

MEMBER HANDBOOK



AFRICAN
WOMENS
MOVEMENT

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1. FOREWORD BY THE PRESIDENT

Dear Members,

It is my pleasure to introduce you to the African Women's Movement (AWM), an organisation that aims to empower women across different fields in pursuit of economic justice, including corporate, business, government, arts, and sports. AWM was established in 2016, and since then, we have been working tirelessly to create a world where women are represented in key leadership roles, key industries and celebrated for their achievements.

The past few years have been challenging, especially with the COVID19 pandemic that affected the world in ways we never imagined. AWM was not spared either, and most of our initiatives had to be put on hold due to the restrictions imposed by the pandemic. However, we did not let this setback dampen our spirits, and we continued to strategize on how to make a significant impact in the lives of women in Africa and the diaspora.

During this period, I went on a retreat in Rishikesh, India, which is known as the capital of yoga. There, I spent some time meditating, doing yoga, eating only vegetarian food and visited a number of temples. I even got a chance to attend an arti. It was while taking a stroll one morning by the Ganges River that I realised the spiritual significance of the river and how it connected me to my generational role towards women's empowerment. The Ganges River holds great spiritual significance in Hinduism, where it is revered as a symbol of purity, divinity, and the cycle of life and death. This realisation stirred a desire in me to take action and contribute to the economic empowerment of women in Africa and the diaspora.

Until then, I had never been so clear on how to go about this in a sustainable way that will serve as a blueprint for generations to come. As a mother to a young daughter and an aunt to a young niece, I want to ensure that they grow up in a world where the economic gender gap has narrowed, and women are given equal opportunities to thrive economically. I want to leave a legacy for them, and that is why I am passionate about the work we do at AWM.

Our organisation has resurged with a more powerful offering than before, designed for post-COVID success. We have created innovative programmes that cater to the needs of women in Africa and the diaspora.

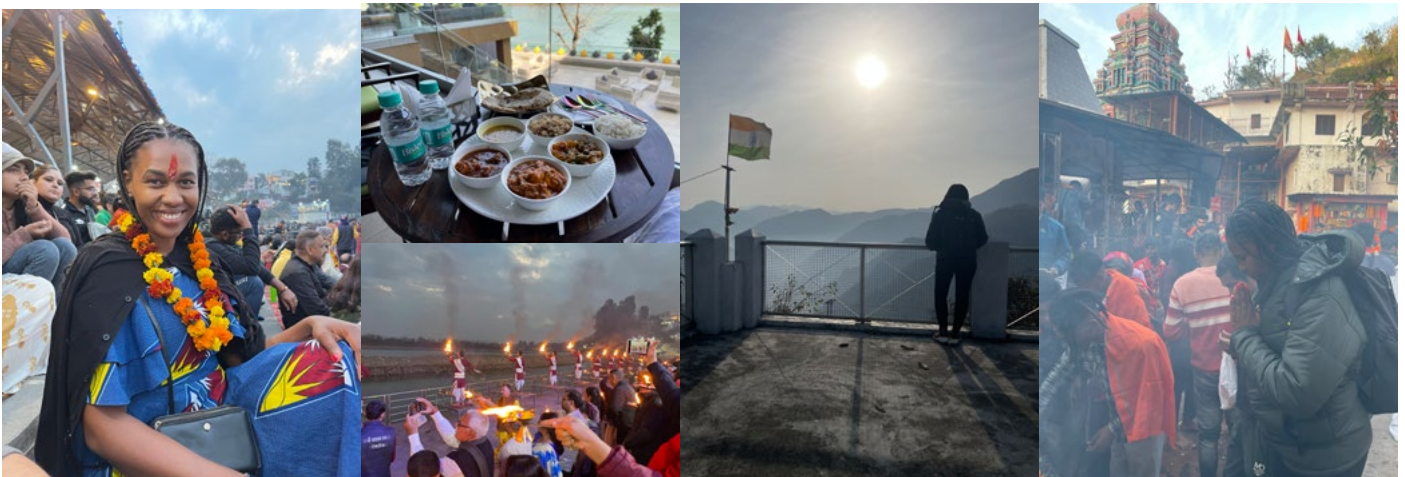
In conclusion, I would like to credit and appreciate the dedicated AWM team for their unwavering commitment, valuable contributions, and trust in our shared vision. I also want to express my gratitude to all the women who have stood by us throughout the years. Your steadfast dedication to our cause is truly inspirational, and we could not have come this far without your support. Working together, we will persist in advocating for women's economic empowerment and strive towards a future where women can realise their full potential.

Best regards,

Refilcue Matenche CA(SA)

President

African Women's Movement



2. GROUP LEADERSHIP

The following is the team of individuals that oversee the day-to-day of the African Women's Movement (AWM). The team is accountable to a board of directors and seeks advice from a Voluntary Advisory Council.



PRESIDENT REFILWE MATENCHE CA(SA)

president@awm.africa

Refilwe Matenche is an accomplished leader with a diverse range of experience as a chartered accountant, lecturer, and board member. She founded the African Women's Movement to promote Women's representation and lobby for economic justice. Her dedication to promoting Women's leadership has earned her numerous accolades, and she is also the Country President of the Association of Business Women in Commerce & Industry (ABWCI) in South Africa.



VICE PRESIDENT LULU MUTSIKIRA

vicepresident@awm.africa

Lulu is an accomplished business leader with experience in brand marketing and interior design. She is committed to Women's economic empowerment and social entrepreneurship as the Vice President of the African Women's Movement. Lulu is also the founder and CEO of Namasaya, which has built multiple homes across Africa and empowered women-owned businesses through its projects.





HEAD OF STAKEHOLDER RELATIONS ZANDILE MHINGA

stakeholders@awm.africa

Zandile is the CEO and founder of Tihosi Health Safety & Environment, a company that supplies personal protective equipment. She has a background in manufacturing, oil and gas, and mining, and holds a B-Tech degree in Operations Management. Zandile worked for over a decade in corporate, including serving as the Head of Stakeholder Engagement at The Princess of Africa Foundation. Zandile is also an Albertina Sisulu Women of Fortitude ambassador.



HEAD OF STRATEGY & INNOVATION LWETHU ZWANE

strategy@awm.africa

Lwethu boasts over a decade of experience in business development, international trade, and investment, with work spanning Africa, Asia, and Europe. As the inaugural Head of Investment for the UK Government's DIT in South Africa, she prioritised female-led investments. Lwethu was named among Mail and Guardian's Top 50 Women for 2021 and is a proponent of mutually beneficial partnerships in the context of Covid-19 recovery. She takes pride in aiding African women entrepreneurs with access to international markets and investment, recognized by Her Majesty's Trade Commissioner for Africa.



HEAD OF BUSINESS CONSULTING MOSHUPI MOKGOBINYANE CA(SA)

consult@awm.africa

Moshupi Mokgobinyane is a qualified chartered accountant and registered auditor with over 20 years of experience in the financial sector. He has worked for KPMG and EY and has international experience working in audits of hedge funds and real estate companies. Moshupi was a Senior Lecturer in Financial Accounting at the University of South Africa for 12 years and has served on numerous Audit Committees. He brings a comprehensive understanding of financial management to every project he works on.

3. 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.



1.1.1. 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.



1.1.2. MISSION

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



1.1.3. 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.

4. 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

5. SERVICES

AWM provides the following suite of services to corporates:

5.1. EXECUTIVE SEARCH SERVICES:

At AWM, we understand the vital importance of having diverse and effective leadership in any organisation. Our executive search services are designed to help our clients recruit and hire top female talent for leadership positions, with a focus on promoting diversity, equity, and inclusion. In addition, we also offer board placement services to help our clients create a diverse and effective board of directors.

