



***Conversation.
Celebration.
Inspiration.***

Catalyst for Growth Evaluation Summary

Post-Event Survey Response

- Online survey to 366 participants
 - 92 respondents
 - 25% overall response rate

City	Sample size	Respondents	Response rate
Kelowna	78	18	23%
Victoria	65	20	31%
Prince George	67	15	22%
Vancouver	103	26	25%
Prince Rupert	53	13	25%
TOTAL	366	92	25%

Evaluation Results: Overcome the Impostor Syndrome Workshop

The workshop provided me with new insights about why I do not experience an inner sense of competence or success.

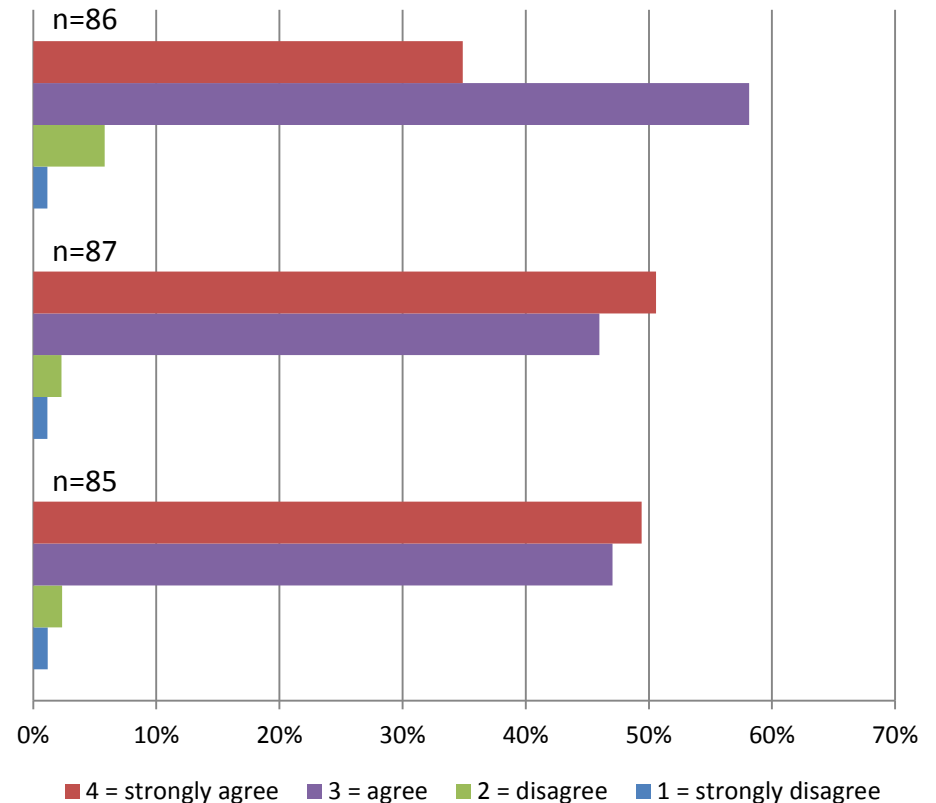
➤ 93% of people agreed or strongly agreed

The workshop allowed me to recognize my own patterns, coping and protecting strategies.

➤ 97% of people agreed or strongly agreed

The workshop offered me one or more actions that I can take to address the "impostor" feelings and move toward achieving my full potential.

➤ 96% of people agreed or strongly agreed



Evaluation Results: Workshop and Dialogue

- 97% will be able to apply what they learned in the workshop to their business/career
- 97% felt the workshop was the same or better than other workshops, or had nothing to compare it to
- 94% felt the dialogue format provided them an opportunity to be fully engaged and offer their input



