

# offerings

*A co-creative field for evolving women*

*Offerings* enhances the effectiveness of internal employee networks of women, alumni networks and women's conferences for the benefit of their membership, their organizations, their client and partner communities.

Women's networks not only have the potential to recruit and retain high caliber women professionals, they can go beyond traditional networking and training programs to address the key organizational issues of their companies. They can bring in and build new client relationships as well. Developing these capacities has everything to do with the communication and co-creative interaction that takes place between network members, face-to-face and virtually. Offerings' approach, using highly collaborative social processes combined with a respect for the power of story and conversation, shifts the culture, and consequently the capacity, of women's networks to do powerful, effective and unprecedented work.

Our braided approach includes the right blend of:

- **Consulting** in the design of highly participatory, collaborative in-person and virtual experiences that build connection, engage dialogue practices and co-create a shared purpose and process for becoming a more relevant and effective network.
- **Generating New Media** that tells a powerful, collective and ever-emerging story of the network's evolution. We believe that story is critical, that in forming and understanding the network's own unique story, we give voice to what has heart, meaning and purpose for its women members, foster growth and connection, clarify values and goals, and further the reach and effectiveness of the networks we serve. Examples of new media include podcasts, webcasts, online forums and webinars.
- **Tapping the power of Web 2.0 + Interactive Technology Platforms** to build, nourish and grow the community across geography by virtually exchanging and leveraging the networks' resource of knowledge, experience and creative capacity. The Web is a cost-effective way to create and distribute the new media, engaging additional members and continuing the conversations begun in person. Offerings will work within the existing capacity of a client, recommending and augmenting services as needed.

## Benefits:

The value Offerings can bring to an existing or emerging women employee network is one of building bridges and capacity, in the following arenas:

- First, within the network, we engage the members in relevant and creative conversations and build capabilities that enhance the sense of community and effectiveness, cultivating a culture of meaning, creativity and collaboration;
- Secondly, for the company, we support the network in making a substantial and positive contribution to the business, strengthening its business units and creating better relationships across the company as a whole;
- Lastly, for the network's outreach beyond the company, to include its customers, other networks of women, and organizations (profit & non-profit) who share concern and passion for business women's welfare and development, we build a robust, interactive and resource-rich field.

We invite you to join us, to connect us with women's networks who are ready to bring their purpose and contribution into being.

Contact us at [networks@offeringspublications.com](mailto:networks@offeringspublications.com).

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