Our executive search team has extensive industry knowledge enabling us to identify and attract the best candidates for our clients from our member base. We work closely with our clients to create a customised executive search strategy that aligns with their specific needs and organisational goals.

With AWM's executive search services, our clients can be confident that they're hiring the best female talent for their leadership positions and creating a diverse and effective board of directors.



5.2. GENDER EQUALITY CONSULTING AND GENDER AUDITS

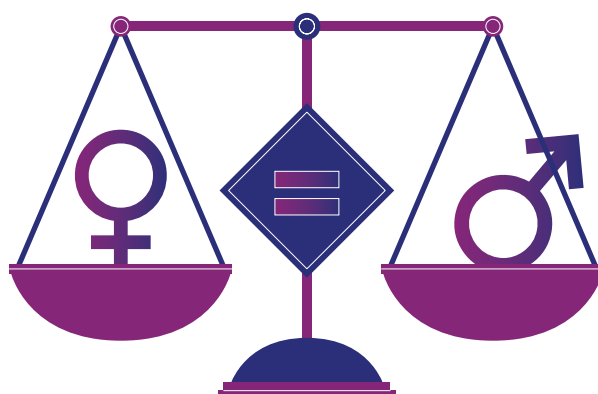
There is an increasing urgency for business to incorporate tangible women's empowerment considerations into corporate strategies, both to ensure sustainable growth and to demonstrate leadership through values. In 2010, the United Nations launched The Women's Empowerment Principles (WEPs) Gender Gap Analysis Tool to guide business on empowering women in the workplace, marketplace, and community. AWM provides bespoke consulting services that assist organisations to develop and/or implement enterprise development, supply chain and marketing practices that empower women in line with the WEP principles.

In addition, AWM offers Gender Audit Services to corporate clients to help them create a more inclusive and equitable workplace. Our team of experienced professionals will conduct a comprehensive assessment of an organisation's policies, practices, and culture to identify areas for improvement and provide recommendations for change.

A Gender Audit is a powerful tool that can help organisations identify and address gender disparities and bias, improve gender representation and diversity, and create a more inclusive and equitable workplace culture. By conducting a Gender Audit, organisations can demonstrate their commitment to gender equality and diversity, which can help attract and retain top talent, improve employee engagement and productivity, and enhance the company's reputation as a socially responsible employer.

AWM's strategy includes conducting gender audits for at least 1 000 companies across Africa by 2030. As an AWM member, you can play a vital role in convincing the companies you are employed in to conduct gender audits to identify areas where women are underrepresented or face barriers to advancement. This information can then be used to create targeted strategies that promote gender equality and inclusivity. Gender audits can also help identify areas where women are not receiving equal opportunities, such as pay, promotions, and leadership positions. By advocating for gender audits, you would be proactively working towards achieving gender equality and fairness in the workplace. This is an essential step towards fulfilling your generational role and creating a more inclusive and equitable environment for future generations of women.

Please email consult@awm.africa to get in touch with us if you would like us to approach your organisation to conduct a gender audit.



5.3. GOVERNANCE CONSULTING SERVICES

Studies show that an increase in women on boards improves a company's value and performance. Despite this, our organisation has observed that established companies, both in the private and public sector, often maintain a "boys club" at the board level and/or rely on the same few women for board appointments.

We believe that this approach is neither sustainable nor strategic in the long term. Such practices limit the potential for diverse perspectives and ideas to be considered and do not foster effective succession planning. At AWM, we advocate for a more inclusive approach to board appointments that promotes diversity and equity to ensure the long-term success of organisations which influences the long-term economic success of our communities.

AWM supports the global mission of the 30% Club to have at least 30% representation of women on all boards and C-suites globally.

To support this mandate for Africa, AWM provides the following expert consulting services:

- **Board placements:** we match skilled candidates covering a diverse spectrum of industry sectors from our member base for board appointments to corporate boards. We provide tools and strategies for recruiting diverse board members and build a pipeline of diverse talent for future board positions. We also provide support and training to appointed candidates for them to succeed in their roles.
- **Board diversity:** we provide training designed to promote an inclusive culture that values diversity in all its forms, including race, gender, age, ethnicity, education, profession, and cultural background. We provide insights on why diversity on the board of directors is crucial for your organisation's success. We

will also discuss practically how a diverse board can enhance decision-making, improve performance, and promote innovation in your organisation.

- **Womens' leadership development programmes:** we offer leadership development programmes specifically designed for women to help them advance their careers and become leaders within the organisation.
- **Family-friendly policies:** we assist organisations to develop and implement policies that support work-life balance, such as flexible working hours, parental leave, and child care support, to help women balance work and family responsibilities.
- **Employee resource groups:** we assist organisations in creating employee resource groups (ERGs) for women to provide a platform for networking, mentorship, and professional development.
- **Supplier diversity programmes:** we assist organisations with the development, implementation of supplier diversity programmes that encourage the sourcing of goods and services from women-owned businesses. We also assist organisations in continuously measuring and tracking the success of such developed programmes.

Womens' representation on boards has been linked to better decision-making, improved performance, and enhanced accountability. AWM encourages you as a member to speak up and advocate for gender diversity in your organisation's leadership; build relationships with women in leadership positions in your organisation and encourage them to mentor and sponsor you; participate in training and development programmes to develop your leadership skills and prepare for board positions.

Given that women make up a significant portion of consumers in many industries, it is crucial to have women in leadership positions to ensure that their perspectives and interests are adequately represented and addressed. Please email consult@awm.africa to get in touch with us regarding services relating to governance.

5.4. LEADERSHIP DEVELOPMENT

Developing strong leadership skills is essential for achieving success and fulfilment in one's career and personal life. Effective leaders are able to inspire and motivate others, build strong teams, and achieve their goals. Women are underrepresented in leadership positions in many industries and may face unique challenges. Our leadership development programmes can help address this gap by providing women with the skills and knowledge they need to become effective leaders.

AWM offers leadership development programmes to help you develop the skills and knowledge you need to become an effective leader. Our Signature Leadership Programmes are designed specifically for women at different stages of running their businesses or at different stages of their careers.

Our experienced coaches and trainers can provide guidance on a range of topics, including:

- Leadership styles and strategies
- Communication and interpersonal skills
- Team building and management
- Decision-making and problem-solving
- Negotiation and conflict resolution

Our leadership development programmes are tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one coaching, group training, and online resources.

Please refer to our events calendar for training dates that suit your availability. Alternatively, email training@awm.africa for a custom quotation.



5.5. BUSINESS DEVELOPMENT

5.5.1. WORKSHOPS

AWM offers two monthly Business Development Workshops available to all members. The first workshop is designed to develop start-ups and small businesses whilst the second workshop is designed for growth focused medium and large businesses. It is in these workshops that potential business opportunities for members will be presented.

Please refer to our events calendar for training dates that suit your availability. Alternatively, email training@awm.africa for a custom quotation.

5.5.2. VETTING OF MEMBER BUSINESSES

As an AWM member, you have access to a variety of resources and services designed to help your business succeed. One of these services is our vetting process, which involves a thorough evaluation of your business operations, financials, and legal compliance to ensure that you are operating in the most efficient and effective way possible.

Why Vetting is Important:

Vetting your business is important not only to identify areas where you may be at risk or where improvements can be made, but it also protects our organisation as a whole.

- By vetting your business, we can ensure that all members are operating with the highest standards of business excellence, which helps to maintain the reputation of our organisation.
- Additionally, vetting your business can help to identify potential areas of collaboration or partnership with other members. By knowing more about each other's businesses, we can better support and empower one another.
- Lastly, vetting can help build credibility with investors, lenders, and other stakeholders who may be interested in your business.