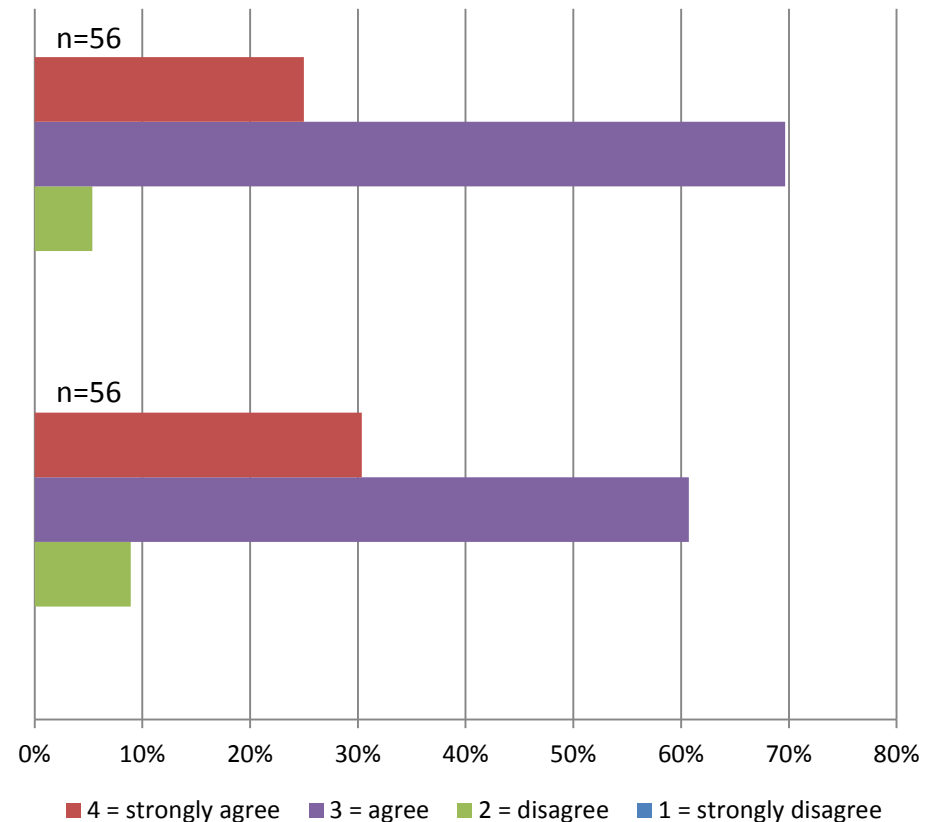
Evaluation Results: Collaborative Dialogue

The dialogue helped me better understand the barriers that prevent women in my region of BC from reaching their full economic and career potential.

➤ *95% of people agreed or strongly agreed*

The dialogue allowed me to understand several important solutions that could help overcome the barriers.

➤ *91% of people agreed or strongly agreed*



Evaluation Results: Collaborative Dialogue

The dialogue allowed me to identify one or more actions that I can do to remove barriers that limit my own economic and career potential.

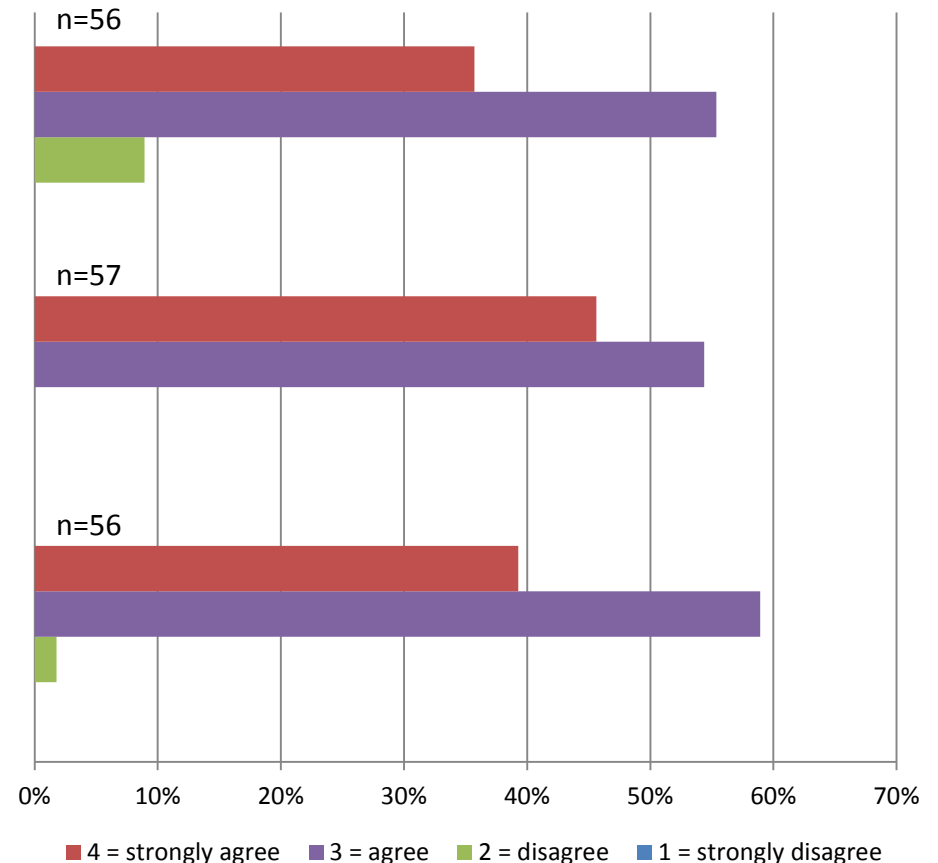
➤ *91% of people agreed or strongly agreed*

