

COMPANY PROFILE



AFRICAN
WOMENS
MOVEMENT

INTRODUCTION



AWM 2018 Women's Learning Expedition in Rwanda, Kigali

AWM understands that while great strides have been made in the pursuit of gender equality in businesses in South Africa (SA) and Africa at large, there is still a lot of ground to be covered.

There is a sea of anecdotal evidence that supports a chasm that exists between the sexes in boardrooms, executive committees and various upper decision making bodies in both the public and the private sectors.

AWM is a platform for the prowess of female leaders to be recognised and harnessed in building societies and industries of significance and strength. AWM envisions a world where the voice of women is influential in shaping the leadership spaces that shape the future, and unlock latent potential in Africa and the diaspora. Our mission is to be that catalyst and agent that influences nations and empowers its women to thrive in leadership spaces, across all spheres of society.



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VISION, MISSION AND VALUES

The vision, mission and values to which AWM subscribe represent the bedrock upon which our organisation is built. It is the DNA that defines who we are.



VISION

A world where the voice of women is influential in shaping the leadership spaces that shape the future, and unlock latent potential in Africa and the diaspora.



MISSION

To be that catalyst and agent that influences nations and empowers its women to thrive in leadership spaces, across all spheres of society.



VALUES

Excellence: To accomplish any great and significant task requires a relentless pursuit of excellence on the path to success in one's endeavour. Our organisation and its people espouse such a pursuit

Integrity: We believe that true success comes from breaking barriers in responsible and accountable ways. AWM, and its members, winning in the right way is the only way to achieve its mandate

Solidarity: Winning alone changes one life, but winning together changes societies

Partnership: We believe that partnering with people, entities, and institutions with a kindred vision bolsters our efforts to effect lasting change.

WHO WE ARE

- Who we are: We are a **Community** of dynamic and leading women representing the business, corporate, government, arts and sports sectors in Africa and the diaspora;
- We seek to be a force of **Influence** in industry by lobbying for the collective interests of our members for the purpose of influencing any legislative or administrative action in pursuit of economic justice for women.
- We seek to create a significant and long lasting **Legacy** by developing and implementing a succession plan strategy that creates a pipeline of future female industry leaders across key economic industries in Africa and the diaspora.



Basetsana Kumalo at AWM's Business For Breakfast

WHAT WE DO

Through strategic partnerships, AWM provides the following core services to its members:

1 PERSONAL DEVELOPMENT

AWM offers generic as well as custom programmes, tools, techniques and assessments to support positive development at the individual level. This consists of activities that develop a person's capabilities and potential aimed at exponentially improving business success or employability as well as enhancing quality of life and the realization of dreams and aspirations.

2 LEADERSHIP DEVELOPMENT

AWM offers programmes designed to enhance an individual's ability to perform in a leadership role within an organisation. As an organisation, we understand the importance a leadership role has in aiding an organization's strategy to be carried out by fostering alignment, gaining mindshare, and developing the talents of others.

5 NETWORKING

We understand that for a lot of people, networking can be extremely challenging. We design and host expeditions as well as events that provide an easy-going environment for members to network effectively. We also provide training designed to develop networking skills. These initiatives help to answer questions such as; How do I build the courage to talk to strangers? Where do I draw the line between being pro-active and being pushy? Do I have to be an extrovert to network effectively?

3 BUSINESS DEVELOPMENT

At AWM, we understand that certain skills are vital to business success. We provide programmes and initiatives including those in sales, communication, negotiation, marketing, data analysis and project management. In addition, we provide global networks and markets through our strategic partnership with the Association of Business Women in Commerce & Industry (ABWCI).

4 CAREER DEVELOPMENT

As an organisation, we subscribe to the notion that an individual should be self-aware of their personal strengths and weaknesses, personal needs and desires for fulfilment in their personal life, in conjunction with the career they hold. It is in this light that we offer personalised career planning services that consider steady state careers, linear careers, transitory careers and spiral careers.

STRATEGIC PILLARS

The strategic pillars of AWM represent the key strategic objectives of the organisation. These pillars are the lifeblood of the organisation and guide the organisation in its activities, operations, and the partnerships into which it enters.

There are three pillars that AWM employs to achieve its mandate, namely; Community, Influence and Legacy. These three strategic pillars provide a direction for the organisation. All the components that exist under the AWM banner look to, and are informed by, the strategic pillars.

1 2 3



COMMUNITY

- To establish a vibrant Community of dynamic and leading women in business, corporate, government, arts and sports in Africa and the diaspora;
- To grow and strengthen our Community of dynamic and leading women in pursuit of economic justice for women.



INFLUENCE

- To lobby for the collective interests of our members for the purpose of influencing any legislative or administrative action in pursuit of economic justice for women.
- To become a force of Influence in key economic industries to promote and proliferate the inclusion of women in business, corporate, government, arts and sports in Africa and the diaspora



LEGACY

- To actively implement a succession plan strategy by creating a pipeline of future female industry leaders across key economic industries in Africa.

2030 TARGETS

To have 1 000 000 AWM members from across Africa.

To conduct gender audits in at least 1 000 organisations.

To develop 100 000 emerging women leaders in Africa

AWM MILESTONES

2016



AWM Initial Meet & Greet
10 September 2016



Frank Talk Launch
29 November 2016



This Month In Knowledge Launch (Formerly known as Beyond The Book Club)
30 October 2016

2017



AWM's Official Launch in Sandton, Johannesburg
8 March 2017



AWM Business Workshop
19 September 2017



2019

2018



The first Women's Learning Expedition (WLE) ventures to Kigali, Rwanda:
24 - 26 May 2018



AWM Documentary screening
3 September 2018



The second Women's Learning Expedition (WLE) ventures to Kigali, Rwanda on again:
23 - 26 October 2019

2020



AWM partakes in Covid-19 relief initiatives:
food parcels for disenfranchised women and children



Strategic realignment:
AWM adopts and implements an entity wide Strategy that is responsive to post Covid-19 way of doing business.



AWM signs MOU with ABWCI:
resulting in a global reach of over 30 countries and over 200 000 business women globally.

2021-22

2023

COMMUNITY

Our AWM member community is segmented as follows:

TYPE			MEMBERSHIP COMMUNITY				
EMERGER	EVOLVER	EXECUTIVE	Sector				
			 WIC Women in Corporate	 WEB Women in Entrepreneurship & Business	 WIG Women in Government	 WAS Women in Arts & Sports	 WOD Women of the Diaspora

THE FOLLOWING IS THE DESCRIPTION OF THE MEMBER TYPE:

EMERGER:

Full-time and part-time students with limited or no work experience as well as entry level professional women who want to thrive in their personal lives and careers; typically with working experience below 5 years or a business with revenue of below R5 million.

EXECUTIVE:

Women at the top of their careers who seek to increase their influence as change makers. These are women who typically occupy C-suite positions or own businesses with revenue above R20 million.



EVOLVER:

Mid-career women who seek to break through to the next stage of their careers and keep up with the needs in their personal lives; typically with working experience above 5 years or a business with revenue above R5 million.

HOW TO JOIN THE MOVEMENT

At AWM, we actively seek to make economic advancement accessible to all women across the board; we are all about inclusivity. We realise that great ideas do not come in a financial bracket. We seek to access, hone, develop and grow women in business, corporate, government, arts and sports in their quest towards self and economic actualisation.

AWM does not have a membership fee!

Become a member today and join the movement by filling up our membership form on our website www.awm.africa.





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ENGAGING WITH US

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