

[00:00:02.180] - Aileen Day

Welcome to The Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become the sought-after leader in your industry. I'm your host, Aileen Day, now onto the show.

[00:00:30.480] - Aileen Day

G'day, everybody, and welcome back to another episode of The Value Driven Brand podcast, I am your host Aileen Day, and today I am joined by an absolutely fantastic and just insatiable amount of knowledge guest. Her name is Dr. Jenine Beekhuyzen, and she is the owner and founder of the Tech Girls Movement Foundation, and I know every week I say that I've got a special guest but Jenine, ever since I met her, I have been fan-girling all over her work and her initiatives and everything that she does in her organisation.

[00:01:10.050] - Aileen Day

And we're going to learn a little bit more about her but let me introduce her, Jenine is an OAM, that's right, she's that important, she's a futurist who believes that existing structures and technology and industry must change in order to serve tomorrow's digital landscape and that our children's future job prospects depend on it, I couldn't agree more. Her focus is on leadership, innovation, and education to champion Australian tech entrepreneurship and address the necessary rebalancing of gender roles within the traditionally male-dominated STEM, which is science, technology, engineering, and maths space. Jenine, thank you so much for joining me today, it is so, so awesome I'm looking forward to learning more about what you do, how you do it, why you do it.

[00:02:08.830] - Jenine Beekhuyzen

Thank you so much for the introduction.

[00:02:52.490] - Aileen Day

Thank you so much for joining us today, Jenine, how are you going?

[00:02:57.960] - Jenine Beekhuyzen

Thanks, Aileen for having me, super excited to talk to you about all things STEM and efficacy and young people today and value-driven brands most importantly.

[00:03:05.340] - Aileen Day

I can't, I can't wait. So, you know, I've given everyone a little bit of a snapshot as to what you do, but I always do love to hear the back story. What got you to creating the Tech Girls Movement Foundation?

[00:03:23.660] - Jenine Beekhuyzen

Great question, and I guess I get bored pretty easily, to be honest, and, and Tech Girl's came from a passion that I had, I worked with young people for a really long time around, giving girls awareness and exposure around STEM careers. So particularly in IT, that's my background is in technology, so trying to give young people opportunities to see what their potential is and unlock that so they can actually solve the world's biggest, the most important problems.

[00:03:46.520] - Jenine Beekhuyzen

And so I guess I've been doing it part-time for a long time volunteer. And that's I guess where the OAM came from, it came from sort of ten thousand hours of volunteering, I guess is one way we can think about it. And then I decide to turn into something a bit more substantial, and here we are eight years later, which is not bad for a not for profit, starting with no capital, no, not really a lot other than a real passion. But eight years later, we've got a great team and we've reached more than ten thousand girls across Australia, New Zealand with hands on programmes.

[00:04:15.380] - Aileen Day

That is so amazing, so when you say hands-on programmes, what are the kind of programmes that you're working on with them?

[00:04:23.420] - Jenine Beekhuyzen

Yeah, mostly it is design thinking, so we go into schools, we run one-day workshops where girls get the opportunity to find a problem they care about in their local community. They research and other people try to solve it and then design their own solution, and they build it up and then they, they pitch it back to everyone in the audience.

[00:04:39.080] - Jenine Beekhuyzen

And we do that over one day, we do it over a weekend, and we also do it over a 12-week period which we're doing right now, and we have about 600 girls across Australia and New Zealand in their fifth week, about 12-week programme right now. And they're all building up to solve problems in the community they care about, and the beauty of that is they all come from such different places that they also have such different problems in so many interesting ways.

[00:04:59.450] - Aileen Day

That is so fantastic, and you said so you do Australia and New Zealand and do you find that there's, is there any similarities or is the differentiation between those community challenges and concerns really different between the two countries?

[00:05:20.540] - Jenine Beekhuyzen

Interesting, this certainly in the last couple of years, been a lot more talk about mental health and managing our own, I guess, anxiety and I guess personal challenges, that certainly we've seen a spike in that. But a lot of those solutions are very geographically based so, for instance, we might have a team in New Zealand who have an app to help manage if we have a disaster for, say, a volcano or some other natural disaster, because obviously, we wouldn't necessarily have something quite like that.

[00:05:50.480] - Jenine Beekhuyzen

But then we have, for instance, we had regional girls in north Queensland who created an app to report, sorry to report domestic violence anonymously in their community because that's what they were seeing every day in the street and they wanted to do something about it. So it's stuff that young people really care about and they want to find their own way to create a solution for it.

[00:06:07.460] - Aileen Day

Isn't that so fascinating? So this is actually the key to what you do as part of the tech girls movement? It's not just about the fact that you're teaching them how to operate and to set up a business or an entrepreneurship, but you're also creating them, they are also creating apps to support those solutions aren't they.