The dialogue allowed me to identify one or more actions that I can do to support, champion, or assist other women to realize their potential.

➤ *100% of people agreed or strongly agreed*

The dialogue allowed me to expand my business/personal network of contacts.

➤ *98% of people agreed or strongly agreed*



What are the top two ACTION ITEMS that you feel should be done in YOUR community to advance women's economic growth?

	Frequency						
	Kelowna (n=16)	Victoria (n=16)	Prince George (n=13)	Prince Rupert (n=10)	Subtotal	Vancouver (n=23)	TOTAL
Mentoring	5	9	4	2	20	2	22
Role Model/Challenge Status Quo	3	5	2	4	14	4	18
Issue & Support Awareness	3	4	2	2	11	7	18
Training & Education	5	-	3	1	9	8	17
Workshops & Programs	4	2	2	1	9	3	12
Networking	2	1	2	3	8	2	10
Champions	1	2	2	-	5	2	7
Childcare/Family Support	-	1	3	1	5	3	8
Involvement of Men	1	2	-	2	5	-	5
Resource Centre/Incubator Spaces/Partner Collaboration	-	2	-	-	2	2	4
Political/Government Support	1	-	-	-	1	2	3
Web-Based Platform	-	-	1	-	1	-	1
Access to capital	-	-	-	-	-	2	2
Other	6	2	3	3	14	7	21

Which of the strategies for advancing women's economic impact do you feel YOU will benefit most from?

