

# The Magenta Project

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Empowering Female Leaders





**Women make up  
less than**

**30%**

**of all international  
seafarers\***

\*International Maritime Organization 2021 Report

## THE VISION BEHIND The Magenta Project

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Sailing is a unique sport. Not only as host of the battle between human, machine, and nature, but as one of few professional sports where men and women compete together.

Onboard race boats, women face similar challenges as they do still in the boardroom – from discrimination to lack of developmental support. The Magenta Project is an award-winning global charity, created to build a sustainable network and programme to ensure more equity and inclusion for women in our sport.





# Mission STATEMENT

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The Magenta Project is **driving change** and **inspiring** gender equality, **equity** and **inclusion** through our global sports network.



# Our Work - Index


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- Mentoring Programme
- Outreach & Networking
- Talent Development
- Global Talent Network
- Policy & Consulting

# Mentoring Programme - Mentees

- Offshore, Inshore, Foiling & STEM pathways, over 200 global women
  - Launched in 2018, curriculum in 2022
- Core career skills, followed by sailing building blocks in second half of term
- Sailing content follows pathways and brings in expert guest speakers to engage in Q&A sessions or technical presentations



<b>OCTOBER</b> <b>Orientation:</b> Intro to TMP Mentoring & Time Management	<b>NOVEMBER</b> <b>CVs &amp; Career Mapping:</b> CV and personal branding workshop, plus career mapping exercise	<b>DECEMBER</b> <b>Campaigns &amp; Sponsorship:</b> how to manage a campaign, from the basics and much more
<b>JANUARY</b> <b>Fitness, Nutrition, Mental Agility:</b> performance, mental wellness and fortitude	<b>FEBRUARY</b> <b>Inshore/Foiling Pathways:</b> OLY, Match Racing, Foiling, overview of leagues/classes	<b>MARCH</b> <b>Offshore Pathways:</b> offshore events, fleets, pathways, panel discussion
<b>APRIL</b> <b>Weather &amp; Navigation:</b> reading forecast, inshore vs offshore navigating, common software	<b>MAY</b> <b>STEM:</b> careers, educational programmes, apprenticeships, skills	<b>JUNE</b> <b>TBD: to be determined by proposals and votes among Mentees</b>

# Mentoring Programme - Mentors

- Launched in 2023
- Designed with academic & executive leadership professionals
- “TMPTake30”: 30 minute monthly mentoring coaching sessions
- Scalability – expand reach with mentor training



## MENTOR Curriculum Calendar

### OCTOBER

**Orientation:** Intro to TMP Mentoring & Time Management

### NOVEMBER

**Goal Setting:** Tips and tricks regarding Action Plan and Goal Setting

### DECEMBER

**Values & Drivers:** Exploring what drives your Mentee & how to use values to succeed

### JANUARY

**Art of Mentoring:** Learn about the Socratic method for better mentoring sessions

### FEBRUARY

**Mental Strengthening:** Tools to build mental strength through thought mapping

### MARCH

**Feminine Performance:** Challenges, resources, and needs regarding feminine performance

### APRIL

**Leadership Styles & Strengths:** Identifying and optimizing mentee's core strengths

### MAY

**Habits for Success:** Leaving your mentee with good habits and resources for success

### JUNE

**Mentors Debrief:** Final Mentors debrief, sharing triumphs and challenges, and how to improve





## Talent Development

The Magenta Project partners with leading brands and events to offer clinics and workshops for training and recruitment of female talent.

We've worked with Foiling Week and international IMOCA events to offer internships & clinics, as well as skill and network development with industry leaders North Sails, Harken, and Future Fibres.



## Communication & Outreach

Part of our work in driving change in global sport is sharing inspiring stories and hosting important conversations with all stakeholders.

On the 2023 The Ocean Race, The Magenta Project hosted “On the Horizon” equity and inclusion panel discussion series featuring local and international industry leaders at stopover events in Alicante, Cape Town, Newport, and Genoa.