[00:06:34.460] - Jenine Beekhuyzen

Absolutely, and it's truly beautiful to see them find something they care about and just run with it, and we don't often get that opportunity in our traditional education system. We're often told the topics we need to study and the problems we need to think about, whereas the thing that works for our programme is that girls get to pick any problem at all they care about anything at all.

[00:06:51.170] - Jenine Beekhuyzen

We've had from having this thing called a 'shark fin', when you put your hair up in a ponytail and you get this thing down the middle, we had girls wanting to solve the 'shark fin' because they cared so much about it. I don't care, that's great. They're working together, they care, we've got others trying to solve global warming, you know, extremes, but it's all about getting them motivated to just do something creative and, and there's no bad ideas and let's work together on a team and we can actually make a difference working together.

[00:07:14.120] - Aileen Day

Yeah, I think that's also really important is that, you know, I have an 11-year-old and trying to find things that they value outside of a PS5 is always very interesting. It's a, it's an activity that you could potentially, not banging your head against a brick wall, and I know that I have friends, for example, who if they need to or if they want to discipline their child or if they want to engage their child, trying

to find things for them to care about is actually half the battle.

[00:07:52.430] - Aileen Day

So I love that this programme really has them tuning in to, find for themselves, those things that they care about without judgement, without the judgement. Because as I mentioned to you last year, I was mentoring a group of school children who were doing an entrepreneurial programme through their high school at Haileybury. And again, I found the same thing, you know, one wanted to create a solution around broken lockers in the school, in the schoolyard, and then another group wanted to create a, a device of some description that would help you track down lost animals.

[00:08:39.230] - Aileen Day

And then another one, like the hair thing, another one literally made, made a scrunchie that didn't, didn't lose its like form or something, I was like oh wow, well, these are very different. But they loved it, and you think, you know what, good on you getting out of your little bubble and finding something that you and you said the magic word passionate about.

[00:09:07.250] - Jenine Beekhuyzen

Absolutely, and the passion just goes so far, I mean our primary school winning team, last year, they created an app to map out all of the parks across Queensland, and so, children who don't have full abilities can find a park this is suitable for them, this is something the council doesn't do, but 11-year-olds doing it.

[00:09:23.180] - Aileen Day

Oh, my goodness.

[00:09:24.020] - Jenine Beekhuyzen

Great right?

[00:09:26.100] - Aileen Day

They said...

[00:09:27.740] - Jenine Beekhuyzen

They had a 50-page business plan to match it as well.

[00:09:31.830] - Aileen Day

To be honest, I help business owners write business plans and that's probably more disciplined than most business owners.

[00:09:39.570] - Jenine Beekhuyzen

They've got a better one than I do.

[00:09:42.450] - Aileen Day

Already ticked off to them, that is so phenomenal. And to be able to, you know, to, to put that together and then be able to go to different shires and, and I'm sure that kind of app is transposable no matter where they go, they can use that, that information to, to do the same thing in all different shires, to help kids everywhere.

[00:10:04.410] - Jenine Beekhuyzen

Absolutely, absolutely and we have some teams, this is their fourth year in the competition, coming back with new ideas each year, and it's so exciting to see that it's, the scaffolded of the programme there's been so many options to just explore new ideas.

[00:10:15.690] - Aileen Day

Yeah, absolutely, I love that, oh, can you see why I love this woman? My goodness, she's so bloody cool. But this...

[00:10:25.730] - Jenine Beekhuyzen

I do have a cape on the wall as well.

[00:10:27.480] - Aileen Day

Yes see, there you go, and she is a superhero, you know it.

[00:10:31.140] - Jenine Beekhuyzen

That's why I have capes everywhere, ready to go.

[00:10:34.620] - Aileen Day

Exactly, what do they say? Some, some heroes don't wear capes, look at Jenine. But this is The Value Driven Brand podcast, and Jenine, I know that you have got some amazing insights into what you believe and know creates a value-driven brand. And the first one that I want to talk to you about is working above or below the line and knowing where the line is. What does that actually mean for us as business owners, as leaders, as entrepreneurs? What does that, what does that mean for us?

[00:11:12.050] - Jenine Beekhuyzen

For me, it means and hopefully for you as well, it's about knowing your values, I think, to start with and then making the decisions from that point, and I think once you're clear what your values are, those decisions become quite easy. And as a business owner and operator manager and I guess to give an example running a not for profit particularly, I have a lot of very challenging decisions to make and some of them are ethical issues, for instance, you know, as a non-profit, it's very difficult to raise funding.

[00:11:39.470] - Jenine Beekhuyzen

We have a company that comes for us and says we're a sports betting company and we'd like to donate money to you, will you take our money? And it's a tough one because we need the money desperately, but of course, the ethics around that, so we have to do a due diligence and make decisions like that and that's ultimately up to me. So every decision I make that I have about a thousand people I need to consider.

