



International Oyster Program 2021

Powered by Future of Aus



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Welcome

CONGRATULATIONS!!!

You are receiving this document because you have expressed in interest in helping our youth in Australia choose their career paths by sharing your stories and journeys to provide insights in your career portfolio.

You have been invited to participate in the International Oyster Program due to your extensive experience and as a respected professional in your work and accomplishments, that will be a great inspiration and of incredible value to the youth of Australia.

The world is an even small place now! When most of us began our careers we had no internet, mobile devices, facetime, video conferencing, etc. With the recent COVID-19 pandemic, the once physically connected globe is now almost fully digitally connected, and everyone has been forced into embracing technology as their means to communicate with families and businesses all over the world.

Our network of professionals has been developed for over 35 years across the UK, USA, Australia and Asia Pacific, and spans across the globe so the insights brought to this program are from all corners of the world sharing experience at an international level with our audience.

I would like to thank you for your interest, time and commitment to this cause in offering our future Australian workforce access to the best gift we can provide to support their future – our time and knowledge.

I give you a heartfelt **“Thank You”** for all your support in this International Oyster Program and rest assured that your time will be received with gratitude and appreciation.

About Braintree

[Braintree](#) is a global company established in 1998, specialising in transforming Corporations and Individuals through Training, Coaching and Mentoring services in the Digital Age.

Passionate about transformation both at a Corporate and Individual perspective we develop core principles in Digital Age Leaders and Virtual Leaders and take them on their journey to mastering Digital Age Leadership.

In addition, we also provide 1:1 executive and leadership coaching, and 1:1 Mentoring. We also run a program for helping [Women in Digital](#) to connect and expand their network and knowledge across the UK and Australia.

Our Corporate Social Responsibility (CSR) team has partnered with Future of Aus to bring this International Oyster Program to fruition.

About Future of Aus

[Future of Aus](#) is focused on growing and uniting people of Australia to build a better future for Australians. Donating money is one way of doing this however sharing your wisdom and your time is more valuable.

Established in 2019, we provided assistance to those who suffered misfortune from the Australian Bush Fires by donating food and resources, and creating a networked community where offers of support were accessible for those in need.

Future of Aus will be bringing access to this program in its partnership with Braintree on this amazing International Oyster Program as we believe our youth deserve the best possible guidance, support and mentoring as they embrace new careers in this Fourth Industrial Revolution 4.0 – The Digital Age.

How will traditional careers that we have experienced will be transformed through digitisation and how can we share our knowledge and experience to give our future Australians' the best start.

Background

This program started following a conversation with a Year 11 student about her career interests.

She, like many others, have a great system at school to help guide in understanding careers on offer but have little insight to the first-hand experience and cultures of these career choices.

As we talked further, I realised there was limited understanding of what different roles and professions actually meant - what the jobs entailed and what their longer term future opportunities might be – a landscape of opportunities and exploration.

It was at this point we decided to do something about this.

Notwithstanding the fact that these young Australians will find their own destinies and follow their own paths, if I had been able to get just a small glimpse of what it would be like to be a lawyer, accountant, retail manager, small business owner, marketing professional, educator, banker, management consultant, etc., I would have gained a better insight to those professions, maybe had the chance to have some hands on experience, and connect with successful professionals in that field who may be able to mentor me on my journey.

The world would have appeared to be my oyster.

And that's how The International Oyster Program began.

With the good fortune of being connected with incredibly amazing people in their fields of work, we wanted to explore more about their journeys - what they do, how they got there, what's it like, and what tips would they have for year 11, year 12 and university students.

Within the first couple of days of reaching out to share the idea, over 40 eager supporters put their hands up to give up ½ hour of their time for an interview that could be shared with young people. It seems the passion to provide support to our future generations is almost another global pandemic!

Our Approach

1. Goal

We realised everyone has incredibly busy lives and volunteering to donate time is always at the cost of something else. Our was to minimise the time and effort required from our supporters whilst maximising the insights and impact for our audiences. Therefore, we prepared a step by step approach so that volunteers could see the entire program and where they will be contributing.