Our Vetting Services:

We offer optional vetting services to AWM members in business for a fee. Our team of experts will work with you to evaluate your business and provide recommendations on how to improve operations, increase efficiency, and reduce risk. As a vetted member, you will receive a certificate that is valid for one year as evidence that your business has undergone a vetting process and to show your affiliation with AWM. In addition to the certificate, our organisation also assigns a rating from 1 to 5 for vetted companies. This rating system is designed to provide our members with a clear understanding of the level of quality and credibility of each business that has been vetted by our organisation.

Here is an overview of what each rating from 1 to 5 means:

- 1. Emerging:** This rating is assigned to companies that have been vetted by our organisation and meet our minimum standards. These companies are considered to be “Emerging” and may require additional support and improvement in certain areas to achieve their full potential.
- 2. Developing:** This rating is assigned to companies that have been vetted by our organisation and have demonstrated a good level of quality and credibility in their operations. These companies are considered to be “Developing” and may still require some improvement in certain areas to reach their full potential.
- 3. Mature:** This rating is assigned to companies that have been vetted by our organisation and have demonstrated a high level of quality and credibility in their operations. These companies are considered to be “Mature” and are well-regarded in their respective fields, with a proven track record of success.
- 4. Elite:** This rating is assigned to companies that have been vetted by our organisation and have demonstrated exceptional quality and credibility in their operations. These companies are considered to be “Elite” and are among the top performers in their respective fields, recognised as leaders in their industries.
- 5. Pinnacle:** This rating is assigned to companies that have been vetted by our organisation and have demonstrated outstanding quality and credibility in their operations. These companies are considered to be the “Pinnacle” of excellence and are recognised as industry leaders, setting the standard for others to follow.

Once your business has been vetted, you will have access to exclusive opportunities and resources that can help your business grow and succeed. These opportunities may include access to funding and investors, partnerships, mentorship programmes, and networking events that are only available to vetted businesses.

Publishing of vetted businesses:

Our website is often used by external parties to verify the affiliation and credentials of our vetted businesses. Only vetted businesses will be published on our website for this purpose. Being published on our website can provide credibility and recognition for your business in your respective field.

If you are interested in a quotation for the vetting of your business, please contact us at consult@awm.africa.



5.5.3. BUSINESS STRATEGY

Developing a strong business strategy is essential for the success of your business. It can help you identify opportunities for growth, navigate challenges and risks, and achieve your goals. Working with experienced consultants can provide valuable insights and perspectives that can help you make informed decisions and achieve success. AWM offers business strategy services to help you develop and implement effective strategies for your business. Our experienced consultants can provide guidance on a range of topics, including:

- Market analysis and research
- Competitive analysis
- Business planning and goal-setting
- Branding and marketing strategy

Our business strategy services are tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one sessions, group sessions, and online resources.

If you are interested in our business strategy offering, please contact us at consult@awm.africa for a quotation.

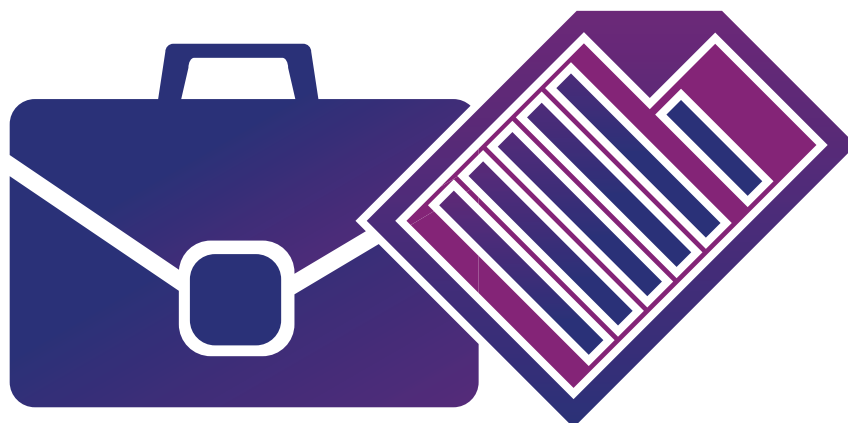
5.5.4. COMPANY PROFILE

You would have noticed that upon signing up as an AWM member, you had the option to upload your company profile to our website. Your company profile is often the first impression that potential clients and investors have of your business, and it's important that it accurately reflects your capabilities and strengths.

At AWM, we are committed to helping our members succeed. We provide services such as professional editing, proofreading, graphic design and layout, writing and content development. These services are meant to develop and improve your company profile so that it:

- Showcases your business in a professional and compelling way
- Highlights your unique value proposition and competitive advantages
- Establishes trust and credibility with potential clients and investors
- Differentiates your business from competitors

If you would like us to help you develop and improve your company profile, email consult@awm.africa for a quotation.



5.6. CAREER DEVELOPMENT

5.6.1. PERSONALISED CAREER PLANNING

AWM subscribes 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.

If you are interested in a quotation for personalised career planning, please contact us at training@awm.africa.

5.6.2. VETTING OF MEMBERS

As an AWM member, you have access to a variety of resources and services designed to help you succeed in your career. One of these services is our vetting process, which involves a thorough evaluation of your professional qualifications, experience, and other credentials to ensure that you meet our high standards of professionalism.

Why Vetting is Important:

Vetting our members is important not only to ensure that all members meet our standards of professionalism, but it also protects our organisation as a whole. By vetting our members, we can ensure that all members are operating with the highest standards of excellence, which helps to maintain the reputation of our organisation.

Additionally, vetting our members can help to identify potential areas of collaboration or partnership with other members. By knowing more about each other's professional backgrounds and experiences, we can better support and empower one another.

Our Vetting Process:

We offer optional vetting services to members of our organisation for a fee. Our team of experts will work with you to evaluate your professional qualifications, experience, and other credentials to ensure that you meet our high standards of professionalism. Once you have been vetted, you will have access to exclusive opportunities and resources only available to vetted members that can help you grow and succeed in your career. As a vetted member of AWM, you will receive a certificate that is valid for one year and a recommendation letter that you can use to showcase your accomplishments and successes. By vetting our members, we can maintain the reputation of our organisation and ensure that we are providing vetted members with access to the best resources and opportunities available.

Publishing of vetted members:

Our website is often used by external parties to verify the affiliation and credentials of our vetted members. Only vetted members will be published on our website for this purpose. Being published on our website can provide you with credibility and recognition for your businesses in your respective field.

If you are interested in being a vetted AWM member, email consult@awm.africa for a quotation.

5.6.3. CURRICULUM VITAE:

You would have noticed that upon signing up as an AWM member, you had the option to upload your Curriculum Vitae (CV) to our website. Having a strong CV is essential for advancing your career and landing your dream job. Your CV is often the first impression that potential employers have of you, and it's important that it accurately reflects your qualifications, experience, and achievements.

Our team of experts can work with you to create a customised CV that accurately represents your skills and experience and helps you stand out from the competition. Our services to develop and improve your CV can help you:

- Showcase your skills, experience, and achievements in a clear and concise way
- Tailor your CV to specific job opportunities or industries
- Highlight your unique value proposition and competitive advantages
- Establish trust and credibility with potential employers
- Differentiate yourself from other candidates

Please contact us by emailing consult@awm.africa for a quotation to develop and improve your CV.

5.6.4. PERSONAL DEVELOPMENT, COACHING AND MENTORSHIP

Coaching and mentorship can be a valuable tool for advancing your career and achieving your goals. Working with an experienced coach or mentor can help you gain new perspectives, identify areas for improvement, and develop strategies for success.

At AWM, we offer an array of experienced coaches and mentors who provide guidance on a range of topics, including:

- Career development
- Personal development
- Leadership
- Business strategy

Our coaching and mentorship services are tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one sessions, group sessions, and online resources.