[00:12:01.610] - Jenine Beekhuyzen

So I have my board, I have my team, I have all of my tech girls in the programme is 600 at the moment, I've got one hundred fifty mentors, all of the parents, all their teachers, that whole ecosystem of people. If I have to think of all of them each time I make those challenging decisions and I think that's what I mean about the line, is when, you know, that line is, it's become easier to make those decisions. But I think as far as business owners, we need to establish what that line is and once you do everything else is fine easier.

[00:12:29.660] - Aileen Day

Yeah, absolutely.

[00:12:30.750] - Jenine Beekhuyzen

It's day to day decisions.

[00:12:32.120] - Aileen Day

I mean, I have a set of business values which are very, very closely aligned to my personal values, and I love, I love when I have new or have clients who are new to business and one of the very first things that we do is we set out their brand vision and their brand and business values, and they always say, "What, I don't know what my values are?", and I always said, it's as simple as this. What are your absolute non-negotiables when it comes to dealing with people? And they're like...

[00:13:09.000] - Jenine Beekhuyzen

Absolutely.

[00:13:09.610] - Aileen Day

"I don't know."

[00:13:10.400] - Jenine Beekhuyzen  
That's your line, right.

[00:13:12.050] - Aileen Day  
That's your line, and, and they say, shouldn't it, shouldn't it be harder than that? I'm like, "Nope, that's as, that's as hard as it needs to get." And they, you know, even if they need further coaxing into understanding what that means, and I say to them, "Do you want to work with someone who doesn't pay you on time?" And they go, "Oh no, no, I don't wanna do that.", "OK, cool, do you want to, do you want to work with people who say they're going to do things but don't do things?" And they're like "Oh no, don't, don't want to work in that."

[00:13:39.070] - Jenine Beekhuyzen  
Nothing worse.

[00:13:39.680] - Aileen Day  
Nothing worse, I said, "OK, so integrity might be a value that you enjoy." They're like, "Oh yeah, yeah, yeah, like integrity." So, and it's funny because I think naturally we don't necessarily think like that we know the behaviour that we don't want to deal with but then to articulate that into a word is sometimes where we kind of become a little bit stuck. But I think that makes so much sense because now you have those brand values and you can say, right, well, I know what I'm willing to put up with, and that's below the line and I know what I'm willing to work with, and that's about the line. Because of those articulated values that I now have, and yeah I couldn't agree more, they are just so important.

[00:14:34.370] - Jenine Beekhuyzen  
Absolutely, and I did a little Bernie Brown exercises, he has a thing where you identify your values, and I think you had to highlight two of them out of a list of, I guess, of ten and you get to five, then you get to two. And I think mine were courage and kindness, and I realise that does come across into the not-for-profit as well, and in everything I do, I try to come from a place of kindness and being courageous is really important as well, and just getting up every day and keeping on going, no matter how good or challenging it is on that particular day.

[00:15:01.970] - Aileen Day  
Yeah, absolutely, and it's interesting because, you know, to be courageous also, it can be quite scary and...

[00:15:10.370] - Jenine Beekhuyzen  
It's very scary, on a daily basis.

[00:15:12.860] - Aileen Day  
You've got to get past the fear of, you know, and it's interesting, I was actually just yesterday doing a live broadcast and we were talking about playing small, and, you know, obviously if you're playing small, you're not being courageous. But then the reality is if you are not being courageous, you actually fearful of failing or are you fearful of being a great success? And the reality is that for many of us were actually unconsciously scared shitless of being a great success because it's more likely that we will.

[00:15:48.710] - Jenine Beekhuyzen  
Absolutely, and someone pointed that out to me probably about 15 years ago, exactly what you said then, and sense of the scale of success, and I've never even considered it before, and, and the point was, what happens if you are successful? And it's like, that could be pretty good too. Change your mindset, and mindset is everything right? Mindset is literally everything.

[00:16:06.110] - Aileen Day  
It really is, and just to have things reframed for you, to make you, like you said, you know, you're like wow I never thought of that, my tiny mind is exploding right now. And, and it's interesting because I think there needs to be more of that reframing for people in business and people who are wanting to help others, but maybe don't quite feel courageous, so I love that.

[00:16:34.270] - Jenine Beekhuyzen

That's why I'm starting with girls, because I figure if we can get a bit of courage in our young people and help them become critical thinkers and, and contribute to the world in a really positive way, I think that's a good start if we can do that from a young age.

[00:16:45.400] - Aileen Day

Yeah, explain to me, I mean, I know what it means, but explain to us in, in your line of work, what does critical thinking mean?

[00:16:57.310] - Jenine Beekhuyzen

So one example of critical thinking would be taking all problems and trying to solve them in new ways with technology and, and so many opportunities, and it's about being curious. It's about being scared of failure, but doing it anyway.

