

# EQUALS

## **Business and Leadership for Women in Technology Course**

Coordinated by Planet Mogul and the International Trade Centre



# EQUALS: Areas Of Action



## ACCESS

Achieve equal access to digital technologies



## SKILLS

Scale participation in ICT learning and skills



## LEADERSHIP

Empower women as ICT leaders, creators and entrepreneurs



## RESEARCH

Ensure an evidence-based approach towards achieving the Partnership goals



## Our Goal

To create an unstoppable global movement where women and girls are **equal participants** in the digital technology revolution.



## BUSINESS & LEADERSHIP FOR WOMEN IN TECH

*A 10 series course in support of the EQUALS Leadership Coalition*

31st Oct. 2018	Women's Economic Empowerment and Entrepreneurship in a Digital World
28th Nov. 2018	Foundations of Leadership
19th Dec. 2018	Turning an Idea into a Tech Business
30th Jan. 2019	Strategic Management
27th Feb. 2019	Interpersonal Communication
27th Mar. 2019	Obtaining a Loan from a Commercial Bank and Maintaining Finances
24th Apr. 2019	Creating Pitch Decks and Securing Impact Investment
29th May 2019	Negotiating Contracts
26th June 2019	How to Digitalize your Business and Maximize User Design/Experience
31st July 2019	Marketing and Communication Strategies



# Session 1: Women's Economic Empowerment and Entrepreneurship in a Digital World

## Presenters



**Beatriz Manetta**

CEO

Argent Associates  
and Asociar LLC



**Avis Yates Rivers**

CEO

Technology Concepts  
Group International



# Women's Economic Empowerment and Entrepreneurship in a Digital World

**Avis Yates Rivers,  
CEO**

Technology Concepts Group  
International



- Best career option
- Had developed a real aptitude for and love of sales
- Didn't want to go back into corporate or work for a competitor
- Was willing to take the risk
- Confident in my abilities
- Was very marketable

# Entrepreneur



## Corporate Life

- 11 years at Exxon
- 3 internships
- Hired permanently upon graduation
- Promoted every 18-24 months
- Worked in many departments and subsidiaries
- Last 5 years sold early technology in midtown and downtown Manhattan
- Exxon sold the division Dec. 1984





