I don't know how many books do I read  
But I read a lot blogs, articles, ...





**PHYSICAL  
BOOKS**



**EBOOKS**



**AUDIO  
BOOKS**



**BLOGS**



**Read, read and read  
one more once**

- How to start a reading plan?
- What do I read?
- When do I read?
- Where to read?
- Follow authors



## Step 1. Activate push notifications in

<https://blogthinkbig.com/cat/digital>

## Step2. Subscribe to medium

<https://medium.com>



# Medium



# Improve your English level





# Improve your English Level

- Follow Layne's advise :)
- Think in English
- Speak with someone in English
- Listen a youtube channel



# Basic



# Advanced





# Sign up in: LinkedIn, Medium and Feedly



# What's up in LinkedIn?

People sharing amazing content

[LinkedIn learning](#)

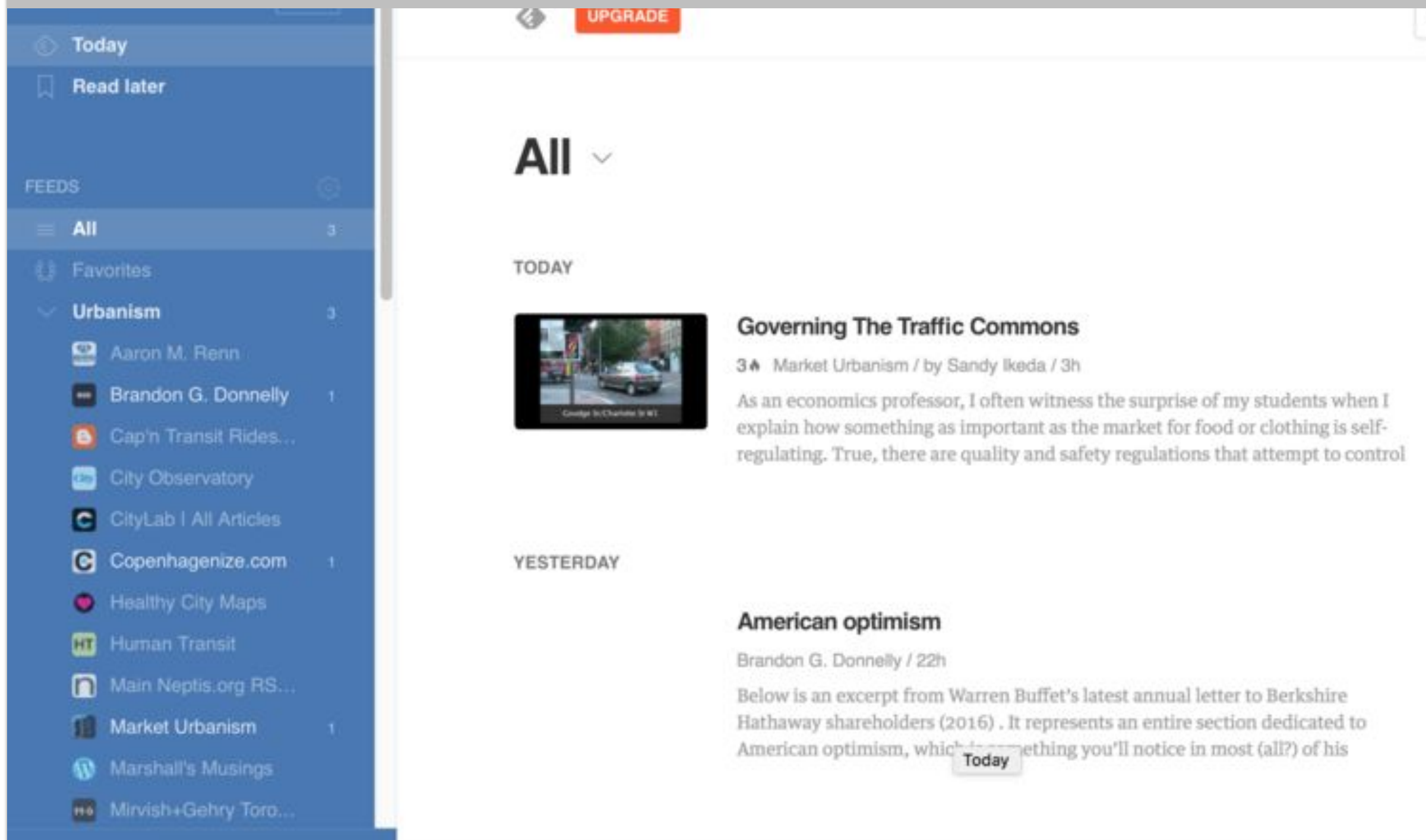
Feeds, Trends

What's this 'LinkedIn'? Is that like FaceBook for old people?