[00:17:15.290] - Aileen Day

Yeah, yes.

[00:17:16.490] - Jenine Beekhuyzen

Really, really important and, and I think maybe later, but something about faking it, like I think we're all making stuff up we're all just, you know, trying our best, and some of us are better at it than others, and I think just give it a go. What's the worst that could happen? Literally. And I was talking with people yesterday and they go, "Ah, I want to do this presentation, but what if one turns up?", it's like what if no one turns up? So what, what have you lost? You've literally nothing, I had that happen to me last week, no one turned up to a webinar we'd organised,

[00:17:43.700] - Jenine Beekhuyzen

I was like, let's do it anyway; so we recorded it, we put it online, it was fun, we want to have the conversation and people get value out of recording and who knows when people do turn up what value they'll get, so just give it a go. And I'm a big fan of the 80% rule, so hopefully, you can take that back to the office, the 80% rule for me is as long as you get things 80% right, no one else actually knows about the other 20% that's in your head, like it's literally in your head no one knows. And that's the stuff we worry so much about, "Ah what about that stuff we got wrong.", no one knows any of that. So if you could just go by the 80%, get it 80% right, and you're doing 80% better, so done is better than perfect I would say.

[00:18:18.980] - Aileen Day

Absolutely and do you.

[00:18:21.140] - Jenine Beekhuyzen

80% is good.

[00:18:21.680] - Aileen Day

I more so now as a consultant than I probably recognised in my career, my corporate career, I notice now that I come across a lot more perfectionists and part of me looks a that, and I wonder if it's an entrepreneurial kind of trip hazard where we, if we, if we are perfectionists, we never have to release something, we never have to take the next step, we never have to actually have that courage because it's never ready, it's never perfect. So until it's perfect, we're not putting it out there, but to me, I look at that and I go, well that's just bullshit, you're just, you're just hiding.

[00:19:10.250] - Jenine Beekhuyzen

Totally, just perfection is a total myth, you can't have perfectionism, it's actually, I don't think it's attainable at all. I think lower your expectations, because you're always disappointed if you're a perfectionist, you're always disappointed because you never get to being perfect. And what a lot of pressure to put on yourself and so I think 80% get it 80% right, get it out there, and no one else knows about the rest. And that's I'm a big fan, and people say my works great enough to go, I do 80%, I'm good with that, probably a bit more, but I'm good with that.

[00:19:41.390] - Aileen Day

Yeah, I completely agree with that, I even said that the other day, I was doing a I was teaching myself, I was teaching myself how to do automations in active campaign, and it didn't look the most...

[00:19:54.867] - Jenine Beekhuyzen

Have fun.

[00:19:55.740] - Aileen Day

Oh, I know right, so, so exciting, but it didn't look the way that I wanted it to look in my head, but I knew that I had challenged myself and was holding myself accountable to produce something by a deadline, and I thought, you know what, I've actually already put this off a week. I'm not going to and I lead, so I leave what's called a momentum business accelerator programme, which is a group coaching team.

[00:20:25.400] - Aileen Day

But I always feel this pressure that I can't put things off, I can't let resistance win, I can't let myself play small because I am here being paid by other business owners to push them to do exactly the opposite, so I have to lead by example, I have already pushed this back a week and I was like, Oh, I don't know what I'm doing, and then I don't know if I can't push it back another week, I can't turn up and I haven't done it yet. And then they say, well, why not? Because if it was us, you'd be asking questions, and so I said the other day, I was like getting it done, and I was like, oh, this is ugly. It's like, you know what? It's good enough, it's good enough.

[00:21:07.550] - Jenine Beekhuyzen

Absolutely, good enough, I like good enough.

[00:21:09.950] - Aileen Day

I'm good enough, is better than not at all.

[00:21:13.130] - Jenine Beekhuyzen

Completely agree.

[00:21:14.030] - Aileen Day

Yeah, and you know, you can always go back and refine it just, just chill a little bit, get it done

[00:21:21.120] - Jenine Beekhuyzen

I think so as well, and I think this is what, this is it and comes back to understanding you value and and having a conviction in your value, I think that's so very important, it's so difficult to get, and that's what's important to surround yourself with like minded people like the people you have in your programme, all working together, because having that community, having that accountability is super important. And that works for me, and because I'm usually kind of alone in this space, I have a team, but it's sort of, you know, I'm kind of on my own, so I need to surround myself with people like me that I can bounce ideas off and feel comfortable and feel accountable with as well, I think it's really important to have that.

[00:21:54.620] - Aileen Day

It really, really is, it is a game changer when you find people like that that you can put in your circle and use as a sounding board but also, you know, some of my, some of my friends, for example, will say, oh I'm going to do this, and then two months later, they'll be like, "So how'd that go?" They'll go, "I didn't get around to it.", I'm like, "Why not? You said you were going to do it.", "Oh, you're not my boss.", "I'm, I'm your friend, I'm holding you accountable, why talk shit, either do it, or don't talk about it.". So...

