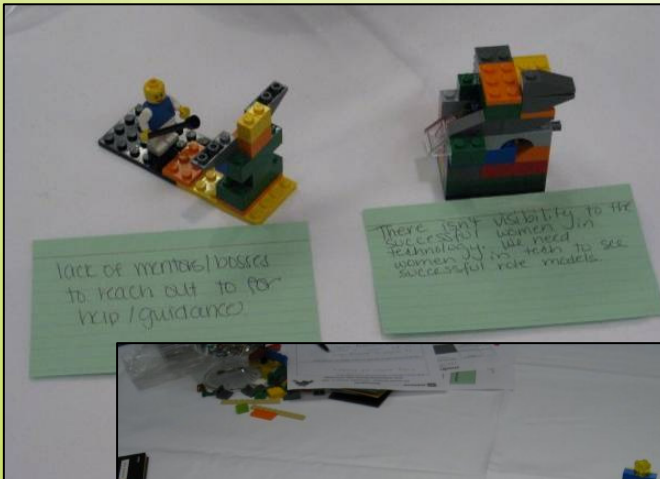


C H A L L E N G E

To help Microsoft improve diversity and empower women in technology.

A C T I O N S

- Facilitated one of several WomenBuild LEGO Serious Play events to engage Microsoft employees and members of their developer network in generating ideas and solutions to the challenge.



R E S U L T S

- Client comment: "You guys did a wonderful job to go beyond just driving awareness but also coming up with solutions – the feedback from the attendees indicates that it was a tremendously positive experience."
- Feedback was gathered from the events in 11 cities. Patterns were identified and then presented to Microsoft employees who developed actionable next steps during another LEGO Serious Play event. The next goal is to take WomenBuild to phase 2 - Design (analysis, prioritize, recommendations, architect programs to address issues).
- WomenBuild generated a lot of awareness from videos on Microsoft "channels" to an article in the Washington Times and a Facebook group with nearly 300 members.
- The WomenBuild program won the 2009 Q3 diversity award from Microsoft US.