Click [here](#) to book for a personal appraisal with one of our specialists. Alternatively, email training@awm.africa for a custom quotation.

5.7. NETWORKING SKILLS

Developing strong networking skills is essential for building professional relationships, expanding your network, and advancing your career. Soft skills, such as communication and emotional intelligence, are also important for building trust and rapport with others, and for effectively managing conflicts and challenges in the workplace.

It is especially important to hone networking skills for those of African descent, because it can be a significant challenge for them to enter and navigate in business and the workplace. Networking is critical to building relationships and making connections that can lead to opportunities for growth and advancement. However, individuals of African descent often face additional barriers in the workplace that can make it challenging to build these connections.

For example, unconscious bias and racial stereotypes can prevent them from being included in social networks, which in turn can limit their access to information and opportunities. They may also face challenges in finding mentors or sponsors who can help them navigate the workplace and advocate for their career development. Additionally, there may be cultural differences in communication styles and networking practices that can make it difficult for individuals of African descent to establish connections with their colleagues.

By honing networking skills, members of AWM can better navigate these barriers and build meaningful connections that can help them succeed in their businesses and careers. The

organisation can provide training and resources on effective networking strategies and best practices, as well as create opportunities for members to network with each other and with professionals in their industries.

At AWM, we offer services to help our members to develop and improve their networking skills, including soft skills. Our experienced coaches and trainers can provide guidance on a range of topics, including:

- Effective communication and interpersonal skills
- Building and maintaining professional relationships
- Personal branding and self-promotion
- Leadership and management skills
- Emotional intelligence and resilience

Our networking skills services are tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one coaching, group training, and online resources.

In addition, AWM provides members with complimentary access to online AWM Connect Groups where networking skills can be put to practice. There are currently over ten (10) Connect Group covering a broad range of interests – this is a resource that can help you find your tribe within the broader AWM community. We also host various monthly and annual events that provide an easy-going environment for members to network effectively across the different member types and industries.

Please refer to our events calendar for all event dates that suit your availability. Alternatively, email training@awm.africa to request for custom quotations.

5.8. FINANCIAL WELLNESS

Achieving financial wellness is essential for achieving long-term financial security and peace of mind. By managing your finances well, you can reduce stress and uncertainty, build wealth, and achieve your financial goals.

At AWM, we offer services to help you manage your finances well and achieve financial wellness, including guidance on budgeting, investing, and saving for the future. Our experienced financial advisors can provide guidance on a range of topics, including:

- Budgeting and saving
- Investing and wealth management
- Retirement planning
- Debt management
- Estate planning

Our financial wellness services can be tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one sessions, group sessions, and online resources.

Please refer to our events calendar for Financial Wellness workshop dates that suit your availability. Alternatively, email consult@awm.africa for custom quotations.



5.9. MIND MASTERY

Mastering your mind is essential for achieving success and fulfilment in all areas of your life. By developing techniques for managing stress and anxiety, increasing focus and productivity, and cultivating a positive mindset, you can improve your overall well-being and achieve your goals.

At AWM, we offer services to help you develop and master your mind, including techniques for managing stress and anxiety, increasing focus and productivity, and developing a positive mindset. Our experienced coaches and trainers can provide guidance on a range of topics, including:

- Mindfulness and meditation
- Stress management and resilience
- Time management and productivity
- Goal-setting and motivation
- Self-care and wellbeing

Our Mind Mastery services are tailored to your individual needs and goals, and can be provided in a variety of formats, including one-on-one coaching, group training, and online resources.

Please refer to our events calendar for all event dates that suit your availability. Alternatively, email wellness@awm.africa for custom quotations.



6. 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.

7. MEMBER SURVIVAL PACK

To help you get started on your journey with AWM, we have put together a Member Survival Pack that we believe will be of great value to you. There are three different Member Survival Packs recommended for each membership level, available for sale on our online shop <https://awmshop.africa>.

 EMERGER PACK	 EVOLVER PACK	 EXECUTIVE PACK
AWM Handbook ✓	AWM Handbook ✓	AWM Handbook ✓
Lapel Pin ✓	Gratitude Diary: Thrive ✓	Gratitude Diary: Thrive ✓
Personal development assessment: 30 minutes ✓	Pen ✓	Pen ✓
	Lapel Pin ✓	Lapel Pin ✓
	Personal development assessment: 45 minutes ✓	AWM Blazer ✓
		Personal development assessment: 60 minutes ✓

At minimum, the pack includes this Member Handbook, which serves as a comprehensive guide to all aspects of our organisation, including our vision, mission, goals and values. This handbook will help you understand what we stand for and how you can contribute to our shared goals.

In addition to the handbook, we have also included in the pack an adorable and classy lapel pin where different colours represent different membership levels. These pins serve as symbols of your membership and are a great way for you to distinguish yourself as a member of AWM. Lapel pins with different colours help members to easily recognise and distinguish between different membership levels within the organisation thus facilitating more effective networking engagements. This can be particularly useful during events or meetings where members may not know each other personally. As outlined earlier, one of AWM's strategic pillars is INFLUENCE where our goal is 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. With that in mind, visibility and affiliation to a reputable lobby organisation can be of great importance for individual AWM members and/or their member businesses. It is for these reasons that we highly recommend that you wear your pin as often as possible.

Finally, we have also included a 30-minute consultation on personal development. We believe that personal growth is an essential part of AWM's DNA, and we want to support you in this process. During this consultation, you will have the opportunity to discuss your goals, aspirations, and challenges with a personal development expert who will provide you with personalised developmental recommendations.

