

Thrive

POWERED BY



EMPOWERING WOMEN, INSPIRING CHANGE

BACKGROUND



Systemic inequality between men and women persists globally, particularly in Africa. Women have less access to resources and opportunities, and they are under-represented in key decision-making roles, limiting their contributions and holding back societal progress. At the African Women's Movement (AWM), our mission is to change this reality.

We exist to:

- **Amalgamate women** from various organisations, creating a space where they can come together, align their individual efforts, and work toward a common goal for maximum impact.

- **Empower women & youth** from diverse backgrounds across Africa and the diaspora through a holistic approach rooted in the biopsychosocial and Continuous Lifelong Development (CLD™) model.
- **Equip women & youth** from different socio-economic groups with the skills, resources, and support they need to Thrive—personally, socially, and economically.

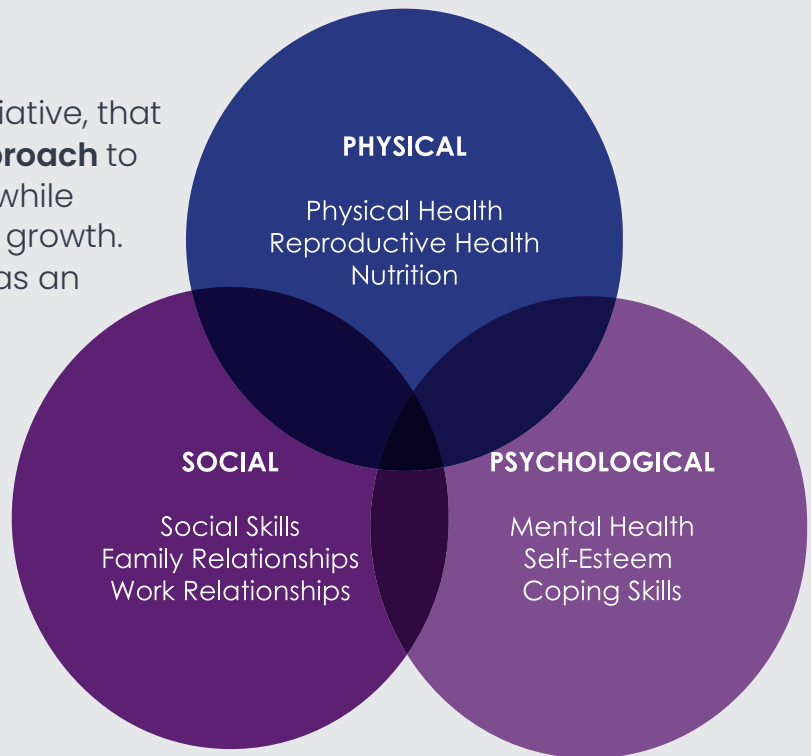
How We Do This:

Through our Thrive Program, a gamified approach to personal and professional development. Members earn points and rewards as they reach milestones in key areas like financial literacy, mentorship, public speaking, active citizenship, and health. This incentive-based system makes growth measurable and rewarding.

INTRODUCING

The **Thrive Program** is AWM's flagship initiative, that utilises a **biopsychosocial and CLD™ approach** to personal and professional development while **rewarding** members for investing in their growth. More than a self-help program, it serves as an **accountability partner** on the journey to becoming the best version of oneself.

We've made self-development easier and more engaging by introducing **gamification**, with rewards tailored to your progress. As you grow, so do your benefits.



Rewards include:

- Membership discounts to events, workshops, conferences and more;
- Complimentary or discounted services through our reward partner network;
- Access to exclusive experiences available only to AWM members.

We collaborate with you to create a **personalised holistic growth roadmap** tailored to your goals and aspirations. This roadmap will guide you, supported by regular check-ins and reminders. Additionally, you will have access to a **community** of women who are willing to help you to achieve your goals.

Our membership is organised into **six distinct tiers**, each tailored to address the specific needs and aspirations of members at different stages of their journey.



Recognising that every member tier has unique goals, we offer a comprehensive journey and a rewards program tailored to each member tier. In addition, **we also recognise the diverse socio-economic backgrounds of our members** and tailor our approach across low, middle, and high-income levels.

The Thrive Program is built on four developmental pillars:

Empowerment and Growth, Health and Well-being, Leadership and Influence as well as Global Experiences. Members earn points by completing goals tailored to their membership tier under each pillar. These points unlock benefits specifically designed to support their individual journey.



Empowerment & Growth

Unlock your full potential with tailored guidance and essential skills to Thrive in your personal and professional life.

- **Financial Literacy:** "Master your money, master your future."
- **Personalised Training Modules:** "Tailored learning for your unique journey."
- **Mentorship:** "Guiding you to greatness."



Health & Well-being

Prioritise your well-being with initiatives designed to enhance your mental, physical and reproductive health and promote a balanced lifestyle.

- **Health Check-in:** "Your health, your wealth."
- **Active Citizenship:** "Be the change you wish to see."
- **Volunteering:** "Give back, grow forward."



Leadership & Influence

Develop the confidence and skills to lead, inspire, and make a lasting impact in your field and beyond.

- **Thought Leadership:** "Inspire, innovate, influence."
- **Public Speaking:** "Speak up, stand out."
- **Networking:** "Connect, collaborate, conquer."



Global Experiences

Broaden your perspective and gain invaluable insights through global networks and international learning opportunities.

- **Out of Town, Country or Continent Events:** "Expand your horizons, enrich your skills."

COMMUNITY | INFLUENCE | LEGACY



The **Thrive Program** is available to AWM members for a **three-year period**, during which members must earn a **minimum of 60 points** out of a possible 100 to receive a certificate **and badge** upon completing **key milestones**.

Join the African Women's Movement (AWM) today and be rewarded for your developmental journey: www.awm.africa/become-a-member/

A **customisable** version of the Thrive Program is available to organisations, allowing them to **tailor the milestones** to their specific priorities, goals, needs, timelines, and **budget**.

Join The Movement





“The true meaning of courage is to be afraid and then, with your knees knocking and your heart racing, to step out anyway—even when that step makes sense to nobody but you. I know that’s not easy. But making a bold move is the only way to truly advance toward the grandest vision the universe has for you.”

- Oprah Winfrey,

*Legendary TV and radio host and the richest Black woman in the world
as of January 2024*



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