Our Story
Shifting the balance means changing the narrative because we need new stories.

- Shiftbalance is a think and action tank sparking conversations on the need for a more balanced society.
- It is a positive activism platform wishing to renew the conversation around feminism in particular and gender balance in general.
- Making it more fun, inclusive, visual and creative.
- Our mission is to collect, produce and spread information on everyday sexism and existing solutions!
- Our objective is to transform each of us into a balancemaker!
We use different channels to accelerate gender balance:

- Research
- Newsletters
- Trainings
- Talks
- Videos & Online Courses
- Books
- Events & Retreats
Research

- We track inspiring stories.
- We gather information about all kinds of women-empowering, balance-making initiatives around the world, to give them the visibility they deserve. We are always on the look for new breakthroughs and studies on the condition of women.

Who is shifting the balance in Pakistan?
We prepared more than 20 dense presentations all freely available on Slideshare.

www.slideshare.net/asalvaire
Our newsletters reach more than 16,000 readers around the world monthly.

We also contributed in different media like Huffington Post, Destinations, Femmes ici et ailleurs and others.

And publish our work in social media.

Facebook
Twitter
Instagram
Trainings

We run storytelling workshops for women entrepreneurs all around the world to develop their public speaking skills and engage them to speak up and gain more visibility.
We also develop the following trainings:

- Diversity and inclusion workshop
- Busting bias workshop
- Gender neutral parenting
- Soft skills for young changemakers
- Awareness for media or advertisement professionals on gender stereotypes
- Masculinity 2.0: What does it mean to be a man?
- Crash course on social activism
- Feminism 101
Our Clients
What motivates me to speak and train all around the world?

- Work with individuals on their limiting negative narratives and unconscious biases.
- Make them more aware of the gender stereotypes affecting them.
- Help them embrace their full potential and pursue the projects they are truly passionate about.
- Spread awareness on positive projects and exciting solutions from around the world.
- Inspire them and give them concrete tools to become active changemakers.
- And globally contribute to a more peaceful, balanced and compassionate world!
Recent public speaking engagements
Topics we talk about

- How to leverage storytelling for social impact
- Introduction to social business
- From fear to love. What can we learn from positive psychology?
- The world needs a new type of leader
- The business case for gender equity
- How to bridge the confidence and ambition gap
- Masculinities in XXIst century. Redefining manhood
- Why we need more female storytellers
- How do we socialize our kids
- Leverage sports as an empowerment tool
- We live in a Mad men world
- Lets talk about sex
- Why we need more women in tech
- Words matter: Talking about language and public speaking
- Gender and urbanism: how to build women-friendly cities?
- Why we need more women to run for office
- Women and money: a love and hate relationship
- Are you unconsciously biased?
- Why diversity is the new darwinism
- Is our world a dangerous place for women? Why?
- How is media reinforcing gender stereotypes
- What is cool feminism?
- Which strategies do new generation social activists leverage to make impact?
- The role of myths and stories in the creation of a domination system
- Which are the original solutions shifting the balance around the world? in the Middle East?
Videos

- We know the power of visual work.
- That is why we created a Youtube channel with short videos summarizing our research, topic by topic.

We produced a documentary on masculinity in Pakistan as part of our Be A Man Conversation Series.
We know the power of visual work. That is why we created a Youtube channel with short videos summarizing our research, topic by topic. We produced an online course of storytelling for female game-changers in English and French.
Books

We have published several books to raise awareness on this topic:

- In Pakistan, an illustrated book on 50 inspiring female trailblazers published by Penguin India.

- A visual toolkit for balance-makers in French and English. We distributed more than 1000 copies in Pakistan and presented it all over the world from Canada to New Zealand.
AURÉLIE SALVAIRE

BALANCE THE WORLD!
TACTICS TO HELP YOU LAUNCH A GENDER REVOLUTION

AURÉLIE SALVAIRE

ÉQUILIBRE LE MONDE!
30 TACTIQUES POUR LANCER TA PROPRE RÉVOLUTION
So far, we have worked in

Rio
New York
San Francisco
London
Paris
Toulouse
Barcelona
Madrid
Alicante
Tunis
Beirut
Amman
Bahrein
Djeddah
Khobar
Ryadh
Tehran
Lahore
Islamabad
Karachi
Multan
Moscow
Porto
Addis Ababa
Events and Retreats

Boost your power!

Join us in Barcelona for our exclusive summer school and learn strategic skills to balance the world!

Dates: 17-21 July 2019
Venue: Cal Cruzet

SHIFT BALANCE
We organize Leadership Retreats for Women in different locations.

We explore different aspects of power with a special emphasis on building strong networks and communities.

We believe that sisterhood is powerful!
Our plan for 2020

OBJECTIVE 2020:
TRAIN 2.000 WOMEN IN 20 COUNTRIES

Register for our online storytelling course!

Our founder, Aurélie Salvaire, has been working for the past ten years in the social innovation field, collaborating with Oxfam, Ashoka, Changemaker Exchange and Impact Hub. She founded and curated different TEDx events and especially TEDxBarcelonaWomen. She is passionate about storytelling and how new stories can help us to empower individuals and balance the world.