som<sup>ee</sup>cards  
user card





# What's up in Feedly?

A lot of RSS

Thousands of articles

Centralize the access to your content



## 03. Take the Stage





# Objective

- Develop skills for positioning as a leader when you are communicating something.
- Develop your identity as a leader.



# Key points in Take the Stage.



**Think as  
a Leader**

Vision



**Inform for  
inspiring**

Transform



**Be brave**

Recognize  
your  
achievements



**Think in  
your  
audience**

Adopt a style  
based in the  
empathy



# Key Points



**Think as  
a Leader**



**Create  
the Guion**

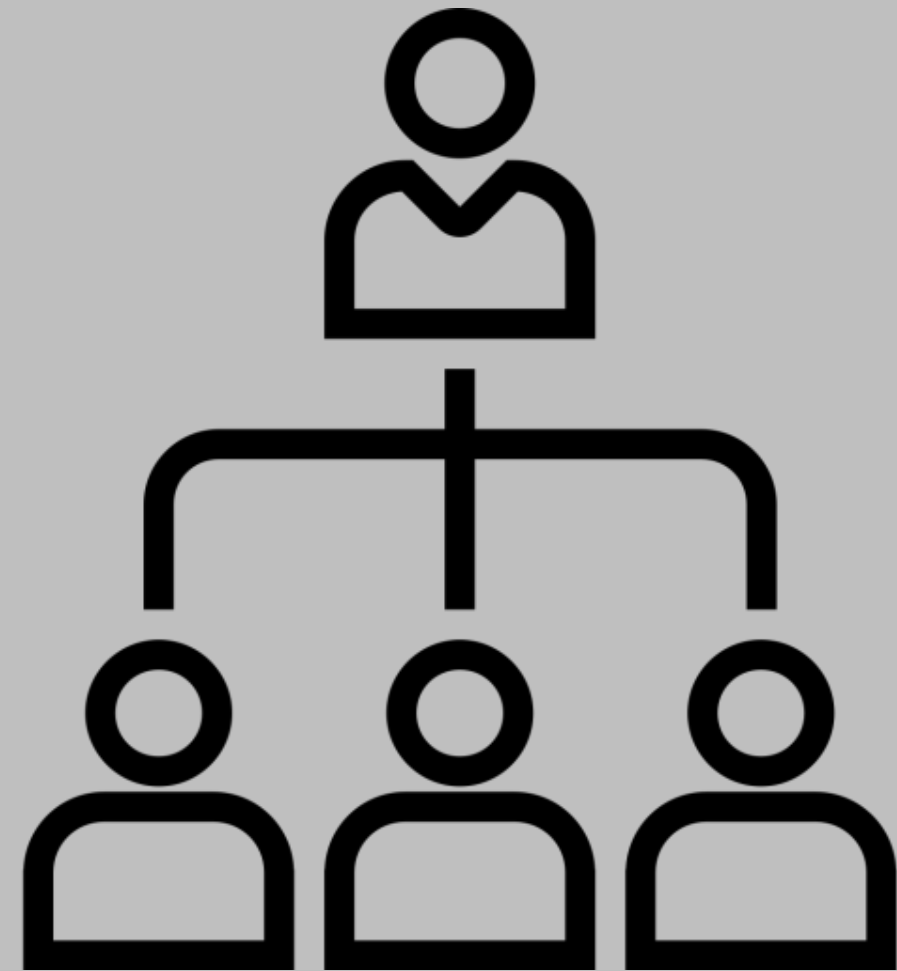
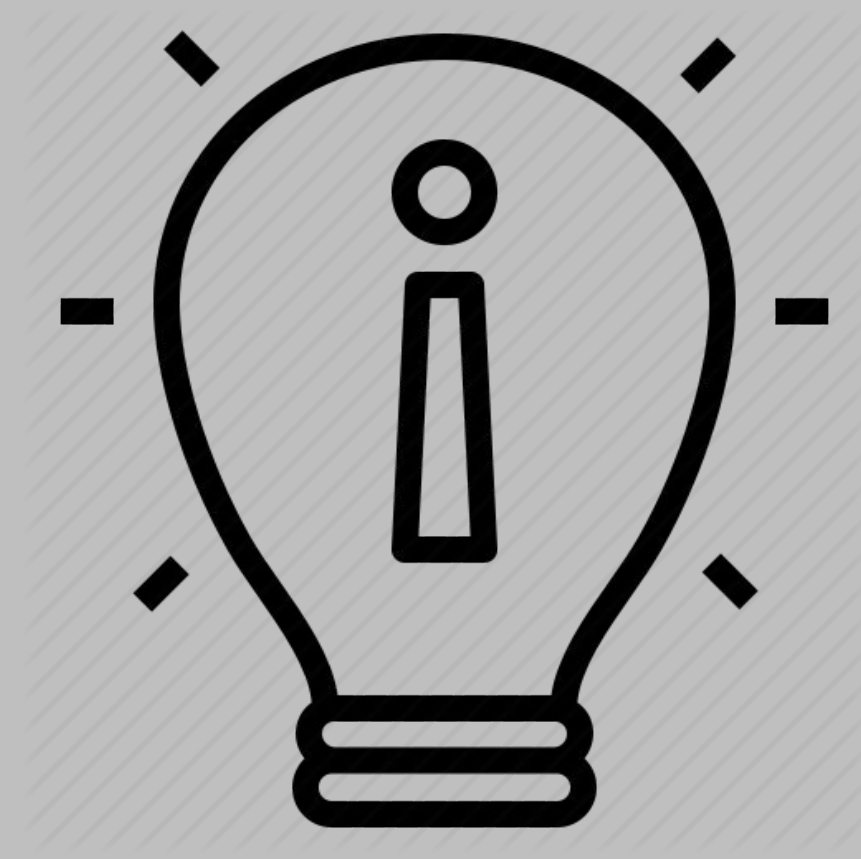
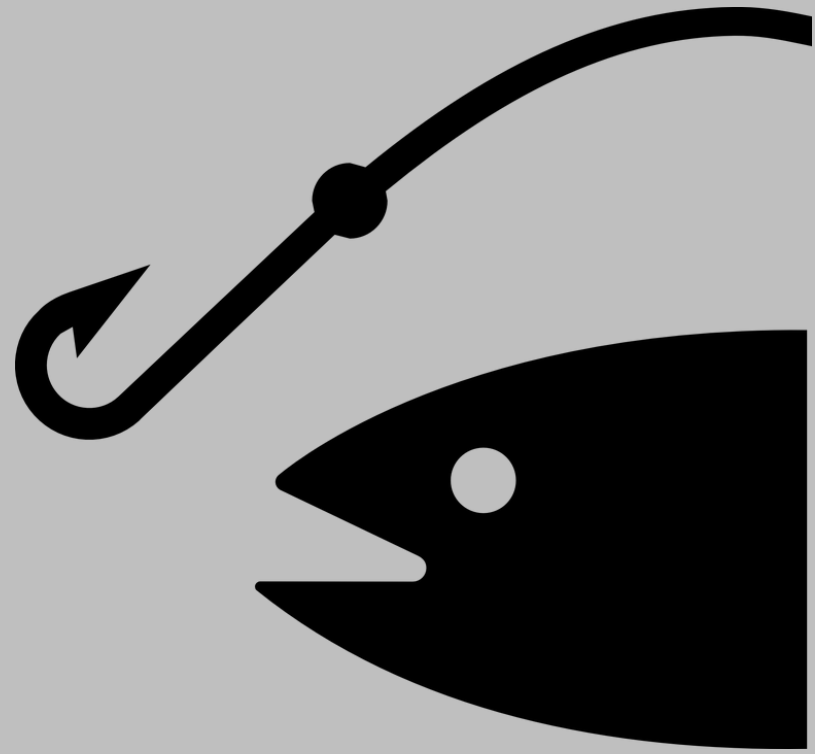