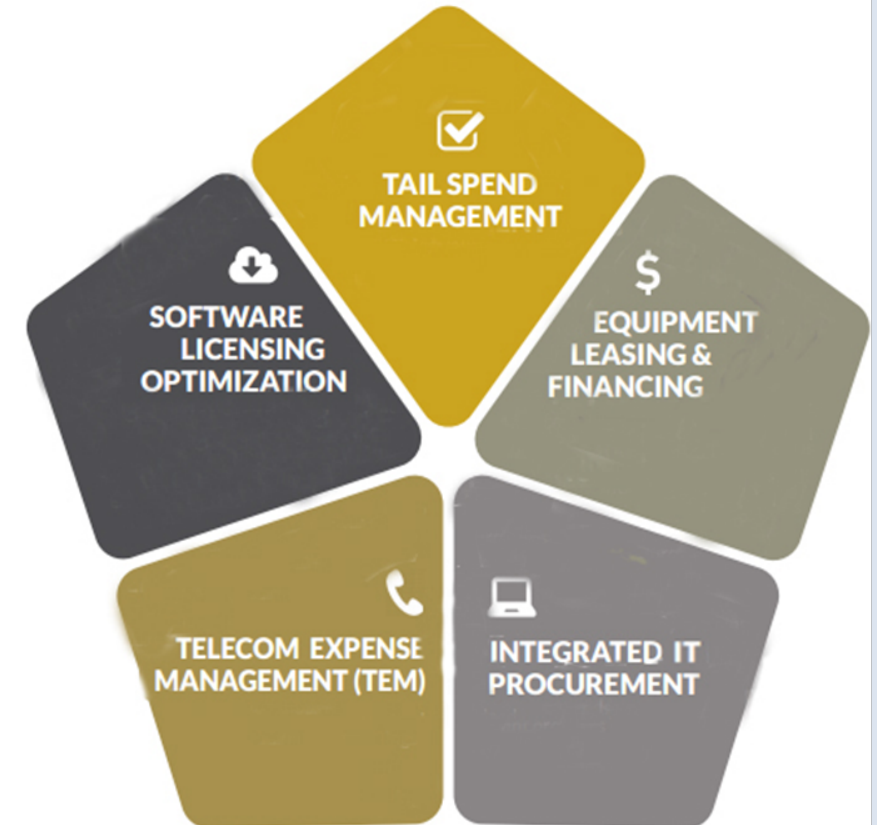
## Who We Are



### Executive Profile

- Global Headquarters: Somerset, NJ
- Approximately 20 employees
- \$41 million - revenue
- Global reach – North America, Asia Pacific and expanding into EMEA
- Diverse expertise in working across multiple industries
- Certifications: National Minority Supplier Development Council, Women's Business Enterprise National Council, Women Owned Small Business (Federal)
- Ranked #3 in Fastest Growing Women Owned/Led Businesses in 2017 by Women Owned Small Business
- Over 30 years of experience and expertise in driving down the cost of IT for our customers

### Core Expertise



# Advocacy

- Increased utilization of minority and women-owned businesses
- Equity and civil rights
- Increased participation of girls, women and people of color in technology



## Advocating for Diverse Businesses



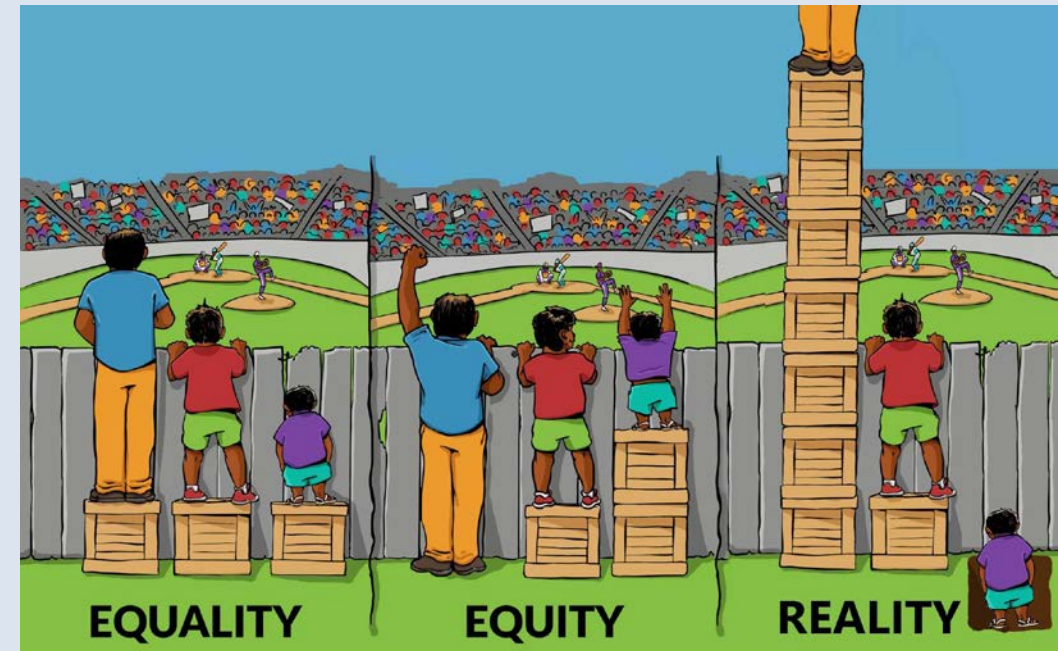
## Author, Speaker & Thought Leader

- First book published in 2017
- Over 2,000 copies sold
- National spokesperson for NCWIT
- Global speaker for corporations, tech conferences, non-profit organizations etc.
- India, Singapore, Prague in 2018



## My Why

- Equity, justice and fairness
- Technology can level the playing field
- Help close the pay gap
- Generate wealth in under-served communities
- Reduce unemployment
- Bring back hope
- Help women of color who have limited access to technology
- Diversity of thought leaders to better problem solving and innovation



# Are You an Entrepreneur?

Are you trying to  
drive innovation  
everyday?