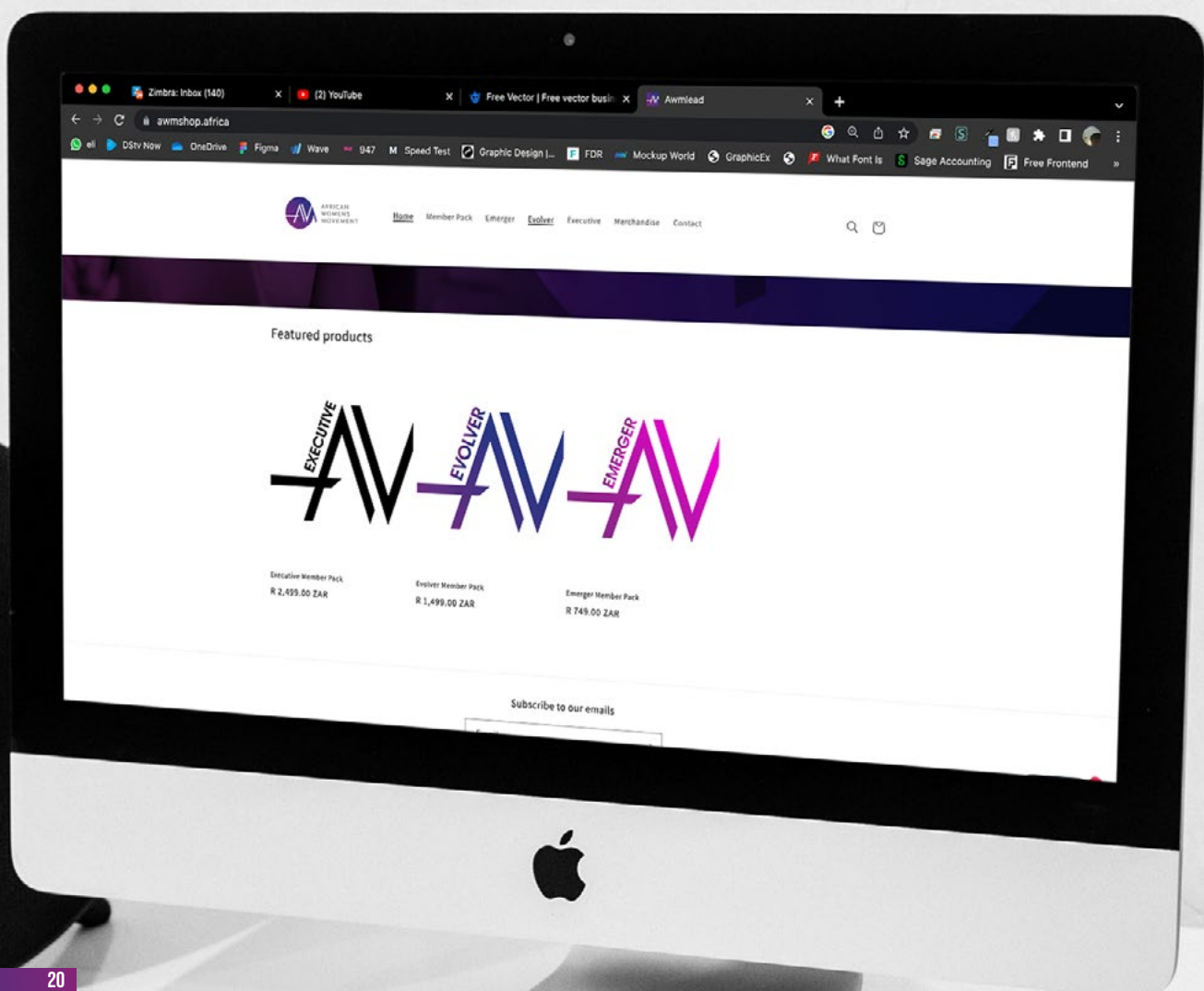
8. AWM SHOP

The AWM shop is designed to serve two primary purposes: increasing the organisation's visibility and providing you with access to merchandise and products that can assist with productivity, or are aligned with our organisation's vision, mission, and values.

Firstly, our shop offers a variety of merchandise that can increase our organisation's visibility. This includes clothing items such as golf-shirts, blazers and hats, as well as accessories like coffee mugs and lapel pins. By wearing and using these items, you can help promote our organisation's mission and values and increase our visibility in your community and beyond.

Secondly, we also offer products that can assist with productivity, or are aligned with our organisation's vision, mission, and values. For example, we have items such as journals and planners that can help you stay organised and on top of your goals. We also offer products made by women-owned businesses or organisations that align with our values of empowerment, equality, and inclusivity.

We urge you to visit our online shop by visiting www.awmshop.africa and find something that resonates with you. We thank you in advance for your support.



9. CONNECT GROUPS

AWM Connect Groups are complimentary online communities that meet on the first week of each month for 1 hour per session excluding January and December. The groups are designed for members to come together according to their areas of interest with the purpose of intentional growth, building relationships, having fun and being equipped in an environment of support and encouragement in line with our strategic pillar - COMMUNITY. Connect groups are run by Connect Group Champions on a voluntary basis. Connect groups are relaxed and intended for attendees to open up about their lived experiences in the company of people they relate to. It is indeed a safe place to grow to your optimum potential. To sign up for each group, keep an eye out for dates and times in the events calendar.

The following Connect Groups are available for members to join:

1. Master Money – for all members that seek to improve their basic money management skills.
2. Mind Mastery – for all members that seek to explore meditation and mindfulness tools, that can help them create life-changing habits to support their mental health.
3. In-Knowledge Book Club – for all our bookworm members interested in reading books on a monthly basis.
4. Family Affair – for all members who wish to strike a balance between personal career or business ambitions, family responsibilities and parenting.
5. Corporate Jungle - for Emerger and Evolver members employed in corporate.
6. Prudent Students – for Emerger members who are studying part-time or full-time
7. We Mean Business – for all our entrepreneurial members who run their own businesses.
8. Creative Corner – for all members in creative fields e.g. actors, singers, sportswomen, influencers
9. Boardroom Talk – for all members that occupy board positions in reputable institutions.
10. C-Suite Street – for Executive members in corporate and government that occupy C-Suite positions.
11. Public Sector Matters – for Evolver and Executive members that work for government.
12. Audacious Faith - for all members that seek to strengthen their relationship with God.
13. AWM Leadership Alumni – This group is also for members who have been occupied leadership roles in AWM. It is also for Executive members who have completed at least one (1) Signature Programme that runs for more than 1 day and have attended at least three (3) Connect Group sessions.



THE IMPORTANCE OF ATTENDING CONNECT GROUPS

Attending an AWM Connect Group is the ideal way for you as a member to 'find your tribe' within the AWM community. It is also a great way for you to be informed on the latest developments within the organisation as well as keep in touch with the "Call To Action" to members that enable the organisation 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.

HOW TO JOIN A CONNECT GROUP

After you have signed up as an AWM member, an email will follow with a link to join the Connect Group/s you are interested in. In addition, look out for the dates when Connect Groups will meet in the events calendar. Alternatively, email members@awm.africa stating your desire to be part of a Connect Group.

HOW TO BECOME A CONNECT GROUP CHAMPION

Connect Groups are run by Connect Group Champions on a voluntary basis. Click [here](#) if you are keen to be considered as a Connect Group Champion.



10. AWM NETWORKING EVENTS

As an AWM member, you have access to a variety of events and activities designed to help you connect with other members and advance your business or career.

Type of events:

AWM offers a variety of events, workshops, training, expeditions, conferences and activities online and in-person hosted predominantly throughout the African continent. Click [here](#) to watch a documentary that captured our inaugural signature event – the Women's Learning Expedition we hosted in 2018 in Rwanda.

Our initiatives are designed to help you connect with other members and advance your business and/or career to achieve your goals. We cater to the different levels and industries of our members.

By being proactive in AWM events and initiatives, you can connect with other members and build your professional network, learn from industry experts and thought leaders, gain insights into global trends and best practices, explore new markets and expand your business opportunities, participate in mentorship and training programmes and develop new skills and knowledge.

Dress code:

We want all members to feel comfortable and confident at our events, which is why we ask that attendees adhere to a smart casual dress code, except for sporting events where members are expected to wear our sporting gear that can be purchased from our online store. This means dressing in neat and presentable attire that is appropriate for the occasion.

Executive members are required to wear black official AWM blazers to events, except for sporting events. This helps to distinguish them as prime leaders of our member community and provides a consistent image for external stakeholders. AWM blazers are included in the Executive Member Survival Pack and individual blazers are also available for purchase on our online store.

Lapel Pins:

Member lapel pins are enclosed in all the Member Survival Packs and help to identify members and their respective membership levels. All members are encouraged to wear the lapel pins that serve to indicate their member level where Bronze is for the Emerger member, Silver is for the Evolver member and Gold is for the Executive member. Members should attempt to wear their lapel pins to all AWM events for maximum benefit. Individual lapel pins are also available on our online store.

Calendar:

Our calendar of events is available on our website, and we encourage you to keep an eye out for updates and new additions.

If you have any questions about our events, dress code, or lapel pins, please don't hesitate to contact us at members@awm.africa.

11. CLUSTER CONVENORS

An AWM member has the opportunity to become a volunteer and play an active role in our organisation. We refer to our volunteers as Cluster Convenors, and they help us organise events, coordinate initiatives, and provide support to other members.

Becoming a cluster convenor is a great way to make a difference in our organisation and in the lives of other members. By volunteering, you can develop valuable skills, build your network, and contribute to a community that is dedicated to empowering women.

If you are interested in becoming a cluster convenor, there are two ways to get involved:

1. **Cluster Convenor form:** Please complete your details [here](#)
2. **Start your own initiative:** If you have an idea for an initiative or project that aligns with our organisation's vision, mission and values, we encourage you to start your own cluster. We can provide guidance and support to help you get started.

