



the **A** factor
Connecting Changemakers

OUR MISSION

We want to contribute to a more diverse world, where everyone is a balance-maker.



HOW?

We believe in the power of **storytelling for change...**
...Would it be listening to an **inspiring and moving story** or learning how to direct, rewrite and tell yours.



WHAT IS OUR **FOCUS**?

Social Innovation
Gender Equality
Diversity



WHAT DO WE DO?

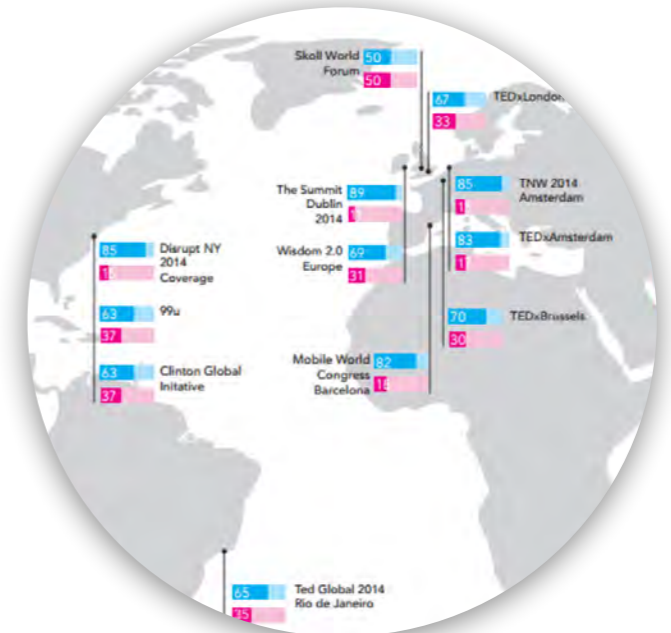
Events



Training



Research



EVENTS

We curate **inspiring events**. Our speakers are **social innovators**. Citizens who change the world and share their stories with you. A short format which guarantees emotion and impact.

Spark Talks

Spark talks is our brand dedicated to innovation in the humanitarian context.



SHIFT BALANCE

Shiftbalance is our brand dedicated to innovation in gender equity.



EVENTS

We also curate the **content of external events**. To define the ideal format with you, help you find original speakers and coach them to deliver a powerful speech.



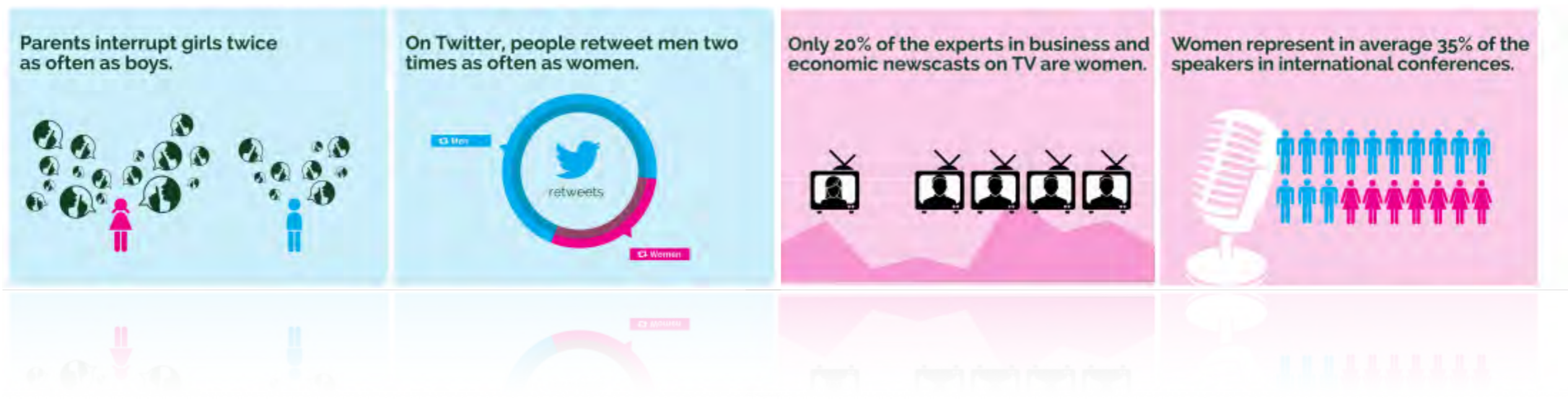
TRAINING

- ◆ We developed a unique storytelling workshop to **train women to be more confident on stage**, and to master their own narrative.
- ◆ We are now launching diversity workshops to **sensitize teams** on underlying gender stereotypes.
- ◆ We also organize individual **public speaking coaching** for female leaders.



RESEARCH

- ◆ Our team constantly researches **new groundbreaking initiatives** in terms of gender equity.
- ◆ We produce **infographics** and speak in different events.



WHERE?

As true world citizens, we develop our events and trainings **all over the world**, with a special focus on emerging countries.
We work in **French, English, Spanish and Portuguese**.



WHAT HAVE WE **ACHIEVED** IN 2014?

- ◆ Organization of 20 storytelling workshops in Madrid, Paris, Rio, Beirut, London, New York...
- ◆ Organization of the first Spark Talks event in Beirut in December (www.sparktalks.org)
- ◆ Production of 6 powerful Shiftbalance infographics (www.shiftbalance.org)
- ◆ Speaking engagements in international events: TEDxAlicante, EVPA Berlin, Women's Forum Deauville,...