# What is your **Business Model?**



A business model  
describes the rationale of  
how a company creates,  
delivers, and captures  
value





# The 9 Building Blocks

Customer  
Segments

Value  
Propositions

Channels

Customer  
Relationships

Revenue  
Streams

Key  
Resources

Key Activities

Key  
Partnerships

Cost  
Structure



# Questions to Ponder

## Customer Value

For whom are you creating value?

Who are your most important customers?

What value are you delivering to these customers?

What problems are you solving?

Why you?



# Examples of 'Value'

Getting the job done

Price

Cost reduction

Risk reduction

Accessibility

Design

Convenience



Business

# BUILDING

## a Better Business

# Women's Economic Empowerment and Entrepreneurship in a Digital World

Driving industry evolution through innovation

**Betty Manetta,  
President & CEO**

Argent Associates



1998

- Argent Associates, Inc. founded
- Specializing in ecosystems integration, security, deployment, virtualization and supply chain tracking

107

- Global flexible workforce

5

- Technology Patents

500

- Million dollars available for financing

2.3

- Billion dollars in assets managed

2015

- ISO9K/14K/18K & R2 Certified & Business Solutions

>100

- Supplier Awards since inception (IWECA award)

## Argent Associates by the Numbers



## Argent Profile

### Divisions & Services:

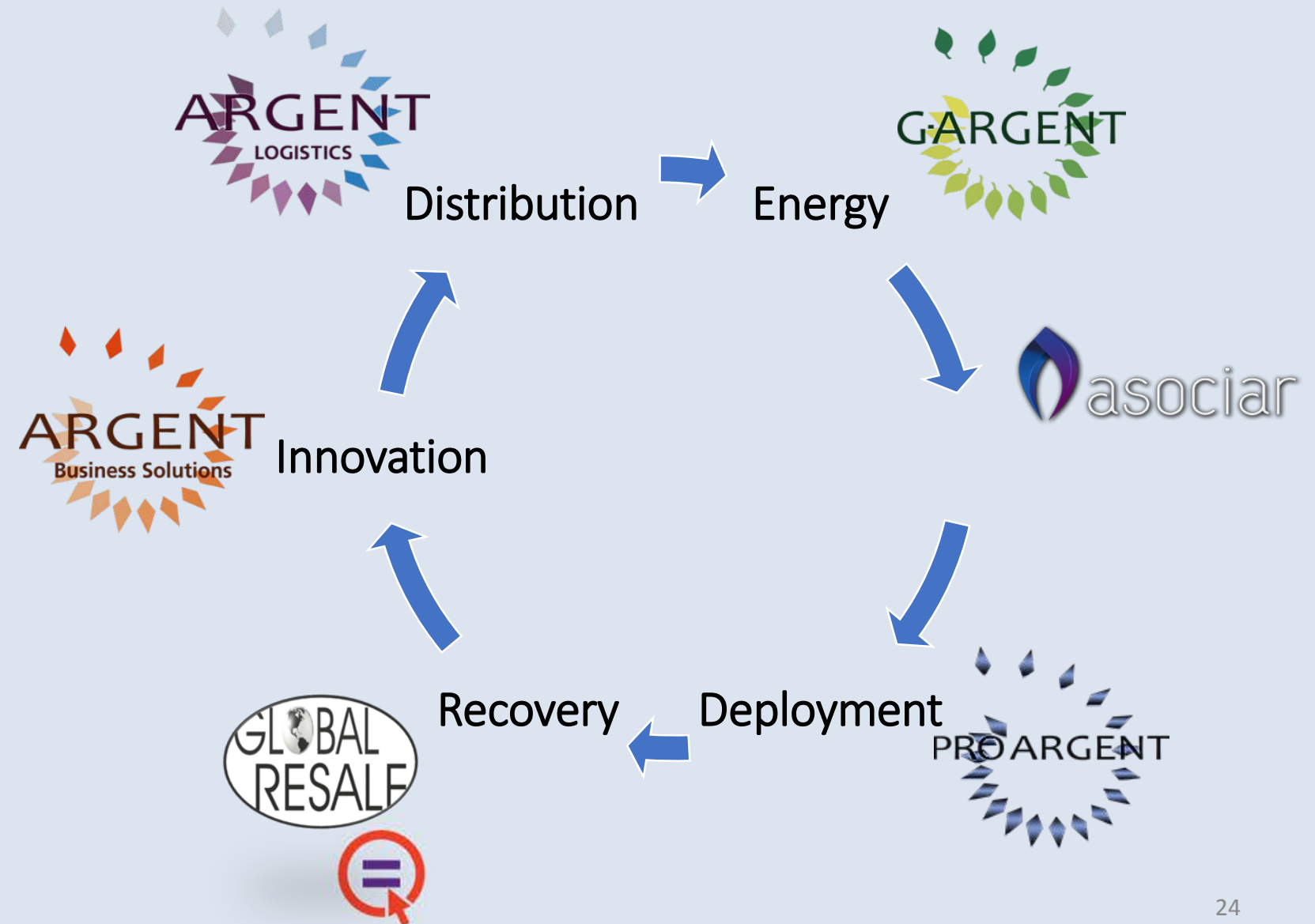
- Logistics: VAR, Intelligent Supply Chain Services
- IT integration and In-Building Wireless Solutions
- Tech End-of-life Cycle Management and Energy Solutions
- Technologies Integration & Smart Cities IoT Solutions
- Software Development, Cloud M2M/IoT Platforms

