

SUITE OF CORPORATE SERVICES



AFRICAN
WOMENS
MOVEMENT

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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

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.

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 MEMBER SEGMENTATION

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 business/es 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.

WHY AWM

The Women's Empowerment Principles (WEPs) are a set of Principles offering guidance to business on how to advance gender equality and women's empowerment in the workplace, marketplace and community. Established by UN Global Compact and UN Women, the WEPs are informed by international labour and human rights standards and grounded in the recognition that businesses have a stake in, and a responsibility for, gender equality and women's empowerment. AWM offers a suite of corporate services that assist organisations in aligning to WEPs.

According to research, women tend to abandon their perceived glamorous careers for arguably less glitzy careers for the following reasons:

WORK-LIFE BALANCE:

Many professional women face challenges balancing their work and personal lives, particularly if they have children or other caregiving responsibilities. Less glamorous careers may offer greater flexibility and work-life balance, which can be a key factor in their decision to leave corporate careers.

1

BURNOUT AND STRESS:

Corporate careers can be demanding and high-pressure, which can lead to burnout and stress over time. Women may be more likely than men to experience burnout, particularly if they are juggling multiple responsibilities or facing other challenges in their personal lives.

4

DISCRIMINATION AND BIAS:

Professional women may face discrimination and bias in corporate environments, particularly in male-dominated industries or positions. This can create a hostile or unwelcoming work environment that may push women to seek careers in fields where they feel more valued and respected.

2

DESIRE FOR MEANINGFUL WORK:

Finally, professional women may leave corporate careers in search of more meaningful work that aligns with their values and passions. Less glamorous careers may offer opportunities to make a difference in areas such as social work, education, or non-profit organizations, which can be more fulfilling for some women than corporate careers focused solely on profit and bottom-line results.

5

LIMITED CAREER PROGRESSION:

Women may also leave corporate careers due to limited opportunities for career progression, particularly if they feel that their skills and contributions are not being recognized or rewarded. In some cases, women may also face barriers to promotion or advancement that are based on gender, which can be a frustrating and demotivating experience.

3

Overall, there are many reasons why professional women may leave their careers for seemingly less glamorous careers. Organizations can benefit from understanding and addressing these factors in order to attract and retain a diverse and talented workforce.

AWM offers a suite of corporate services geared towards the attraction and retention of women in corporate, business, government, arts and sports in pursuit of economic justice for women in general. This is important for several reasons, including:

1

GENDER EQUALITY:

Developing women's skills, knowledge, and abilities can help promote gender equality in the workplace, which is essential for building a fair and just society. Women have traditionally faced barriers to entry in certain industries and roles, and developing their skills and abilities can help break down these barriers and promote greater gender balance.

2

ECONOMIC GROWTH:

Studies have shown that gender equality in the workplace can lead to increased economic growth and productivity. Developing women's skills and abilities can help ensure that they are fully participating in the workforce and contributing to the economy, which can benefit businesses and society as a whole.

3

INCREASED DIVERSITY AND INNOVATION:

Women bring unique perspectives and experiences to the workplace, which can lead to increased diversity and innovation. Developing women's skills and abilities can help ensure that they are fully participating in the creative and decision-making processes of an organization, which can lead to new and innovative ideas.

4

IMPROVED ORGANIZATIONAL PERFORMANCE:

Developing women's skills and abilities can lead to improved organizational performance, as women are able to bring their full range of skills and abilities to bear on their work. This can lead to better outcomes and increased competitiveness for the organization.

5

TALENT MANAGEMENT:

Developing women's skills and abilities can help ensure that an organization has a strong pipeline of women leaders and executives who are able to take on senior roles and drive the organization's success. This can help ensure the long-term sustainability and growth of the organization.

SERVICES

AWM provides the following suite of services to corporates:

GENDER EQUALITY CONSULTING:

Our consulting services provide tailored guidance on developing and implementing gender equality policies and practices in the workplace.

GOVERNANCE CONSULTING SERVICES:

Our governance consulting services provide guidance on developing more inclusive governance structures that promote gender equality.

BUSINESS DEVELOPMENT:

Our business development services help women-owned businesses to grow and thrive through access to funding, mentorship, and other resources.

PERSONAL DEVELOPMENT, COACHING AND MENTORSHIP:

Our personal development services help women to build their self-confidence, improve their communication skills, and enhance their overall well-being.

FINANCIAL WELLNESS:

Our financial wellness services provide guidance on managing personal finances, planning for retirement, and building financial security.

GENDER AUDITS:

Our gender audits assess the gender balance and diversity of your workforce and identify areas for improvement to enhance gender equality in your organization.

LEADERSHIP DEVELOPMENT:

Our leadership development programmes focus on enhancing the leadership skills of women in your organization and creating more opportunities for women to assume leadership roles.

CAREER DEVELOPMENT:

Our career development services provide guidance and support to women at all stages of their careers, including coaching, mentoring, and training.

NETWORKING SKILLS:

Our networking services help women to build strong professional networks and leverage these networks to advance their careers.

MIND MASTERY:

Our mind mastery services focus on developing mindfulness, resilience, and emotional intelligence to help women better manage stress, improve focus, and enhance well-being.

Please contact consult@awm.africa for enquiries and/or quotations.

PARTNERING WITH AWM

AWM plays an integral role in the empowerment, enablement, and promotion of excellent woman professionals and business leaders. AWM provides the seedbed for a collegial networking environment, and professional development pathway, all to see greater representation of women in business and corporate society.

There are varying opportunities for mutually-beneficial partnerships through AWMs' series of initiatives which deliver a female-led focus on Sustainable Development Goals (SDGs).

Please contact partner@awm.africa to explore various ways in which your organisation can partner with AWM. We endeavour to respond withing 24 hours.

Please note that we will only consider partnerships that are aligned to our vision, mission and values as well as fitting to who we are and what we do.





IMPORTANT CONTACTS

The following are the important contacts to note depending on the service you are looking for:

Tel:	+2787 265 6595
WhatsApp:	+2781 597 5580
General Queries:	info@awm.africa
Training Queries:	training@awm.africa
Consulting Queries:	consult@awm.africa
Wellness Queries:	wellness@awm.africa
Governance Queries:	governance@awm.africa
Partnership Queries:	partner@awm.africa

Address:	3 Alexander Avenue Kengsington B, Randburg, Johannesburg, South Africa, 2191
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Website:	www.awm.africa
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Social Media:	Our handle is @AWMLead on major social media
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