

*her*

# ***motivate*** (*her*)

Motivate(her) is a podcast that highlights influential women achieving excellence in their fields of passion. Motivate(her) aims to inspire students and young professionals to feel unbounded in choosing a career fueled by passion and ambition. We aspire to bring together a community of women pursuing diverse paths in life but connected through a shared commitment to striving for excellence and uplifting other women along the way.





Motivate(her) was founded by a group of students through the University of Calgary Scholars Academy Program as a step towards closing the gender power gap. As demonstrated by the findings from the Globe and Mail's recent investigative series, "This is the Power Gap," women continue to be significantly out-earned and outranked by their male counterparts. This issue can only be mitigated by amplifying and empowering female voices. When individuals feel represented in positions of leadership and success, they are more likely to view that path as feasible for themselves.

Motivate(her) strives to make a meaningful impact on the community by:

- Encouraging female leaders to share their insights, successes, and challenges overcoming adversity
- Establishing a platform that connects young women and female leaders (thereby promoting representation and inspiring the next generation)
- Creating content that explores how society and organizations can better achieve gender parity and representation

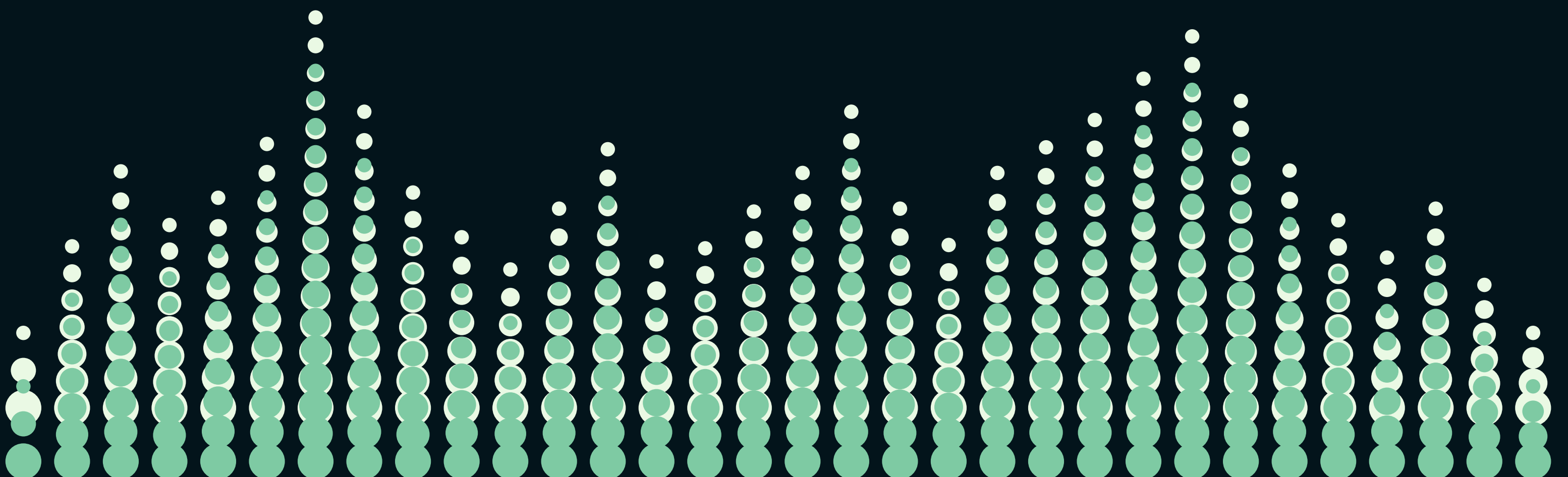
Through Motivate(her), we hope to disseminate meaningful learnings for young women, inspire the next generation of female leaders, and drive societal transformation towards a more equitable world.



## ***THE PODCAST STRUCTURE:***

Each podcast will feature one female leader. The podcast will be structured as a conversation between one or two Motivate(her) team members and the leader being featured. While the exact content of each podcast will vary to highlight each interviewee's unique story, passions, and values, the following elements will consistently be present:

- Giving the interviewee the opportunity to share their life story
- Questions and discussion between the interviewee and members of the Motivate(her) team
- A segment featuring the interview answering questions submitted from high school students





## ***WHAT TO EXPECT AS AN INTERVIEWEE:***

### ***Pre-Interview (Weeks 1-2)***

After receiving confirmation that you are willing to be interviewed, our team will set up an initial scoping meeting to learn more about your background and determine which topics you would like to discuss.

Afterwards, our team will conduct preliminary research to prepare your questions in advance of the interview.

Once the research is complete, we will reach out to schedule an interview time at your earliest convenience. You will be provided with all interview questions to review ahead of time.

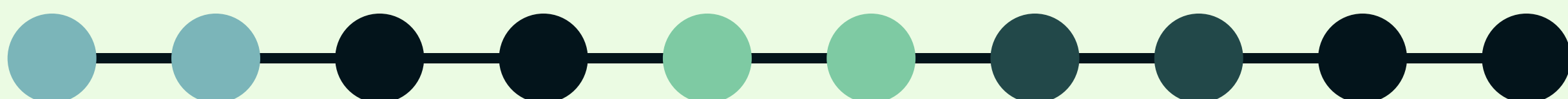


### ***Interview (Week 3)***

The interview will be approximately 2 hours in duration. Depending on your preference, the interview can be conducted either in person or virtually via Zoom.

During the interview, you will be asked questions by a member of the Motivate(her) team and by members of the community (i.e. high school students, male allies).

The interview topics will cover your background, the trends of the industry you are operating in, and any advice you have for organizations to elevate female voices and champion gender parity.





### ***Post-Interview (Week 4-5)***

The Motivate(her) team will edit the recorded material from the interview to include supplementary information and research.

The final edited podcast will be sent to you to review. Once you confirm that you are satisfied with the final podcast, the episode will be released on Spotify, our website ([www.motivateher.com](http://www.motivateher.com)), and our social media platforms.

### ***What We Require From You***

- 30 minutes of your time for the scoping meeting
- 2 hours of your time for the interview
- A short biography
- A headshot
- A signed media release form (to be provided)