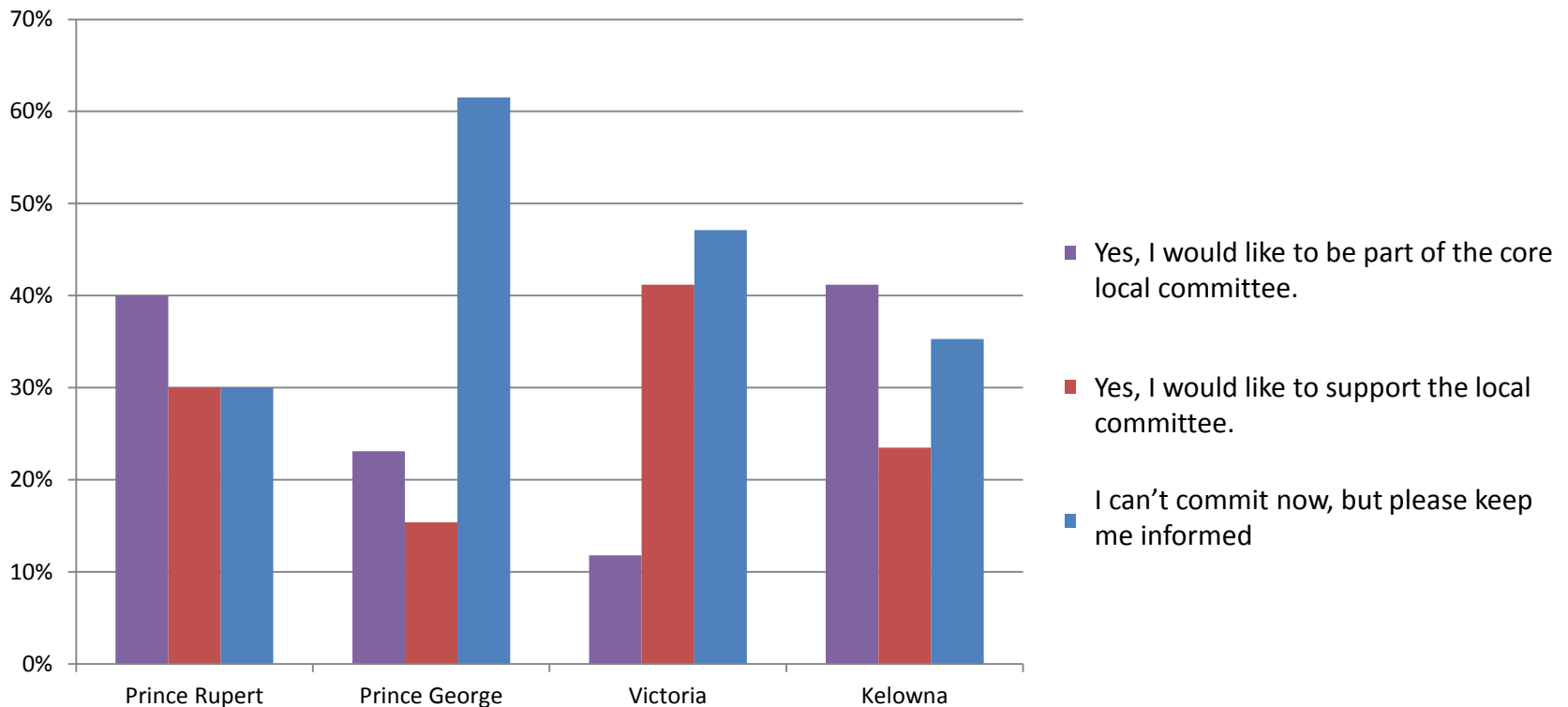
	Growing women in leadership roles	Growing women entrepreneurs	Growing women in trades and emerging sectors
Kelowna (n=17)	65%	29%	6%
Victoria (n=16)	56%	44%	0%
Prince George (n=13)	46%	23%	31%
Vancouver (n=26)	46%	54%	0%
Prince Rupert (n=10)	60%	40%	0%
Combined average	54%	40%	6%

Which of the strategies for advancing women's economic impact do you feel your COMMUNITY will benefit most from?