WHAT DO WE WANT TO **ACHIEVE IN THE FUTURE?**

- ◆ 150 workshops over the next 5 years all over the world, leading to set up about 25 Spark talks or Shiftbalance events.
- ◆ Impacting 2.000 women within our workshops, coaching 500 events speakers and reaching an average of 2.500 attendees.
- ◆ Write a book gathering stories of men and women shifting the traditional gender balance.
- ◆ Have an impact on minds and opinions, and to change perceptions and prejudices in terms of gender balance within the selected communities.



WE ARE PLANNING OUR **SHIFTBALANCE TOUR!**



Training women in
storytelling

Interviewing men
and women shifting
the traditional
balance

Coaching
students and teams
on diversity

Do you want to welcome us to your country?

OUR TEAM

Aurélie **Salvaire**

Founder and Managing Director

Lead curator of TEDxBarcelonaWomen,
TEDxBarcelonaEducation & TEDxBarcelonaChange.

Past collaborations with **Oxfam Spain, Ashoka France,**
Unreasonable institute.

Graduated from **HEC Paris Business School** in 2001.
Based at Impact Hub Barcelona.



@asalvaire

Lucie **Baudoin**

Business Developer

Graduated from **HEC Paris** in 2013.

Double CEMS master in International Management,
during which she studied gender equality on an
international level.

Co-founder of a publishing company, **Dit en Bulles.**



WHAT IS UNIQUE ABOUT US?

OUR **SUPERPOWERS**:

- ◆ Our international network of changemakers: we know how to scout and find the most inspiring speakers.
- ◆ Our expertise and passion in organizing events and coaching speakers with all our heart.
- ◆ Our mix of different experiences and tools in our trainings: improvisation and theatre, mindfulness, TEDx level coaching, empathy and active listening. We know how to get to your why and to give birth to your own unique superpowers.
- ◆ Our contagious energy and dynamism!
- ◆ Our passion to make the world a better place!

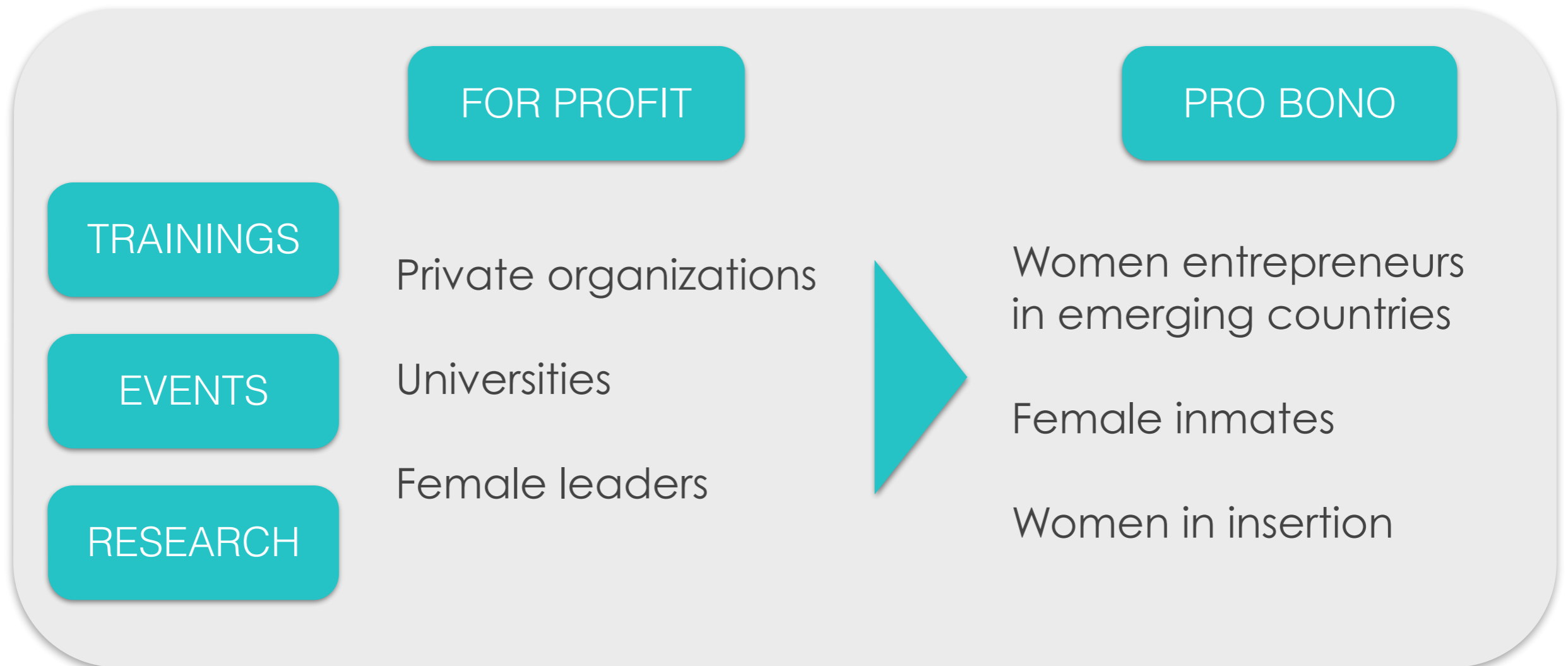


EVENT CURATION EXPERIENCE



OUR **HYBRID MODEL**

Our for profit clients help us fund our social impact activities.



SO WHAT ARE YOU DOING NOW TO **BALANCE THE WORLD?**

SHIFT  BALANCE

Contact us if you want to act!

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