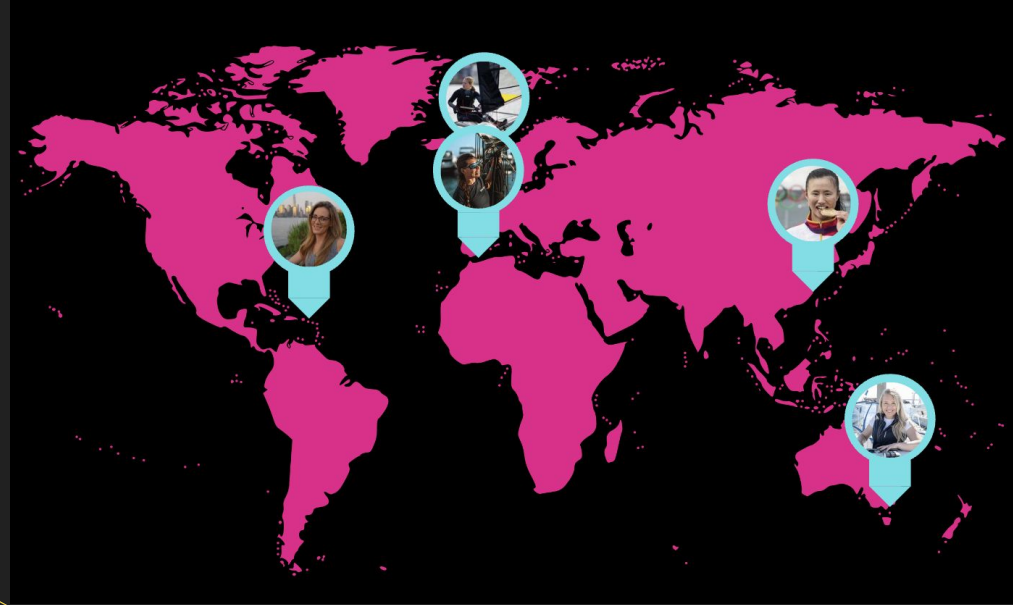




# Global Talent Network

The Magenta footprint of talented professionals reaches around the globe, thanks to our dedicated international alumni and our associated events network.

Wherever our Magentees go, there's usually some Magenta presence. Even if not physical, Magenta supports women pursuing careers in the industry knowing they have a world of talent behind them.

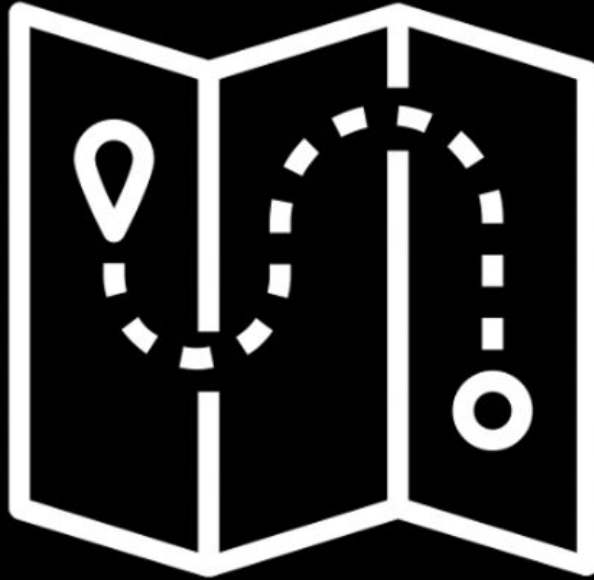


# Policy & Consulting

Equity and inclusion in a co-ed professional sport presents unique challenges, The Magenta Project offers the support and resources for organisations to adopt best practices and policies.

The Magenta Project has offered consulting and thought leadership to organisations around safeguarding women in sport and generally in the workplace, and has advised on implementation of fair [Maternity Policy Recommendations.](#)





## Getting to Goal Setting: Mapping the Pathway

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1. Mentee Self assessment
2. Exploring Pathways
3. Building Authentic Connections
4. Understanding Mentee Story
5. Mastering Basics
6. Managing Expectations
7. Review, Revise, Reset, Repeat



# Contact

## The Magenta Project

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