[00:22:29.570] - Jenine Beekhuyzen

I agree.

[00:22:30.230] - Aileen Day

You know.

[00:22:31.060] - Jenine Beekhuyzen  
Yeah, get stuff done.

[00:22:32.780] - Aileen Day  
My ex-husband used to say don't try to project manage me, well then get it done, it won't be a problem, but speaking of the magic word conviction, which I am just a massive fan of conviction because you know people as a woman, right, and I'm sure you could attest to this and witness it being said to others and probably maybe even experienced it for yourself. But I get told, and especially in past roles have been told, I'm too emotional and I reframe that, and I say, I'm not emotional, I'm passionate, and I speak with conviction, and that scares some people so, conviction and being evidence based, talk to me about what that means as far as value-driven brand goes.

[00:23:27.590] - Jenine Beekhuyzen  
Yeah, I love that so much, and again, it hasn't been easy to hit the point of having conviction, and particularly with the non-profit that I run, I've been talking about this for 20 years, I've been talking about the lack of women in tech for 20 years, I've been researching and running programmes for 20 years. I started Tech Girls eight years ago, and so it's been interesting over time to have to firstly convince people that this is important, I don't have to convince them anymore, they know it's important why we need women, we need diversity so that conversations change.

[00:23:52.670] - Jenine Beekhuyzen  
But now it's about getting them over the line, yeah, and to get them over the line and keep convincing them, I need that conviction in myself to be able to stand up and go, whether you believe it or not, it's true, and that's not an easy thing to do, and I was in a situation recently when I was at a conference and my friend was presenting and it was a bunch of guys, in a cybersecurity conference, a typical kind of group of people and small business owners mostly.

[00:24:16.430] - Jenine Beekhuyzen  
And they had a presentation on stage, we talk about how you could literally make more money, like 35% more money in your business if you literally hired a woman on your team, if you just had some kind of diversity on the team because it's got ten guys on a team kind of thing, you have one woman, you can actually earn a lot more money and the evidence is all there, and so was chatting to a guy after the conference about it and everything was all happy and chatty, and I mentioned this to him and just the sudden change in him and he just sort of stood back a little bit and went, oh, like I was questioning him.

[00:24:43.760] - Jenine Beekhuyzen  
And I was like, I'm just curious how many women work for you, and he just went, I was just curious, like, it's not a judgement or anything I'm just curious, considering what she just said, doesn't it make sense that you might want to hire diversity, hire a woman to make more money as a small business owner? Pretty simple no brainer for me and, his comment back to me was, "I don't care if they have a willy or not, which I hope is ok to share on here, but I just thought it was such an interesting comment.

[00:25:07.220] - Aileen Day  
This is a swearsy podcast, you can say penis.

[00:25:10.250] - Jenine Beekhuyzen  
Awesome, no he literally said willy, so he literally said that. So I just was like, oh, OK well, that's not really the point, you know, and he goes, we just don't want to give women a job for sake of being a woman. It's like we don't want those jobs, either we don't want it for the sake of being a woman, but the women are out there and you could make your products better and make your business better, and anyway, it all kind of downhill from there. So, I was like, I was just curious, really but, you know, it pulls out the card, I've got daughters, you know, I'm married, and I was like, OK, you don't really need to go into all of that, just curious how many women you got on your staff that you might consider hiring them.



[00:25:45.290] - Aileen Day  
Yeah.

[00:25:45.920] - Jenine Beekhuyzen  
So I think the conviction part, the interesting thing where I was getting to that the conviction was I don't actually care what you say, to be honest, because it's true. And if you don't believe it, your loss, not mine and so I guess I hadn't really ever been in that position before, where I went, OK, good luck with that, because I've just felt like, you're missing out, I'm sorry, but you're the one missing.

[00:26:05.130] - Aileen Day  
Yeah.

[00:26:06.320] - Jenine Beekhuyzen  
And that's your problem, not mine. So I'm doing what I can, but yeah, so I think that's the conviction is coming from a place of, lowering your values and, and having the evidence. And I'm a researcher like I've got all the stats on all of this, I know what the research says, that for me, it gives me that, here's a paper, here's something you can read, here's a study, here's this, and knowing where to find those and pull them out and say this is evidence based, like I've been researching this for 20 years, I know, I know what the problem is, I know how to fix it, and that's what we're doing, so come along for the ride and be part of it or not. And it's a really nice position to finally be in, after begging and pleading with people for such a long time, so I actually no, I think I've got it right.

[00:26:46.050] - Aileen Day  
Yeah, I got this, you'll catch up one day.