**Use  
Leader  
Language**



**Act as  
a Leader**

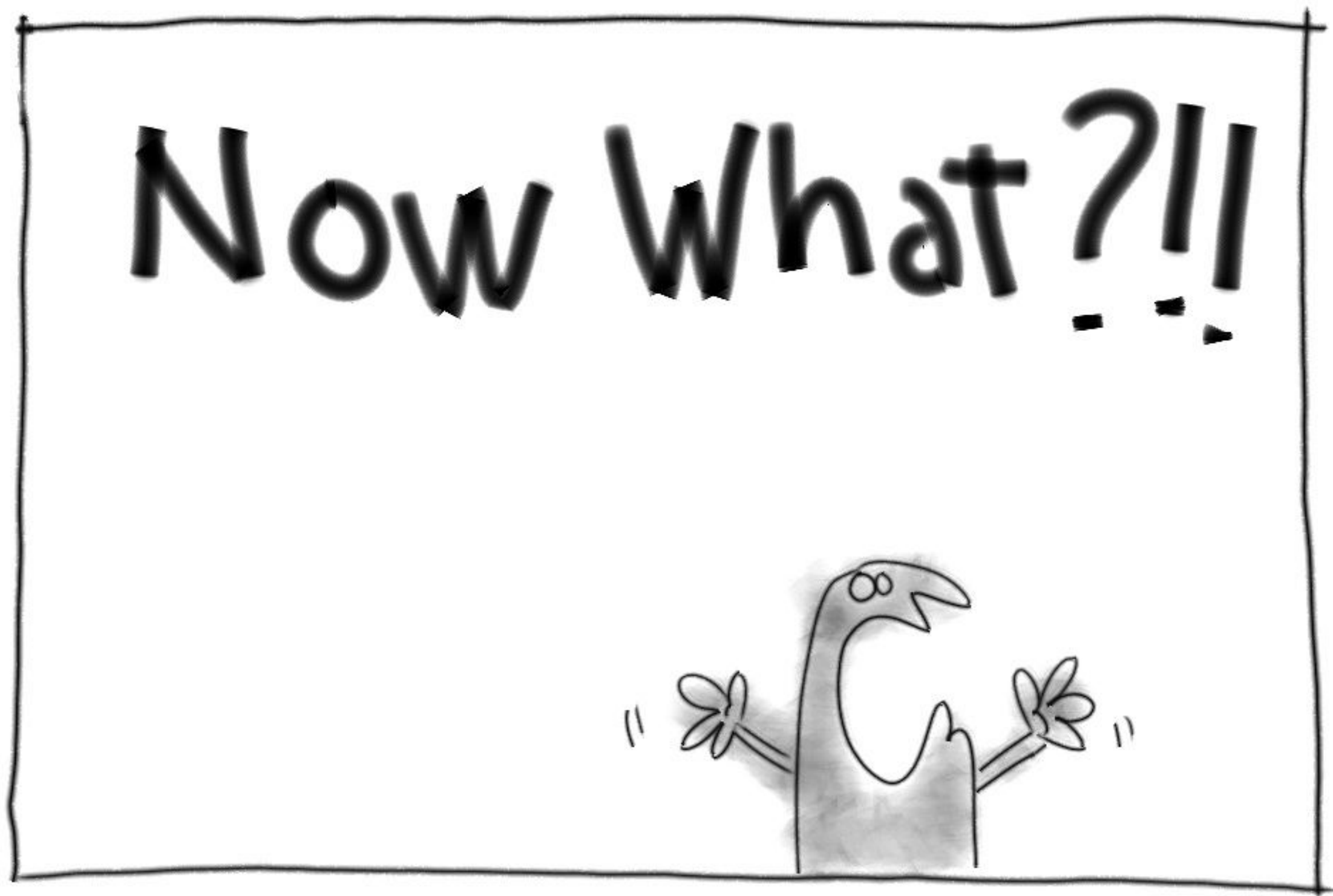




# Leader Guideline

- The hook
- The topic
- The message
- The structure
- Message recapitulation
- Call to action





## Next steps ..

How to be a wonder woman tech:

- WomenIT Summit
- Level 1, 2, 3
- Advanced Level

Create:

- A doc repository
- A page
- Women Tech Monthlies



"...BEING A WOMAN...  
ON A TEAM OF ALL MEN,  
MEANS THAT YOU ARE GOING  
TO HAVE A **UNIQUE VOICE**.

IT'S IMPORTANT  
TO **EMBRACE THAT.**"



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ERIN TEAGUE

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