At AWM, we reward our cluster convenors as it shows that we value and appreciate their contributions. We also do so to build a culture of volunteerism and community within our organisation. The following are some of the ways we reward our cluster convenors:

- **Recognition:** We publicly acknowledge and thank our cluster convenors for their contributions at events, on our website, and in our newsletter.
- **Professional development opportunities:** We provide our cluster convenors with complimentary access to certain professional development opportunities, such as training workshops and networking events.
- **Access to exclusive events:** Our cluster convenors have complimentary access to certain exclusive events and activities that are not available to other members.
- **Leadership opportunities:** Our cluster convenors have the opportunity to develop their leadership skills and take on additional responsibilities within our organisation.



12. ADVOCACY

We want to take a moment to talk about the important role that advocacy plays in AWM, especially given that we have members from various fields such as business, corporate, government, art, and sports.

Advocacy is the act of promoting or supporting a particular cause, policy, or idea. In our organisation, we believe that advocacy is a critical tool for creating positive change for women, both within our organisation and in society at large in line with our strategic pillar – INFLUENCE.

As members from different fields, we have unique experiences and insights that can inform our advocacy efforts. For example, members who work in business or corporate fields can advocate for equal pay and opportunities for women in the workplace. Members in government can work to create policies and legislation that promote gender equality and protect Women's rights. Members in the arts can use their platform to raise awareness about important social issues, and those in sports can advocate for equal pay and opportunities for female athletes.

Through advocacy, we can raise awareness, influence policy, promote diversity and inclusion, build alliances and partnerships, and empower women to speak up and take action. We believe that advocacy can help create a more equitable and just society for all women, regardless of their backgrounds or fields of work.

Here are some practical ways in which you as an AWM member can support to advance the organisation's advocacy efforts in pursuit of economic justice for all women:

- 1. Lobby for policy change:** Members can support the movement to advocate for policy change at the local, state, or national level to promote economic justice for women by completing surveys or polls issued by the organisation and/or submitting comments on draft policies. This could include advocating for policies that promote equal pay, paid family leave, and affordable childcare.
- 2. Build coalitions with other organisations:** Members can make recommendations for AWM to work with other organisations that share similar goals and values to build a coalition of advocates who can work together to achieve common objectives. This can help to amplify the organisation's message and increase its impact.
- 3. Engage with the media:** As professionals in your respective fields, you have valuable insights and connections in the media industry that can benefit our organisation. We encourage you to suggest media outlets or journalists that may be interested in covering our events, initiatives, and achievements. You can also recommend ways to improve our media engagement strategy or suggest new media platforms to explore. However, we kindly request that all media engagement activities be coordinated through the organisation's official channels. This ensures consistency in messaging and that all media interactions are aligned with our mission and values.
- 4. Host educational events:** Members can make proposals to the movement to host educational events such as panel discussions, workshops, or community forums that focus on issues related to economic justice for women. These events can help to educate and engage the community and build support for the organisation's cause.
- 5. Support women-owned businesses:** Members can support businesses owned other members by purchasing their products or services, and promoting them on social media or through word-of-mouth. This can help to create more economic opportunities for our members and women at large.

6. Participate in protests and rallies: Members can actively participate in protests and rallies to bring attention to issues related to economic justice for women. These events can be a powerful way to bring attention to the cause and put pressure on policymakers to take action.

AWM welcomes proposals for advocacy initiatives and events that align with our vision, mission and values. We are also open to partnering with other organisations and individuals who share our goals and values. If you have any questions or queries related to advocacy, or if you would like to share your ideas or suggestions, please feel free to email us at advocacy@awm.africa. You can also reach out to us through social media (refer to the end of the document for comprehensive contact list).

As members of AWM, we have the power to use our collective voices to advocate for change. We can work together to create a world where all women can thrive and succeed. Let's continue to use advocacy as a tool to promote positive change and create a better future for ourselves and generations to come.



13. SOCIAL MEDIA ENGAGEMENT

As members of AWM, you have a crucial role to play in advancing our advocacy efforts for gender equality and economic justice for women. One practical way you can do this is by following our organisation on social media and engaging with our content.

Our social media handles are AWMLead on major platforms such as Facebook, Twitter, Instagram, and Tik Tok. By following us on social media, you can stay up-to-date with our latest events, initiatives, and advocacy efforts. You can also engage with our content by liking, commenting, sharing, or subscribing to our channels.

Here are some important reasons why following our organisation on social media is beneficial:

- 1. Stay informed:** Following our organisation on social media is a great way to stay informed about our advocacy efforts, events, and initiatives. You can receive regular updates on business and career opportunities available to our members.
- 2. Connect with like-minded individuals:** Our social media channels are a great way to connect with other like-minded individuals who share your passion for wealth attainment and economic justice for women. You can engage in conversations, share your perspectives, and build relationships with other members of our community.
- 3. Amplify our message:** By sharing our content on your personal social media channels, you can help to amplify our message and reach a wider audience. This can help to raise awareness about important issues and build support for our advocacy efforts.
- 4. Access exclusive content:** By following our organisation on social media, you can access exclusive content such as behind-the-scenes photos and videos, sneak peeks of upcoming events, and special promotions for our members.

It is important to remember that as members of our organisation, we expect you to adhere to our social media code of conduct when engaging online. This means being respectful, considerate, and mindful of the impact of your words and actions on others. We encourage you to engage in constructive and productive conversations that promote our vision, mission and values.

Following AWM on social media is a simple yet powerful way to advance our advocacy efforts for gender equality and economic justice for women. By engaging with our content and sharing it with others, you can help to raise awareness about important issues and build support for our cause.

We encourage you to take a moment to follow us on social media at AWMLead and engage with our content, keeping in mind our social media code of conduct.



14. FRANK TALK PODCAST

The Frank Talk podcast is hosted by the President and Vice President of AWM periodically and features inspiring conversations with powerhouses in corporate, business, government, arts, and sports. These conversations are designed to share practical tools and tricks that one can use to step into their power, smash all glass ceilings and take the seat at the tables where the big deals and decisions are made.

Driving the Advocacy Agenda:

The Frank Talk podcast is an essential tool that we use to drive our advocacy agenda, and we need your help to make it successful. We encourage all members to respond to any call to actions we may announce on the podcast in pursuit of economic justice for women as well as submit their desired topics, content, stories, products, or anything else that they believe would help drive our advocacy agenda forward.

By sharing your insights and perspectives, you can help us to create a powerful and engaging platform that will inspire change and drive progress towards gender equality. We believe that together, we can make a real difference, and we encourage all members to get involved in our podcast and our advocacy agenda.

How to Get Involved:

We want our members to be involved in shaping the content of our podcast. If you have desired topics, content, stories, exceptional innovation or anything else that you would like to share, please submit your contributions to contributor@awm.africa. We will review all submissions and consider suitable content for future episodes.

Why This is Important:

Our podcast is a platform for our members to connect, learn, and grow. By sharing your insights and perspectives, you are contributing to the growth and development of our community. We believe that everyone has something valuable to contribute, and we encourage all members to get involved in shaping the content of our podcast.

Subscribe to Our YouTube Channel:

To stay updated on new episodes of our podcast, we encourage all members to subscribe to our channel on YouTube – click [here](#). By subscribing to our channel, you will receive notifications whenever we post new episodes, and you can stay up-to-date on the latest conversations and insights from powerhouses in corporate, business, government, arts, and sports.



Apple Podcasts



15. MEMBER ACHIEVEMENTS

As an organisation committed to empowering women in Africa, we want to celebrate the achievements of our members. We believe that by highlighting your accomplishments, we can inspire and motivate others to reach their own goals. Here are some examples of member achievements in various sectors:

Corporate:

- Jane Doe was recently promoted to CEO of a major corporation.
- Mary Smith was named one of the top 50 most influential women in business in Africa.