2. Creation of a survey

We collected data to help compile a survey and invite our students to put forward their burning questions. These questions were compiled, structured, and then shared with each volunteer relative to their industry and role in a survey response.

3. Gathering information on volunteers

We ask our supporters to please complete the attached form which will provide a backdrop and introduction about you. This will also include an introduction to be used in the interview. This should be between 1-3 paragraphs – tips are provided in the form.

4. Prepare for the Interview

We compiled questions for the interview and share these with you, at which time we can agree a convenient time to run the interview. All interviews will be digitally conducted over 'zoom'.

5. The Interview

This will run for no more than 30 minutes and will be recorded. The recording will be used by Braintree and Future of Aus in the International Oyster Program for the audience to view, receive an audio, and/or transcript of the interview.

6. Subsequent steps

You may be requested by a student for an introduction for a more detailed discussion. Please indicate if you are prepared to offer any follow up conversations or mentoring for eager young students.

By agreeing to participate in this program, you are agreeing that any material produced from this International Oyster Program will remain the property of Braintree, which can be used at its discretion. No further claim will be made on the material produced.

Appendix A - Volunteer Profile

Again, many thanks for offering your time to contribute to Steps 3 and 5 of our program.

In accordance with Step 3, please could you complete the following details and return to me at cindy.nicholson@braintree.net.au

YOUR NAME	
INDUSTRY	
POSITION	
ORGANISATION	
DO YOU CONSENT TO BEING CONTACTED FOR POST INTERVIEW INDIVIDUAL FOLLOW UP?	(This will be managed and monitored through Braintree with personal information being protected and consent for discussions provided by all parties) YES ./ NO
BIO	(This will be used for the introduction and should be between 1-3 paragraphs.)
PERSONAL DETAILS	(please note that we will not share these externally unless with prior permission)
EMAIL ADDRESS	
MOBILE PHONE NUMBER	
LINKEDIN PROFILE	

Appendix B - Cindy Nicholson Profile

Cindy Nicholson is driving this initiative with a full heart and authenticity to support the future leaders of Australia. In many areas of industry, there shortages of skills and traditional jobs may be replaced by Machine Learning and Automation during this Fourth Industrial Revolution 4.0. This will bring enormous opportunity for our youth, but they need to embrace this with a mindset that we have never experienced before.

With a background in Investment Banking (London), Management Consulting and building technology companies, along with a Coaching Leadership approach, Cindy is presently the CEO and Founder of two companies.

1. **Braintree** (www.braintree.net.au) – established in 1998 Braintree works with Corporations to develop Digital Age Leaders and with individuals focusing on professional goals and/or personal life aspirations. We are involved in a number of mentoring programs to develop women in Leadership.
2. **serendipID** (www.serendipID.com) - serendipID is an Australian business specialising in Data Privacy & Protection, Cyber Security and Digital Identity, through Technology Solutions, Online Training and Risk Assessments.

As an acknowledged thought leader with a track record of success delivering sustainable transformation, Cindy knows it is not just about technology. It includes embracing culture and the change of mindset that enables an organisation and its people to remain relevant, valuable and grow in a landscape that's never been more competitive.

As a qualified Executive Coach (ACC) with the [International Coach Federation](#), and as a certified [Digital Age Leadership Practitioner](#) (The Dilyn Way), she blends these qualifications, with over 35 years' experience across Investment Banking, Management Consulting and Emerging Technology solutions, across the globe.

Serving on the board with Blockchain Australia, Cindy helped shape the future of Australia with this emerging technology and served on the board with the International Coach Federation Australasia to shape the future of Coaching in Asia Pacific.

As founder of [Women in Digital](#), Cindy has a passion to help women feel empowered to accelerate their professional careers and give them confidence that we have never experienced in previous generations.

- 'Entrepreneur' finalist of the ARN Women in ICT Awards in 2018
- Graduate of the Australian Institute of Company Directors GAICD);
- Board Member & Advisory Board member to several emerging technology companies, from the USA, Ireland and Australia
- Industry representative of the Australian Payments Council (APC).

<http://au.linkedin.com/in/cindynicholsonasiapacific>