



**The BWBW Program — Powered by the R<sup>3</sup> Method™**

## The BWBW Program – Powered by the R<sup>3</sup> Method™

The Bring Women Back to Work program is a 12-month, structured journey designed to support experienced women in returning to work and succeeding long term.

The program is built on the R<sup>3</sup> Method™: Return · Retain · Rise, ensuring that support does not stop at re-entry, but continues through transition, confidence-building, and long-term growth.

The content and pacing of the program may evolve over time to reflect participant needs, partner input, and labor market developments.



## Program Duration & Format

- Duration: 12 months
- Format: 100% online
- Cohorts: Twice per year
- Participants: 50+ women per cohort across Europe

The program combines structured learning, coaching, mentoring, and community engagement throughout the year.



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# How the Program Works The R<sup>3</sup> Method™

## RETURN – Confident Re-Entry (Months 1–4)

This phase focuses on skills, readiness, and confidence for re-entering the workplace.

Key elements include:

- Program kick-off and onboarding
- Introductions to Salesforce, Workday, AWS, AI fundamentals, and digital tools
- Technology workshops and certification preparation
- CV, interview, and personal branding workshops
- Career ecosystem overview
- First coaching and mentoring sessions
- Regular community touchpoints (“All Hands” calls)

The goal of RETURN is to ensure participants feel prepared, capable, and confident to re-enter the job market.



# RETAIN – Sustainable Transition (Months 5–8)

This phase supports women after re-entry, focusing on sustainability, confidence, and workplace navigation.

Key elements include:

- Ongoing mentoring and 1:1 coaching
- Workshops on:
  - confidence and imposter syndrome
  - consulting fundamentals
  - project management
  - communication and professional English
  - mental fitness and emotional resilience
- Peer-to-peer learning and community sessions
- Continued technology and skills deepening

The goal of RETAIN is to reduce early drop-out risk and help participants stay and succeed in their roles



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# RISE — Long-Term Growth & Progression (Months 9–12)

This phase prepares participants for long-term career growth, visibility, and progression.

Key elements include:

- Advanced workshops on:
  - leadership and visibility
  - emotional intelligence at work
  - unconscious bias and self-belief
  - financial independence
  - sustainability and future skills
- Advanced AI, design thinking, and innovation workshops
- Continued coaching and mentoring
- Peer coaching with certification
- Final feedback sessions and graduation

The goal of RISE is to support participants in growing beyond re-entry roles and building sustainable future-ready careers



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# Continuous Support Throughout the 12 Months

Across all three R<sup>3</sup> phases, participants benefit from:

- Regular mentoring sessions
- Individual and group coaching
- Community “All Hands” calls
- Access to a strong ecosystem of partners, trainers, and role models

This ensures continuity, trust, and long-term engagement throughout the year.



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## Powered by Our Content & Ecosystem Partners

The BWBW program is made possible through the collaboration of a broad ecosystem of technology, coaching, and content partners, who contribute expertise, tools, and learning experiences across the 12 months.



**Enjoy the journey.**

**You won't be the same at the end.**

**Because returning to work isn't just about a job**

**it's about rediscovering confidence, direction, and possibility.**

*with gratitude  
your BWBW Team*



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