Facilities & Resources: CA, FL, GA, MI, NJ, NY, and TX

MWBE Certified (Hispanic & Woman): WBENC/ NMSDC



## How the Pieces Fit





# What is Digital Transformation?

- Digital transformation refers to the changes associated with the application of digital technology in all aspects of human society.
- Digital transformation may be thought as the third stage of embracing digital technologies:
  - Digital competence → digital usage → digital transformation; with usage and transformative ability informing digital literacy.
- The move from physical to digital



# What is Driving Digital Transformation?

- More than a technology investment, it's a mindset shift
- Consolidating your environment into a handful of core platforms to manage key areas of business (sales, financial transactions, HR information)
- Need for advanced and new use cases: telemedicine & remote surgery, remote training utilizing virtual reality, Cyber factories



# Roadblocks to Digital Transformation

## The rule of three

- It's all about people and mindset
- **Three steps in transformation**
  - Get buy-in from your users
  - Ensure there's executive alignment
  - Don't hang your managers out to dry
- **Three steps in successful implementation**
  - Create a clear vision
  - Don't try to boil the ocean
  - Focus on people, speak to your audience
- **Three signs you've transformed**
  - Content that drives itself
  - Content that speaks to those that need it
  - Content transforms in appearance



# Now are you ready to transform?

Use this SWOT Analysis Template to guide you and your team

What are we looking for when we do this? **The result you want to achieve is a way to have a favorable economic impact on your bottom line**



## Performance Analysis - Strengths

What does your company do well in?

Where do you have a competitive advantage?

How strong is the core of your organization (people, processes, etc.)?

## Performance Analysis - Opportunities

Where do you see opportunities in your core business?

What services could you begin to provide?

What competitors are weak in process and staff areas where you are strong?

Can you go after their clients?

## Performance Analysis - Weaknesses

Where do you need improvement as an organization?

Where are you at a competitive disadvantage?

Are you lacking key team members or processes in your core business?

## Performance Analysis - Threats

What market conditions exist to challenge your current business?

Is your core business in danger of becoming obsolete or replaced with new technologies? If so, are you developing strategies to counteract these changes and offer revised services?

What other potential problems exist



# Presenter Contact Details

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@sitwithavis



<https://bit.ly/2qnd8Da>

[www.equals.org](http://www.equals.org)

EQUALS BUSINESS & LEADERSHIP  
COURSE FOR WOMEN IN TECH

HAVE YOU  
SIGNED UP?

*Learn how to make the best pho bowl*

Women's Economic Empowerment & Entrepreneurship in a Digital World

**31 October 2018**

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Foundations of Leadership

**28 November 2018**

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Turning an Idea into a Tech Business

**19 December 2018**

**#EQUALSinTech**