Business:

- Sarah Johnson started her own business with the help of our business strategy services, and it has since grown to employ over 50 people.
- Grace Ndlovu won an entrepreneurship award for her innovative and sustainable business idea.

Government:

- Rachel Mabena was elected as the first female governor in her state.
- Joyce Ngwenya was appointed as the Minister of Finance in her country.

Arts and Sports:

- Linda Mkhize won a prestigious award for her contributions to the arts, and she credits our networking and soft skills training for helping her build valuable connections in the industry.
- Nomvula Mlambo represented her country in the Olympic games, and she believes that our financial wellness services helped her manage her finances and plan for her future.

How to Share Your Achievements:

We encourage all members to share their achievements with us. Here are some ways you can do that:

1. Write a brief summary of your accomplishments outside the organisation, including any awards, promotions, or other notable achievements
2. Share a story of how the organisation has assisted you in succeeding, including specific services or programs that helped you grow personally or professionally
3. Write a testimonial about how our services have helped you achieve your goals and improve your life

We will review all submissions and feature selected achievements in our member newsletter, our social media platforms and/or on our website, to showcase the incredible work that our members are doing.

Why This is Important:

By sharing your achievements with us, you are not only celebrating your own success, but you are also contributing to our community and inspiring others. We want to create a culture of support and recognition within our organisation, where we celebrate and uplift each other.

We encourage all members to share their achievements by emailing us at contributor@awm.africa - we look forward to highlighting your successes in our major platforms.

16. THOUGHT LEADERSHIP CONTRIBUTIONS

Thought leadership is a type of content that showcases an individual or organisation's expertise, insights, and opinions on a particular topic or industry. It is a way to establish oneself as a credible authority in a field and to provide unique perspectives that can shape the conversation and drive innovation.

At AWM, we want to create a platform for our members to share their knowledge and expertise with each other. As a member of AWM, you have the opportunity to share your thought leadership content, including articles, blog posts, and other relevant materials. Our members represent a diverse range of backgrounds and perspectives, and we believe that everyone has something valuable to contribute. We encourage all members, regardless of their membership level, profession or industry, to share their thought leadership content with us.

Benefits of Sharing Your Content:

Sharing your thought leadership content can have several benefits, including:

- Increasing your visibility and establishing yourself as an expert in your field
- Building your personal brand and reputation
- Helping to advance the vision and mission of our organisation
- Inspiring others and promoting positive change

How to Share Your Content:

You can share your thought leadership content by emailing it to contributor@awm.africa. We will review all submissions and select relevant content to feature in our member newsletter, on our social media channels, and on our website.

By sharing your thought leadership content with us, you are contributing to the growth and development of our community. Your insights and expertise can help advance the vision and mission of our organisation, and inspire others to take action.



17. CORPORATE SOCIAL INVESTMENT

As an organisation committed to empowering women in Africa, we are also committed to giving back to our community through Corporate Social Investment (CSI) initiatives. We believe that our success is not only measured by our achievements, but also by the positive impact we have on the world around us.

AWM carries out at least three CSI initiatives every year, aligned with our vision, mission, and values. As members of our organisation, you have a unique opportunity to use your professional skills and expertise to contribute to our CSI initiatives. Our organisation is made up of professionals from diverse sectors, including corporate, government, business, arts, and sports. We believe that by working together, we can make a greater impact and create positive change in our communities. Here are some examples of how you can use your profession for CSI initiatives:

- Lawyers can provide pro bono legal services to organisations that promote gender equality and Women's rights
- Accountants can provide financial advice and support to women entrepreneurs and small business owners
- Engineers can help design and implement environmental initiatives that benefit our community
- Marketing professionals can help promote and raise awareness for our corporate social investment initiatives
- Influencers can use their platform and influence to raise awareness and support for organisations that empower women and girls

Our commitment to CSI is an important part of our organisation's values and culture. By giving back to our community, we can create a more equitable and just society, and inspire others to do the same. We encourage our members to get involved in CSI initiatives and help us make a positive impact in our communities. We believe that together, we can achieve our vision of a world where women are empowered to reach their full potential.

Look out for AWM CSI initiatives in our events calendar. If you are running your own CSI initiative, tell us about it, send us pictures and your story at contributor@awm.africa and allow us to celebrate your worthy efforts. For any queries relating to CSI initiatives, email members@awm.africa.



18. CODE OF CONDUCT

18.1. INTRODUCTION: Members of the African Women's Movement are expected to adhere to a high standard of professionalism and conduct. The following code of conduct outlines the expectations for behavior and responsibilities of all members of the organisation.

18.2. RESPECTFUL COMMUNICATION: All members of the organisation are expected to communicate with one another in a respectful manner. Harassment, discrimination, or bullying of any kind will not be tolerated. Members should always strive to use language that is professional, clear, and courteous. Members should listen to others' ideas and be open to constructive criticism.

18.3. PROFESSIONALISM AND COMPETENCE: All members should demonstrate a high level of professionalism and competence in their work. This includes fulfilling responsibilities in a timely and efficient manner, showing up prepared and ready to work, and presenting themselves in a manner that is appropriate for their role.

18.4. ETHICAL BEHAVIOUR: Members of the organisation are expected to behave in an ethical manner at all times. This includes maintaining confidentiality of all members and their information, avoiding conflicts of interest, and refraining from engaging in any activities that are illegal or unethical. Members should avoid gossip and negative talk.

18.5. COLLABORATION AND TEAMWORK: Members should work collaboratively and demonstrate a willingness to contribute to the success of the organisation as a whole. This includes sharing knowledge and resources, supporting fellow members, and working towards common goals. Members are encouraged to network with each other and to build meaningful relationships. Members are encouraged to share and celebrate their successes and the successes of other members in the organisation. Acknowledge the hard work and dedication of your colleagues.

18.6. DIVERSITY AND INCLUSION: The organisation values diversity and inclusion and strives to create an environment that is welcoming and inclusive to all members. Members should treat others with respect and value the contributions of individuals from different backgrounds, cultures, and perspectives.

18.7. ACCOUNTABILITY: All members are accountable for their actions and are expected to take responsibility for any mistakes or errors they may make. Members should be open to feedback and constructive criticism, and should always work to improve their performance.

18.8. COMPLIANCE WITH POLICIES AND REGULATIONS: Members of the organisation are expected to comply with all relevant policies, laws, and regulations. This includes policies related to harassment, discrimination, confidentiality, and data protection, as well as all applicable laws and regulations.

18.9. REPERCUSSIONS FOR VIOLATIONS: Members who violate this code of conduct may be subject to disciplinary action, up to and including termination of membership. Violations of this code of conduct may also have legal repercussions.

18.10. CONCLUSION: By following this code of conduct, members of the organisation can work together to create a professional, ethical, and inclusive environment that promotes the success and growth of all members.

19. SOCIAL MEDIA CODE OF CONDUCT

19.1. INTRODUCTION: Social media is an important tool for business organisations, including those led by women. Members of the organisation who use social media are expected to adhere to a high standard of professionalism and conduct. The following code of conduct outlines the expectations for behavior and responsibilities of all members when using social media.

19.2. RESPECTFUL COMMUNICATION: All members of the organisation should communicate in a respectful and professional manner on social media. This includes avoiding any form of harassment, discrimination, or bullying. Members should always use language that is clear, courteous, and free from personal attacks. Members should refrain from using offensive language or making derogatory comments about others. Members should be mindful of the tone of their online posts and comments.

19.3. REPRESENTING THE ORGANISATION: When posting on social media, members should remember that they are representatives of the organisation. Posts should be consistent with the organisation's values and messaging. Members should avoid making any comments that could be construed as representing the organisation in a negative light. Members should not post content that could be considered false or misleading.

