

A day as the woman in charge

Special project for girls



Simonetta Sommaruga, Chair of the FDJP in a meeting with schoolgirls on National Future Day.

6th and 7th grade¹ schoolgirls are invited to experience a day as the woman in charge of organisations and enterprises on National Future Day. The girls will accompany women in executive positions and play an active role helping them. They will receive insights into managing an enterprise and guiding employees. The special project will introduce schoolgirls to women in executive positions in commerce, administration, research and politics from whom they will learn about interesting aspects of their daily work and professional careers.

Initial position

The proportion of women in executive positions is increasing to 17 per cent in 2022. This is one of the results of the schillingreport 2022 that analyses the board members, directors and executives of Switzerland's 100 largest companies as well as of the federation and cantons. The proportion of women in supervisory boards is increasing in small steps as well (2022: 26 per cent).²

It is important for girls and young women to experience female role models before and during their career choice. National Future Day offers them an opportunity to discover their own skills and talents and to openly appraise their respective career choice. The girls will be encouraged to use their potential. This is a matter of societal interest in view of the shortage of professionals in Switzerland.

¹ Canton of Basel-Landschaft: 7th grade, Canton of Fribourg: 10H, Canton of Valais: 8H

² www.schillingreport.ch/en

Objective of the special project "A day as the woman in charge"

The objective of the project is to encourage girls to critically appraise their career choice and skills. The idea is to give them insights into the activities of a female executive on project day, regardless of the professional segment. They will investigate what it means to adopt professional responsibility. In turn, they will gain courage and self-confidence to take charge of their future detached from gender images. In return, female executives will benefit from the exchange with future young professionals and gain inputs for their own work through knowledge transfer and self-reflection. Participating companies will also benefit from effective public relations.

"A day as the woman in charge" in the National Future Day programme

Many professions are biased with regard to gender and are therefore considered to be either typically male or typically female. National Future Day wants to break the mould of these stereotypes under the slogan "Changing sides for girls and boys". Young people should orient their choice of career on their actual interests, desires and talents. Although a growing number of women work in atypical professions, they are seldom found on corporate boards or in executive positions. The project's slogan "Changing sides" therefore also applies with regard to professional positions.

National Future Day offers girls and boys various options to change sides. "A day as the woman in charge" is one of the special projects for girls:

Programme overview

Basic programme

Girls and boys accompany a parent or other person from their circle of relatives and friends to work. They choose a person who works in an atypical profession.

Special projects for girls and boys

Participating enterprises and organisations will offer programmes on National Future Day that are also open to children whose parents do not work there.

Special projects for girls

- Girls – Technology – Go!
- Girls – Informatics – Go!
- Girls – Construction – Go!
- Girls – Planning – Go!
- A day as a cabinet-maker
- A day as a carpenter
- A day as a farmer
- Girls discover professions in forestry
- **A day as the woman in charge**
- A day as a horticulturalist
- A day as a policewoman
- Girls in politics

Special projects for boys

- A day as a childcare specialist
- A day as a nursing specialist
- School as an adventure
- A day in social work
- A day as a vet
- A day as a hairdresser
- A day as an occupational therapist
- A day as a florist
- A day as a podiatrist
- A day as a physiotherapist
- Yes, we care!
- A day as a chemist
- A day as a pharmacy assistant
- A day as a speech therapist
- A day as an HR specialist
- A day as a chiropractor
- A day as a dance teacher
- A day as a (pre-)primary school teacher
- A day as a remedial teacher
- A day as an optician
- A day as an optometrist
- A day as a biomedical scientist

Schedule

April to June

Requests are sent to female executives who subsequently register here: www.nationalerzukunftstag.ch/de/2022. They define the number of participants and the time frame.

End of June

The project places are listed on the National Future Day website together with a logo and a link. The female executive and the schedule for the day are presented in the form of a brief text and, if desired, a photo.

August to October

National Future Day informs the girls, schools, parents and media about the offers. 6th and 7th grade schoolgirls register with the National Future Day website until the end of October. The female executives prepare the schedule for the day.

End of October

National Future Day send the girls' contact details to participating female executives and the female executives send each girl an invitation by email or post (template on p. 6).

National Future Day

The female executives and the girls work through the schedule for the day.



Participants accompany Andrea Hemmi, Head of Corporate Communications at SRF, on National Future Day.