[00:26:49.950] - Jenine Beekhuyzen  
Totally, it's tough to be a pioneer, right.

[00:26:52.380] - Aileen Day  
Exactly right not, not before losing, you know, countless amounts of money and, you know, and letting your competitors get in front of you, but that's okay, you do you boo. It's, it's, it's interesting you say that because I remember, so when I was small, I won't mention which business it was, but I was working in a relatively big business when diversity quotas came in.

[00:27:24.380] - Aileen Day  
And it was very interesting to see a number of sudden hires of women in high management/executive roles, and I kind of felt sorry for them because they were amazing, skilled, intelligent, deserving women. And yet because they were hired five seconds after this quota came in, the instant, the instant perception was that they were only hired because they were women, and it took I think it actually did them a disservice because it took them so much more energy to prove what you if it was a guy like, no one would have batted an eyelid. But these poor women, they really had to claw themselves out of this perception and show people that they were absolutely deserving and they were, they absolutely deserving of the role.

[00:28:28.180] - Jenine Beekhuyzen  
They were already doing 200% as it was.

[00:28:30.350] - Aileen Day  
Yeah, absolutely. And it's interesting when one of the roles that I got and someone said to me, oh, well, so-and-so was applying for that job, you probably just got it because you're a chick. I went, mate come and say that to my face, because I know that I was the most qualified, but then, you know, to have people to realise then people were thinking the same thing about my position as well, and I was like, wow, this is savage.

[00:29:04.100] - Aileen Day  
So there's just so much more work that needs to be done, but I was talking to a client a little while ago

and they needed to do, they work in marketing and that, too, is a predominantly male dominated kind of field, oddly, but they wanted to do their recruitment a little bit different and they actually got their PA to scrub all of the potential biases or potentials for bias, off all of the applications. So they took the applicants names off, they took any references to their gender off, and they ultimately, yeah, I was like, oh my God, that is such a great idea, because then it doesn't matter.

[00:29:52.360] - Jenine Beekhuyzen  
Did they hire more women in the end?

[00:29:54.440] - Aileen Day  
I never actually got to find out who they hired, but I thought the process itself lends itself to a, a more fair, and if the guy if a guy got the job, then kudos to him, because what that means is that due to the process they went through, that they got the best person for the job, and it doesn't matter if that's a girl or a guy, then, you know, they, they did probably more than the average business would do to make sure that they got the best person. So that you're talking to I'd be like there's so many other ways to skin the snake mate, you don't have to, you don't have to be like that.

[00:30:37.410] - Jenine Beekhuyzen  
Absolutely, and part of that exact reason, the example you gave is partly why I do the work I do, at Tech Girls because if we think about artificial intelligence and it's now becoming such a big part of our lives and most big corporates now actually put all their CV's through AI first, as a first sweep, so they'll go through an AI system and pull out who the potential candidates will be, the problem is that there's bias built into those systems because they're built by guys.

[00:31:01.770] - Jenine Beekhuyzen  
And so the key words that they're looking for actually, words that guys tend to use rather than words that women tend to use, so women are actually getting left out of that whole, the whole computers are literally blocking women out, not even people. So it's a serious problem and you think of the exponential sort of impact of those kinds of technologies so, again, that's what drives me to do what I do, which is hopefully get a more balanced workforce. So, instance that we can hopefully build better technologies that have less bias and a more representative of our society.

[00:31:27.820] - Aileen Day  
Yeah, no, I love that, that is so cool. So talk to me about the last one that you've you've sent through says; know, the problem you are trying to solve and why you genuinely care.

[00:31:41.010] - Jenine Beekhuyzen  
That's really been the key of why Tech Girls has been successful, and I'm sure any small businesses have challenges, added a not-for-profit element so that it has another level of challenges. We've had a couple of legal cases come our way, which we haven't instigated, others have, for various reasons which have taken more than five or six years of our not-for-profit life. So we've had all these challenges, and through those, I mean, there's a point where my husband said to me, look, is this worth it?

[00:32:07.940] - Aileen Day  
Yeah.

[00:32:08.970] - Jenine Beekhuyzen  
And I really had to think hard about that. And in the end, it was like, well, I cannot get up and stand up in front of a bunch of girls and tell them they should be strong and courageous, and powerful, and passionate, if I'm not doing that myself. So in the end, it's like I've got to see this through regardless, because regardless of how it turns out, I have to give it my best shot. And if I do and it doesn't work out, I say, OK, that's right it's not meant to be, but I have to at least give it my best shot. And I did, and it came out OK in the end, both in, both instances, but hardest times of my life, but I wouldn't got through it if I didn't genuinely care, I don't think I would have powered through if I didn't actually really care about what I'm doing, the girls I [inaudible 00:32:47] is so important, is so incredible to see them and grow. And now I'm seeing them, we now have girls who've been through our programme and now

