

Twinkl celebrates International Women's Day by sharing the inspiring thoughts of their female leaders, to empower the next generation

To celebrate International Women's Day 2022, the women of Twinkl have come together to discuss their roles within the company and offer advice to the next generation of women who may be looking for a role in education.

"We are living in a historical moment"

International Women's Day is set to be a global celebration of female achievements and will raise awareness of equality issues women face daily.

Emmeline Pankhurst, Rosa Parks and Amelia Earhart, are just some of the remarkable women featured in Twinkl's educational resources. The resources aim to educate learners on the injustices women have faced throughout history and how changes have been made to encourage a better future for all. These women along with many others have paved the way for future generations. They battled inequality, racism, discrimination, violence and much more just because of their gender. Sadly, even in 2022 women across the world are still facing daily prejudices.

"Our priority is to be in solidarity with each other as women"

In 2021 *Catalyst, a global non-profit that builds workplaces that work for women, conducted a study looking at women in senior roles across the globe. Their findings showed that the proportion of women in senior management roles around the world was 31%, this is the highest number ever recorded, showing that it is increasing but is still not equal. 91% of Twinkl's Country Managers are women, who work in senior roles managing the operations of Twinkl in countries across the globe. These incredible women have supported the growth of Twinkl and are paving the way for future female leaders. In celebration of International Women's Day, Twinkl's Country Managers have come together to share their stories in the hope of inspiring young women and the next generation of leaders.

Mónica Rojas Heidke joined Twinkl as the Chilean Country Manager six months ago, after having been a Primary School Teacher for over 20 years. She has stated she has faced various challenges throughout her career, mainly due to her gender. Mónica said: "Our priority is to be in solidarity with each other as women, because our gender has been oppressed for a long time, and we are living in a historical moment where women are the protagonists and masters of our destiny."

"You will make a difference wherever you are"

Agnieszka Gardziel, Poland Country Manager, joined Twinkl over two years ago as a Marketing Coordinator before developing her skills and progressing into her role as a country manager. She understands the difficulties women face and understands the importance of not giving up on your goals. Agnieszka said, "To all those girls who are shy, quiet and who feel unseen and unheard - it may seem that we live in an era of bold, extrovert entrepreneurs but don't let it hold you back. Work tirelessly on your dream, focus on doing small things that matter every single day and sooner or later you will make an impact – and I promise you, you will be seen, and your voice will be heard."

"Work tirelessly on your dream"

As a company, Twinkl are inclusive to all and provide a working environment where their teams are supported, so that they can grow as individuals and progress professionally. Rebecca Usherwood, Australian Country Manager, joined Twinkl in 2016 with over 20 years experience of working as a teacher. She joined as a Marketing Assistant Team Leader before progressing into management, she credits the support she has received over the years as a contributing factor to why she enjoys working at Twinkl. Rebecca said, "The sense of community I feel amongst my team and the wider community of teachers, parents and educators who we are supporting and inspiring each and every day. I am able to be a part of an amazing team, who are able to help those who teach, hear about their successes and help them through the tough times by letting them know that we are here 24/7 to help them is amazing. I honestly think I'm pretty lucky with what I get to do each day."

"I took every day at a time and kept my eyes wide open"

Ioana Sima joined Twinkl in 2014 as the Romanian Country Manager, she found her passion for helping children complimented her role well, and now offers advice to young women who may be struggling to figure out their own dreams. Ioana said, "I had found my mission and knew there was so much to be done. I sought after all the learning and development opportunities I needed to reach my goal of helping as many Romanian children as possible. I took every day at a time and kept my eyes wide open to see what life had to give me and what I could give back. With my goal in mind, every step I took, this dream became more defined."

As International Women's Day is a celebration of the achievements of women throughout history and around the globe, Twinkl wants to empower young women to dream big as they look to the future. Tugce Erdik, Turkey Country Manager said, "Remember, every day, every minute the world is developing. Do not fall behind. With passion and knowledge, you will make a difference wherever you are."

"Your voice will be heard"

For more information about International Women's Day here at Twinkl or to access our connecting resources, please visit <https://www.twinkl.co.uk/event/international-women-s-day-2022>