19.4. PERSONAL VIEWS AND OPINIONS: Members have the right to express their personal views and opinions on social media. However, members should make it clear that their views are their own and do not represent the views of the organisation. Members should avoid making comments that could be perceived as offensive or inappropriate.

19.5. CONFIDENTIALITY: Members should be mindful of confidentiality when posting on social media. Members should not disclose confidential information about the organisation, its clients, employees and fellow members. Members should also be careful not to post any information that could put the organisation at risk or harm its reputation. Members should respect the privacy of others. Members should not share confidential information of private conversations with other members without permission.

19.6. COMPLIANCE WITH POLICIES AND REGULATIONS: Members of the organisation are expected to comply with all relevant policies, laws, and regulations when using social media. This includes policies related to harassment, discrimination, and data protection, as well as all applicable laws and regulations.

19.7. REPERCUSSIONS FOR VIOLATIONS: Members who violate this code of conduct may be subject to disciplinary action, up to and including termination of membership. Violations of this code of conduct may also have legal repercussions.

19.8. CONCLUSION: By following this social media code of conduct, members of the organisation can use social media to promote the organisation's values and messaging in a professional and responsible manner. Members should always be mindful of the impact of their social media posts and act with integrity and respect for the organisation and its stakeholders.

20. PRIVACY POLICY

By accepting these terms and conditions, you acknowledge that you have read and understood the privacy policy of the African Women's Movement (AWM) and consent to the collection, use, and processing of your personal information in accordance with the Protection of Personal Information Act, 2013 (POPIA) in South Africa:

20.1. CONSENT FOR PERSONAL INFORMATION: By signing up as a member, you consent to the collection, use, and processing of your personal information by the organisation in accordance with POPIA.

20.2. COLLECTION OF PERSONAL INFORMATION: The organisation may collect personal information from you, such as your name, email address, phone number, address, date of birth, and any other relevant information required for the purpose of our services.

20.3. USE OF PERSONAL INFORMATION: The organisation will use your personal information only for the purposes for which it was collected, which may include the provision of services to you, communication with you, and complying with legal obligations.

20.4. DISCLOSURE OF PERSONAL INFORMATION: The organisation will not disclose your personal information to any third party without your consent, except where required by law or where it is necessary for the provision of services to you.

20.5. SECURITY OF PERSONAL INFORMATION: The organisation will take reasonable steps to ensure the security and confidentiality of your personal information, including implementing appropriate technical and organisational measures to prevent unauthorised access, loss, destruction, or alteration of your personal information.

20.6. RETENTION OF PERSONAL INFORMATION: The organisation will retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required by law.

20.7. RIGHTS OF DATA SUBJECTS: As a data subject, you have the right to access, rectify, erase, and object to the processing of your personal information. You may also lodge a complaint with the Information Regulator if you believe your rights have been violated.

20.8. CHANGES TO TERMS AND CONDITIONS: The organisation reserves the right to update or modify these terms and conditions from time to time. Any such changes will be communicated to you in writing.

21. FREQUENTLY ASKED QUESTIONS

21.1. WHAT IS THE AFRICAN WOMEN'S MOVEMENT (AWM)?

AWM is a community of dynamic and leading women representing corporate, business, government, arts and sports in Africa and the diaspora. We seek to be a force of influence in industry to promote and proliferate the inclusion of women leaders in leadership spaces. AWM focuses on creating a significant and long-lasting legacy as a pipeline for future female leaders across Africa and the diaspora.

21.2. WHO CAN GET INVOLVED IN AWM?

AWM is a woman-led community for women's economic emancipation. Women's economic empowerment though is intrinsically linked to sustainable development and is vital to the realisation of human rights for all. It is in with this mindset that we encourage individuals, governments, organisations, the private sector, and civil society from across Africa and the diaspora to join the movement through either membership, strategic partnerships or allyship.

Our members are also encouraged to step forward as cluster convenors. Cluster convenors are AWM members that volunteer their time over and above being members. Please click [here](#) if you would like to be considered as a cluster convenor.

21.3. WHO QUALIFIES TO JOIN AWM?

The following persons residing in any African country who were assigned female at birth qualify to join AWM as members:

- Full-time and part-time students with limited or no working experience.
- Persons employed in the private sector (Women In Corporate – WIC)
- Persons employed in the public sector (Women In Government – WIG)
- Persons who are entrepreneurs and run their own businesses (Women In Business – WEB)
- Persons in the arts and sports industry recognised as the talent e.g. actress, singer, influencer, sportswoman (Women In Art and Sports – WAS)

We also welcome persons that suit the above criterion in the African diaspora (Women In Diaspora – WID)

21.4. HOW DO I JOIN AS A MEMBER?

You can join the movement by filling up our membership form on our website. You will then receive a welcome email which will contain your unique membership number confirming your membership. Click [here](#) to complete a membership form.

21.5. HOW MUCH IS THE MEMBERSHIP FEE?

AWM does not have a membership fee! 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.

At AWM, we actively seek to make economic advancement accessible to all women across the board; we are all about inclusivity.

Become a member today and join the movement by filling up our membership form [here](#).

21.6. WHAT ARE THE MEMBERSHIP BENEFITS?

The following are the benefits of being an AWM member:

Access to a host of programmes including our signature programmes that focus on leadership development, personal development, business development, career development and financial wellness.

- AWM provide mentorship and coaching services to members in line with our strategic pillar, LEGACY to actively implement a succession plan strategy by creating a pipeline of future female industry leaders across key economic industries in Africa.
- We provide services that establish members' strengths and potential weaknesses, key work styles and motivations and provide recommendations for personal success. We also garner business intelligence of member businesses to make recommendations on essential elements of success.
- We consolidate business and career opportunities ideal for women to thrive economically. We also assist in increasing the chances of success in pursuit of such opportunities via our business consulting services.
- AWM provides members access to a network of dynamic and leading people representing the business, corporate, government, arts and sports sectors in Africa in creative ways.
- Through strategic partnerships, we also provide access to a global network of key decision makers and like minded women and men.

21.7. THERE ARE SO MANY OTHER WOMEN ORGANISATIONS AROUND. WHY SHOULD I JOIN AWM?

We are proponents of sustainable change for women with a focus on wealth, health and growth-focused impact. We leverage technology to make member engagements more interactive, effectively bringing our member community closer in a way that would ordinarily be difficult to do in person. Our membership community is segmented in a manner that encourages effective inter-generational and multisectoral interactions across the African continent in a deliberate manner. Our strategic focus is threefold:

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.

21.8. CAN I INVITE MY FRIENDS OR COLLEAGUES WHO ARE NOT MEMBERS TO AWM EVENTS?

21.9. We absolutely welcome to our events, training and workshops those who are not members at an additional charge.

21.10. ARE MEN EXCLUDED?

There is systemic inequality between men and women. Universally, there are clear patterns of women's inferior access to resources and opportunities. Moreover, women are systematically under-represented in decision-making processes that shape their societies and their own lives. This pattern of inequality is a constraint to the progress of any society because it limits the opportunities of one-half of its population. When women are constrained from reaching their full potential, that potential is lost to society as a whole.

While AWM is a community led by women for women, we recognise the integral role that our male counterparts can play alongside us in the process of empowering women to achieve sustainable impactful solutions from the grassroots level. AWM is also cognisant of the fact that gender inequality is not just a woman problem, but the men also benefit from gender parity. We welcome allyship from our male counterparts and encourage men interested in contributing to women economic emancipation, to contact us at info@awm.africa.

21.11. WHAT ARE THE OPPORTUNITIES TO PARTNER 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 programmes and initiative which deliver a female-led focus on Sustainable Development Goals (SDGs). Please contact partner@awm.africa to explore in detail with the relevant team. 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.



23. 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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