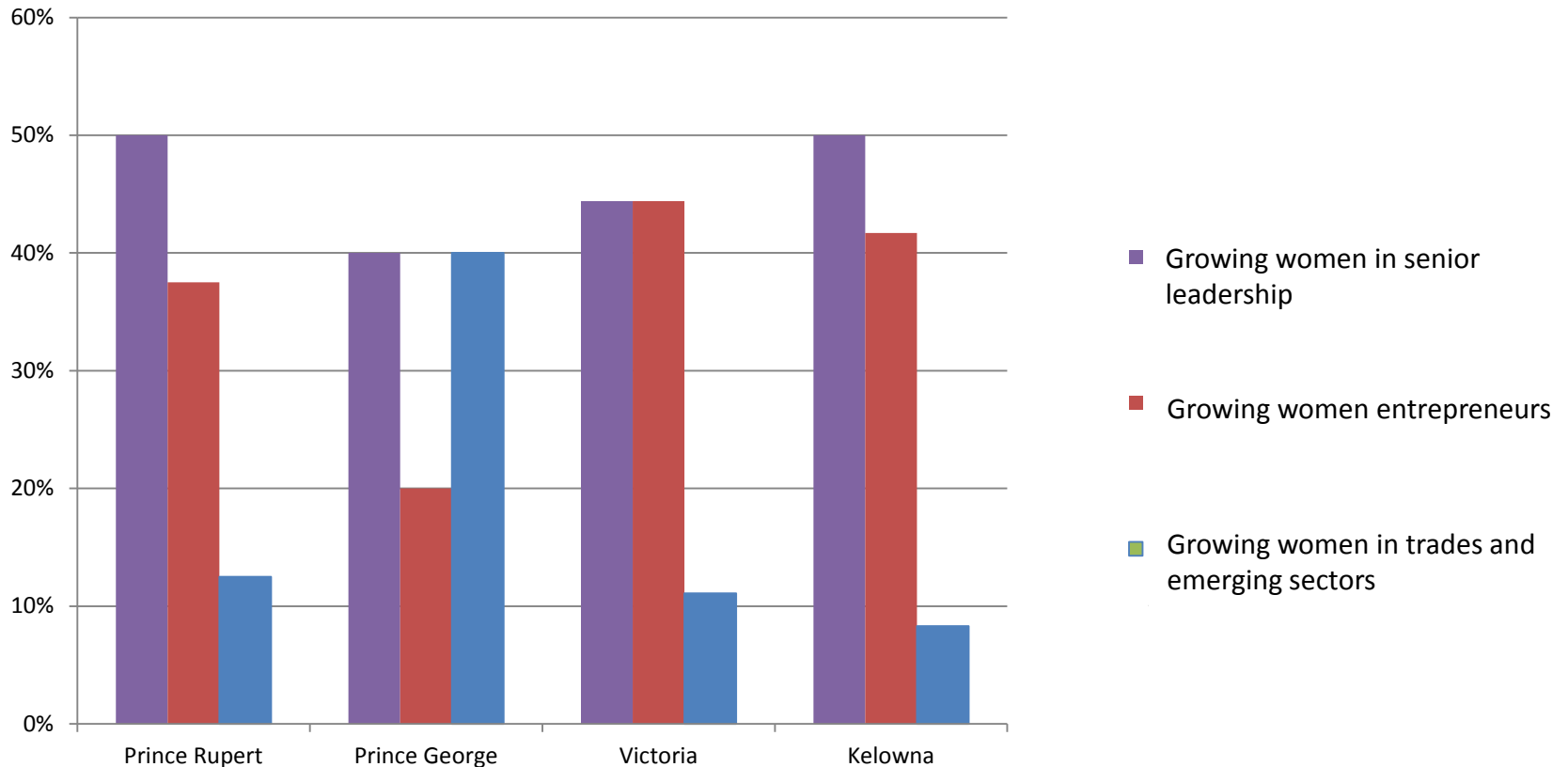
	Growing women in leadership roles	Growing women entrepreneurs	Growing women in trades and emerging sectors
Kelowna (n=17)	24%	47%	29%
Victoria (n=16)	24%	65%	12%
Prince George (n=13)	31%	31%	38%
Vancouver (n=26)	20%	44%	36%
Prince Rupert (n=10)	30%	10%	60%
Combined average	24%	43%	33%

Are you interested in either being part of the core committee in your community or supporting your local committee?

56% of respondents expressed interest in being involved in Phase 2 of the project



If you would like to be involved in Phase 2, please indicate which track you would like to represent.



Event Feedback

“The speakers, each of them in their own way, were highly inspiring. I appreciated that there was many opportunity to talk with and to listen to other participants. One of the most instructive and dynamic workshop I ever had. Congratulations!” – Kelowna Participant

“I thought the day was great. I liked how the morning session was a different type of involvement from the speaker in the afternoon. Some of my female colleagues and I are already continuing the momentum and are meeting as a group tomorrow in fact! I think it would be terrific to have such an event/gathering as a community twice a year. Thanks!” – Victoria Participant

“Very well done. Appreciate the commitment to women in the north.” – Prince George Participant

“Dr. Valerie was a phenomenally engaging and effective facilitator. She was equal parts informative and entertaining. Big kudos for bringing her to Vancouver for this session.” – Vancouver Participant

“Thank you for bringing this event to Prince Rupert. I really enjoyed all the dialogue and information.” – Prince Rupert Participant