

# MEDIA FACT SHEET



## **TRANSFORMING ORGANIZATIONS AT THE SYSTEM-LEVEL TO ENABLE MORE WOMEN TO SUCCEED**

### **IN ORDER TO NAVIGATE THE SYSTEM, YOU HAVE TO FIRST SEE THE SYSTEM**

Women On Their Way (WOTW) addresses organizational gender inequality and leadership diversity at the systems level to create lasting change and real progress. Developed by leading talent design innovation firm, McGuckin Group, WOTW identifies and fixes structures within the company, while at the same time giving women the skills to navigate the system. This combined solution offers companies of all sizes the perfect program for attracting and retaining top women leaders.

### **THE PROBLEM**

2.5M women left the workforce during the COVID-19 crisis. The World Economic Forum currently predicts that it will take 108 years to close the gender gap. This issue has become so large that California now has a law requiring public companies to put women on their boards and many states are following suit.

While the representation of women, across many levels of corporations, has somewhat improved over the past few years, the 'broken rung' continues to limit growth and opportunity in the workplace.

### **THE WOMEN ON THEIR WAY (WOTW) SOLUTION**

Traditionally the focus has been on fixing the women; WOTW thinks that's a flawed approach. The WOTW approach is to fix the system and empower the women. WOTW is the first program devoted to empowering women and fixing systemic problems.

WOTW is the first program that identifies the levers in each company's system that must move to create real change. WOTW founder, Audrey McGuckin, and her team have created a program that helps women realize their professional aspirations and helps organizations create environments that support and facilitate success.

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WOTW transforms organizations at the system level to enable more women to succeed. With WOTW, organizations can work for, not against, gender inequality and leadership diversity strategies and investments. WOTW approaches gender inequality at both the organizational and individual levels to bring about impactful changes. With the goal of achieving broad leadership transformation that impacts the bottom line.

## **WOTW OFFERS TWO PROGRAMS INCLUDING NAVIGATOR AND COMPASS:**

### ***NAVIGATOR- THE INDIVIDUAL LEVEL SOLUTION***

WOTW Navigator works at the individual level through a 12 month-long peer group learning journey that is led by experts and aims to illuminate and eliminate old ideas, identify personal pain points, and uncover landmines that often hamper career progression. Renowned experts lead monthly sessions and learning modules throughout the WOTW Navigator program. Participants are part of an exclusive peer group of mid- to high- level women leaders--either within the company or as a cross-industry group. The first 12-month WOTW Navigator program launches November 16, 2021. Pricing and information can be found [here](#).

### ***COMPASS - ORGANIZATION LEVEL CHANGE***

WOTW Compass works at the organizational level, engaging leadership and management teams through a program designed to help implement and sustain more equitable practices and mindsets. This includes a two-phase systems-based talent and culture consulting program. WOTW Compass helps leaders see, understand, and address the systemic blocks their company have in place that are impacting women's advancement, staying power, and success. It's about working with the executive team to transform mindsets, build leadership capability and design innovative talent strategies that advance women in a department or across the organization. Pricing and information can be found [here](#).

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## **ABOUT WOMEN ON THEIR WAY (WOTW)**

Women On Their Way (WOTW) is a premier gender inequality and leadership diversity development program designed to improve and accelerate women's advancement. Created by McGuckin Group in 2021, WOTW takes a bottom-up and top-down approach to cultivate female leadership and works with individuals to identify ambitions and improve capabilities. The WOTW team works with organizations to impact system change through mindset and culture shifts and by architecting talent strategies that move the needle on gender equity. More information can be found on [LinkedIn](#) or at [WOTWJourney.com](https://WOTWJourney.com).

## **ABOUT MCGUCKIN GROUP**

The McGuckin Group is a talent design innovation firm that specializes in three services – Talent Strategy, Leadership Development, and DEI. They orchestrate the “Aha Moments” that enable executives to uncover, unlock, and unleash human talent and innate leadership that exists within an organization. From the shop floor to the Executive Suite, the McGuckin Group team has lived and breathed every flavor of corporate culture. They bring an in-house sensibility and a fresh point of view. Consider them the anti-consultancy talent consultancy. For more information, visit [mcguckinggroup.com](https://mcguckinggroup.com).

## **WOTW LINKS**

WEBSITE - [WOTWJourney.com](https://WOTWJourney.com)

LINKEDIN - [LinkedIn.com/company/mcguckinggroup](https://LinkedIn.com/company/mcguckinggroup)

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