going to university, they're now studying STEM at university, one of our girls is doing gender studies at ANU, which I'm so excited about, probably even more than the STEM, to be really honest. Now one of our girls have come back and she's running a couple of them are running workshops for us in schools. So it's it's just beautiful to see this whole cycle of life, I guess that's happened and again, I think that wouldn't have happened if I didn't genuinely care, and the girl who [inaudible 00:33:17] at ANU, she wrote an article for The Guardian recently about her experiences at a private girl school and sort of that how like the Me-Too kind of stuff and how girls were made to feel because of the male teachers, and it was a really interesting insight that she wrote, and she sent me a private message on Instagram, and I hadn't spoken to her in like five years. And she said because of my programme, she had the courage to write that article, and so, thank you, and I was just like, wow, this is why I do it, like this is why I do it, all these years later that girls now feel they have choices in life. And that's really what it's always been about, is about giving girls choices in life.

[00:33:51.420] - Aileen Day

That is so, so phenomenal and, you know, so one of the things that I do with my customers, because the majority of my focus and the thing that I care about is customer experience. So you might be able to see behind me customer, employee and human experience, which I very cheekily call 'The Joy of CEHX. But with my customers, I get them one of the very after, we've figured out their vision and values is to do a customer experience, journey, mapping activity with them and on a customer experience journey map, what we do is we get them to go through this like trust kind of process of getting to know us, like us and trust us. And at the point where they trust us, they become advocates right, and for those who think advocates, basically, they want more of us, they love what we do for them so much, they come back more and more time and time again, and so you might think, OK, I'm a runner and I love Nike shoes and I only buy Nike shoes, you are an advocate of Nike, right? So they become advocates and I help the client understand how are you going to create an advocate in your brand? Right, and to do that, you have to be value-driven, you have to be trusted, and that is exactly what I hear when you say that they trust everything that you're doing for them, they feel the genuine care and authenticity in the programmes that you run, but not just because their, you know, that you're excited by STEM, but because you're excited by them.

[00:35:38.040] - Jenine Beekhuyzen  
Absolutely it's all about them.

[00:35:39.330] - Aileen Day

They can deliver in their futures and for the future of others, which is just, oh, makes my heart so happy. [crosstalk 00:35:52], all I talk about is customer loyalty and, and they are your customers and and ultimately, you know, you're helping them be able to set themselves up to serve, you know, their communities and and let's be honest, we're talking technology. Technology is so far reaching that if they have that foundation to start with the, the, the world, the sky's blue for them. And you do that for them, oh oh, now I'm tearing up.

[00:36:28.580] - Jenine Beekhuyzen

I know, me too, and it's so beautiful when you see it in action and I don't actually often see it in action because, you know, they're all out in schools they're all doing the work. I see it at the end and I send them a little video each week, so they see me every week, but I don't see them every week. And we have showcases where we all get together and we'll have them in Melbourne, Sydney and Brisbane in September, or late August.

[00:36:48.060] - Jenine Beekhuyzen

And anyone's welcome to come along and meet our girls and see the work that they're doing, and, and that's the impact that they're going to have on our lives, we just don't know yet. So one of our girls, she, she was actually made to do the programme as part of the school, it was the subject in school, and she wouldn't have done it otherwise, she wasn't really interested in technology or STEM. She did the programme actually built a great app to help young people prepare for NAPLAN, which is awesome, and they went to pitch to Silicon Valley, they pitched over there, which we would do every year before our current craziness when we used to travel.

[00:37:16.410] - Jenine Beekhuyzen

And she's now working at Atlassian, one of the big tech companies, top tech companies in the world just picked her up, she's one of our Tech Girls, she would never even done STEM if it wasn't for our programme. And she's done a video which says this really clearly and says that our programme change the life, and she's now in her first year at university she was doing research on breast cancer technology and scanning for breast cancer and improving the technology around that. And so she won like the best undergraduate project in our first year in Australia and going overseas and stuff and, but she wouldn't have even done STEM if it wasn't for our programme and now she's actually going to revolutionise the way we do breast cancer technology.

[00:37:51.830] - Aileen Day

Oh, my goodness, I mean look, if you've got a daughter. Get her in there, now there is there, is actually speaking of advocacy and getting your daughter into, into Tech Girls, you've got the Tech Girls competition for Australia, New Zealand coming up right, 'The Advocacy for Critical Thinking'.

[00:38:19.850] - Jenine Beekhuyzen

Actually in the competition right now...

[00:38:21.640] - Aileen Day

Oh we're in it.

[00:38:22.700] - Jenine Beekhuyzen

Absolutely so we're in our 5th week of the 12 week, but we've done it every year. So you'll have a come along and see what's happening this year in contrast showcases, and we're calling for judges as well, so any, any parents out there or any, any adults at all would like to help and see what some of our girls are producing takes 30 minutes online if you want to donate your time. But yeah, we're five weeks into the 12 week programme at the moment, the girls are head down, in research and researching on other people to try to solve the problem that they're trying to solve at the moment.