Exemplary daily routine

The project day focuses on practical experience. The girls join in as far as they can. Executives are at liberty to design the day as they like. They can also use the following daily routine for orientation:

Time	Programme
8:30 a.m.	Welcome <ul style="list-style-type: none">• Explain the rules and the schedule for the day• Inform about confidentiality, where applicable• Presentation of the enterprise/organisation
9:45 a.m.	Practical insights into the activities of a female executive <ul style="list-style-type: none">• Meeting preparation• Girls attend a meeting and are given a small task
11:00 a.m.	Interview about the career path <ul style="list-style-type: none">• Template p. 8
12:00 noon	Lunch <ul style="list-style-type: none">• Together with the female executive and, if possible, other women in executive positions
1:00 p.m.	Practical insights into the activities of a female executive <ul style="list-style-type: none">• Insights into working with customers• Insights into working with the team
2:00 p.m.	Wrap-up <ul style="list-style-type: none">• Feedback• Questions and exchange• Completion of the project day evaluation form
3.30 p.m.	End of the event

Insurance for participants

National Future Day is not covered under the terms of the Employment Act. Any accidents will be covered by the child's basic health insurance. It includes coverage for accidents. The duty of supervision lies with the accompanying adults. The enterprise/organisation will only be held responsible if safety regulations and protection provisions are disregarded.

Media presence on National Future Day

Girls and boys who try out atypical professions are a popular topic in the media. Every year, countless newspapers, radio and television programmes report on National Future Day. Around 1,200 articles are published each year, many of them in relation to special projects. Additionally, participants publish numerous photos and experience reports on social media platforms.

The National Future Day website also offers enterprises a good platform for demonstrating their commitment to a broad public. The website receives up to 80,000 visits every month.



"A day as the woman in charge" with Martina Gmür, Member of the Executive Board at Switzerland Global Enterprise

Invitation template

You can send the invitation by email or post. If you opt for dispatch by email, please also send a copy to the parents. Do not forget to send the usage rights declaration for photo material and video footage.

First name, last name of the participant

Address

Postcode/Town

Date

Invitation to the National Future Day event

Dear Parents, dear ...

We are delighted that your daughter is participating in the National Future Day's special project "A day as the woman in charge". We look forward to welcoming you to our company at ... a.m. on Address: ... Please note that you are responsible for your daughter's journey to and from our premises.

The programme schedule is as follows:

8:30 a.m. to ...	Welcome
...	...
12:00 noon to 1:00 p.m.	Lunch
...	...
3:30 p.m.	End of the event

Lunch will take place at Please give your daughter ...CHF/a picnic for lunch. Please inform us in advance of any allergies or other incompatibilities.

If you have any questions, please contact ...: Tel: ..., Email: ...

We wish your daughter an exciting and informative day.

Best regards,

Attachment: Directions, Usage rights declaration for photo material and video footage, Interview template, Information and brochures about your company

Usage rights declaration for photo material and video footage

The office of the National Future Day and the participating enterprises publish numerous photos and videos about National Future Day. It is possible that your daughter may appear in such a publication. If you and your daughter consent to the publication of such photos and videos, please sign this form and give it to your daughter when she attends the event. The images are intended to give other children an insight into National Future Day and encourage them to participate.

I hereby grant the office of the National Future Day and the participating enterprise named in the following permission to publish photos and video footage of my daughter in connection with public relations for National Future Day (e.g. websites, social media, brochures, flyers, media communications and similar).

Enterprise your daughter will visit on National Future Day:

.....

First name and surname of your daughter:

.....

First name and surname of the legal guardian:

.....

Address: Postcode/Place:

Telephone: Email:

Neither the photographer/film producer nor the persons appearing in the photographs/films are entitled to assert a claim for royalties or the publication of their names when the photos/films are published.

.....
Place, date

.....
Signature of the legal guardian

Please give this form to your daughter on National Future Day.

Interview templates for schoolgirls: "A day as the woman in charge"

As part of the special project "A day as the woman in charge" on National Future Day, you can carry out an interview with the woman you are visiting. Write down 8 to 10 questions on a sheet of paper and take it with you on National Future Day. Here are some examples of possible interview questions. The interview will be much more interesting if you come up with your own questions.

Questions about the profession

- How has your career developed so far and what else do you want to achieve?
- What kind of training did you do?
- What earning potential and promotion opportunities does your profession offer?
- Why did you choose this profession?
- Where else could you work with your education and training?
- What does your typical working day look like?
- What do you especially like about your work?
- In your opinion, what characterises a good female executive?
- What strengths do you need as an executive?
- How do you lead a team of employees?
- Does it make a difference if the team leader is a woman or a man?
- What motivated you to become a female executive?

Questions about family and free time

- Do you have children? How old are they?
- What do your children do when you are at work?
- Is it possible to work part-time in your profession?
- What jobs do you do at home?
- What hobbies do you have?
- Are you active in an association or as a volunteer?
- Do you have enough free time?
- Would you like to have a year off work? What would you do if you could?

Questions about dreams in life

- Did you have a dream job as a child?
- What did you want to become when you were my age?
- Have your dreams come true? How? Why not?
- Who helped you?
- Did anyone advise you not to pursue your dream?
- How did you react?
- Did you know somebody who really encouraged you? How did that person help you?