

SHE MATTERS

Lotus Flower Programme



She Matters is a hybrid social enterprise with a mission to empower companies with diverse talent, and female newcomers with employment.

Through Stichting She Matters, we offer the knowledge, skills and emotional support needed for female newcomers to successfully integrate into the Dutch labour market. With She Matters B.V., we provide quality staffing services to our clients while providing high social value. To maximise our impact, we've recently joined forces with The Adecco Group in our joint effort to make the future work for *everyone*.

Together with the private sector, She Matters works to transform female newcomers into a driving force for social and economic growth in the Netherlands.

Our Candidates

Our candidates are women with a refugee or migrant background living in the Netherlands. They have full access to the labour market and are specialists in their fields, bringing industry knowledge and transferable skills from around the world. All hold college degrees and have used American, British and Canadian standards in their countries of origin, working on international projects.

Focus Sectors

BUSINESS SERVICES IT
ARCHITECTURE ENGINEERING

Lotus Flower Programme

Implemented through **Stichting She Matters**, we select 8-10 candidates (per cycle) for our signature Lotus Flower Programme - a gender-specific, intensive employment support programme designed to guide individual employment journeys. The aim is to provide our candidates with the knowledge, skills, network and confidence to not only enter the labour market, but thrive.

Each candidate is carefully selected through a pre-screening process based on the following hard and soft criteria:

1. College level education;
2. Experience in one of our focus sectors;
3. Valid Dutch residence permit;
4. Completion of the Dutch Civic integration exam;
5. Mastery of the Dutch language (level A2);
6. Adaptability and communication skills;
7. Personal motivation to enter the labour market.

Career Mapping

In this phase, candidates receive professional profiling, career planning and specialised career guidance, empowering them to showcase their transferable skills and experience to potential employers.

This includes guidance in researching their occupation and sector in the Netherlands, providing career planning for the short, medium and long-term and co-creating a plan to overcome personal and professional barriers.

Workshops & Mentorship

Next, our candidates receive weekly workshops facilitated by our corporate partners, such as Salesforce and Canon Europe, that are meant to sharpen skills and teach new ones - the kind of soft and practical skills that are expected in the Dutch labour market. Workshops focus on personal and professional development and include the following topics:

- Workplace norms and values
- Intercultural communication skills
- Employee rights and gender norms
- Personal Branding: Creating a strong profile
- Leveraging social media for an effective job search

Candidates are also matched with a female mentor from our corporate partner whose role is to provide supplemental career guidance, coaching and practical and emotional support throughout the programme.

Job Placement

Upon successful completion of the Lotus Flower Programme our candidates are now ready to be placed into employment. Implemented through **She Matters B.V.**, our recruitment team actively works with its partner The Adecco Group to match candidates to the right roles that fit their unique profiles.

When a match is found, our recruitment team acts as an intermediary between the candidate and employer throughout the recruitment process. We prepare each candidate for interviews and once an employment contract is signed, we continue to support her in the Aftercare Phase - ensuring that she's supported every step throughout her employment journey.



THE ADECCO GROUP