[00:38:49.820] - Jenine Beekhuyzen

But we launch our International Women's Day each year on 8th March, and then we run in Term 2 so I always prepare for next year and see what we're doing this year and let us know in the meantime, drop us a line on the website and we can send you a free book. We've got free 'Tech Girls Are Superheroes' books and I'll, I'll sign your daughter's names and I'll put them out in the post to you, for free and love to just show them that there are cool people out there doing fun things and they can be part of the great community of sisterhood we have.

[00:39:12.980] - Aileen Day

That is so, so cool, so I will organise to make sure that if that rings any bells for you or tickles your fancy, that you will be able to find those resources and links on [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series) that's, [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series). And in there you will be able to find this recording as well as the audio and all of the ways that you can get in touch with Jenine and find out more about the Tech Girls Movement Foundation, maybe your school, maybe you think this would just be the bee's knees for your students.

[00:40:00.380] - Aileen Day

And, you know, just considering the the already amazing things that some of the attendees have gone and been able to succeed in is just a phenomenal testimonial to the work that you and your team do. But those are also some really, really beautiful insights into what we need to do to create our own value-driven brands they are, and I was just saying, I think this is our 28th-ish, 29th maybe podcast, no one has said the same thing.

[00:40:38.840] - Aileen Day

It is just so wonderful to share insights from so many, you know, we talk about diversity, diverse leaders in all different areas of business and STEM and industries all over the world, so it is no different with you, Jenine. You are just an absolute fountain of information and insight, and I thank you so much.

[00:41:04.770] - Jenine Beekhuyzen

Thank you, and I will mention, we are also just mentioning with your school, so we have free workshops for schools, so we, we will come to your school anywhere in Australia and we will run a watch, so let us know and we'd love to hear from you.

[00:41:16.400] - Aileen Day

That is so cool, oh my God, if you don't get on board with that 'ya mad you're not STEM, 'ya mad, now before I let you go, I want to ask you a quick question, so if you haven't listened to the podcast before, you might not realise that every guest who comes on is asked to fill out a small profile for me so that we can maximise our time together. And one of the questions that I ask every guest to fill out is to tell me what song it is that gets them pumped up for anything. Jenine, do you remember the song that you told me gets you pumped up for anything?

[00:42:08.790] - Jenine Beekhuyzen

I think so, and I realise it is a little mellow, but there's just something in the power of the music of the song itself, it's, Porcelain by Moby it's just something that sits in my heart and it just sings and it's just this most beautiful, beautiful moment in time whenever I listen to it, so yeah, I think it just gets me in the right headspace to feel I can do anything.

[00:42:29.280] - Aileen Day

I love that, so, you might not be aware, but we have the Aileen Day official guest list, Spotify playlist, and every guest that comes onto The Value Driven Brand podcast gets that song that they choose that gets them pumped up for anything added to the Spotify playlist. And you can also access it where you find this recording on [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series), so thank you, when this goes live, Moby, Porcelain, Porcelain by Moby will be added to the playlist.

[00:43:09.690] - Aileen Day

And thank you for your contribution to our playlist, I always say this it's becoming, it is not becoming, it is so eclectic, we have heavy metal, we have classic, we have a bit of 60s, a bit of pop rock, it's, it's a fantastic, I always say if you can't get pumped up after listening to this playlist, go and see a doctor, you need more help, or go back to bed and start again that's my, that's my prescription. I love it, Jenine Beekhuyzen you are Doctor Jenine Beekhuyzen you are frickin champion, thank you so much for joining me today. I'm so excited to share everything that you do. I can't wait to continue stalking you on all your socials and checking out all the amazing things that you do for Tech Girls Movement Foundation, it's just been a joy to have you.

[00:44:18.060] - Jenine Beekhuyzen

My absolute pleasure.

[00:44:19.970] - Aileen Day

Now, that is it from us today, but be sure to join us for the next episode, and until then, go out into your life, deliver value to somebody in it or around it, because we all know what goes around comes around, I'm Aileen Day until next time.

[00:44:44.040] - Aileen Day

Thanks for listening to The Value Driven Brand podcast with your host Aileen Day, is your business struggling to become known as the sought after leader in your industry, access our Value Driven Brand Quiz and special three part podcast series to identify the gaps and what you need to focus on first. Go to [www.valuedrivenbrand.com/podcast-series](http://www.valuedrivenbrand.com/podcast-series) that's [valuedrivenbrand.com/podcast-series](http://valuedrivenbrand.com/podcast-series). Tune in next time, where we discuss more ideas on how you can deliver your value driven brand.