Lessons Learned

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Founders
Women who work in, with and for the woods
Jess Kaknevicius
Professional, outdoorsy, mom, athlete, city dweller

Lacey Rose
Forester, outdoors woman, video personality, country dweller
less than 20% Of the forest sector is female Representation Females are not represented in senior leadership roles or on boards
WOMEN ARE ENTERING THE SECTOR

We have seen an increase in enrollment of females in natural resource programs across Canada.

BUT ARE THEY STAYING?

Do they need more support? Do employers need to improve their practices? What is making them leave?
Goals

- Build a community of women who work in, with and for the woods
- Encourage women to pursue careers in the forest, wood and related sectors.
- Help WIW succeed in their career goals by collaborating for success, sharing information, improving skills and navigating the workplace.
Women in Wood provides a network that gives women a platform to meet others in their field, build mentorship opportunities, ask questions about their careers, and learn about advancement opportunities.
Panel Discussions
Host WIW discussions at key events

Blog
Highlighting women at various stages of their careers

Events
Encouraging members to host events to bring together WIW in their community
ONLINE LEARNING AND HANGOUTS

Bringing together WIW from around the world to meet, learn and have meaningful discussions
10 Lessons Learned

We have many, but these are just a few
There is huge power in building a network

WIW brings together diverse women from around the world - member generated
Providing a safe space for questions drives meaningful conversation.
If you need help, sometimes all you have to do is ask.

There are no stupid questions.
Sometimes you need a nudge to negotiate for yourself.

The network has helped women explore their self doubt.
Ill fitting field/safety gear can impact confidence

Safety gear has not traditionally been made with a woman in mind.
Men appreciate seeing and hearing the perspectives and experiences of women.

WIW conversations are not only for women.
Providing a platform for women that is not "owned" by anyone is powerful.

And this can lead to powerful conversations.
Mentorship is a beautiful thing

WIW provides the opportunity for women to meet other successful women.
There are many women working in forestry and putting a face to them is important.

WIW Facebook network has over 1,600 women!
Everyone loves a good t-shirt

Over 1,000 shirts sold worldwide.
Where do we go from here?

WE HAVE LEARNED A LOT, BUT THERE IS STILL A LOT TO DO
Opportunities

Grow

Connect

Create
Challenges

- Funding
- Ownership
- Time
I am not a woman, why does this matter to me?

Anyone can be a WIW ally.
Be a Woman in Wood Ally

- Provide equal access to learning and growth opportunities
- Be supportive of the goals of WIW - understand that women face different challenges
- Don't overlook women for opportunities
- Reflect and review leadership at your own organization
- Think about what you ask women vs. men to do
- Use #womeninwood to promote women within the sector
- Don't sit in silence - be an ambassador
Learn more
Facebook (women only)
Twitter
Instagram
LinkedIn

www.womeninwood.ca