



## THE BUSINESS FOR WOMEN INITIATIVE (BWI)



**An Economic Empowerment Programme  
for Women of Africa**

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## 1. Introduction

**LEAP Foundation** is a Non-Profit Organisation, which advocates for equal opportunities, equitable distribution of resources and facilitation of wealth creation opportunities. LEAP Foundation is the initiator and promoter of the **Business for Women Initiative (BWI)**, a transformational and success-activating personal development and socio-economic empowerment initiative for women of Africa.



The programme is designed for women of all ages that desire to build capacity and become economically empowered through training, coaching and mentoring activities in the areas of leadership, innovation, finance and entrepreneurship. The main purpose of the programme is to further support the women of Africa to further build capacity and essential skills to enable them to contribute better to sustainable development.

The **Business for Women Initiative** highlights the importance of women's economic empowerment in facilitating, and contributing to sustainable development in Africa. **LEAP Foundation** acts through this programme as an advocate for more opportunities for women of Africa to develop certain critical skills, in order to optimise their potentials.

## 2. Background

Women economic empowerment generally refers to processes that facilitate the



capacity of women to participate in, and contribute to economic development and growth activities, with the assurance of them benefiting directly from their contribution. This implies that the value of their contribution must be recognised through fair distribution of the benefits, based on the principles of mutual respect and equality.

The issue of women economic empowerment is particularly



important in Africa, where studies show that the largest share of women in the workforce globally is found in Africa. Yet, there is still so much poverty, hunger and disease in most parts of Africa. What this points to, is that there needs to be more deliberate activities and strategic processes that empower the women of Africa with the right adaptive skills and increased access to realistic economic opportunities.

The ***Business for Women Initiative (“BWI”)*** is one of several women empowerment programmers that are established, in order to contribute in some ways to bridging the women empowerment and skill optimisation gaps. This is while working with important stakeholders, including government agencies and departments responsible for women development issues and others to promote sustainable growth in this regard.

### 3. Justification

Apart from the fact that women are responsible for meeting many of the basic needs in households, they are often the channel through which attitudes, ideas, values and beliefs of children and young adults are shaped. This makes them important influencers, enablers and catalysts for people orientation, behaviours and activities, as well as community development. Such potentials and possibilities need to be supported to bring about more positive results.



Promoting and facilitating such opportunities for the women of Africa is the main focus of the ***Business for Women Initiative (BWI)***. The major justification for the programme is the need to sustainably promote and facilitate activities that will further increase women’s capacity to learn and apply new skills for personal empowerment and community development. The relevant skills in this regard include entrepreneurship, adaptive technologies, financial intelligence, as well as leadership and people management.

With the population of Africa projected to double by 2050, and the majority of the population comprising women and children, there is need for increased processes and steps that will appropriately position the women of Africa for the present and future. The situation particularly compels the need for increased exposure of women, who often suffer different aspects of marginalisation, to qualitative and specific education, as well as specialised skills development opportunities.

The **Business for Women Initiative** provides such opportunities. The programme in this regard supports women to aspire to reach their full potentials, as important contributors to Africa's sustainable growth and development, through action-learning.

## 4. Major Activities and Programme Highlights

### 4.1. Personal and Professional Skills Development

The **Business for Women Initiative** offers a unique growth optimisation opportunity to women that are willing to develop personal and economic empowering skills, in order to position themselves as valuable contributors to local and national economic development. The programme in this regard offers specialised short training courses, together with impact, coaching and mentoring engagements.



The programme is comprised of four major skills development areas. The four major areas are: **Leadership**, **Innovation**, **Finance**, and **Entrepreneurship**, which has inspired the acronym: “**LIFE**”.

LEAP Foundation has in this regard, through the **Business for Women Initiative** provided the platform for

interested women to undergo easy, convenient, practical and informal training in any of the four areas that comprise the “**LIFE**” programme, which are listed below.

#### 4.1.1. Leadership Development and People Management

- Effective Leadership Foundations (4's)
- Leading High Performance Teams
- Transformational Leadership
- The Manager-Coach Principles
- The Journey from “Vision” to “Rest”

#### 4.1.2. Innovative Technologies

- Information Technology
- Artificial Intelligence (AI)
- Adaptive Technologies
- E-Commerce and Digital Solutions
- New (Future) Technologies



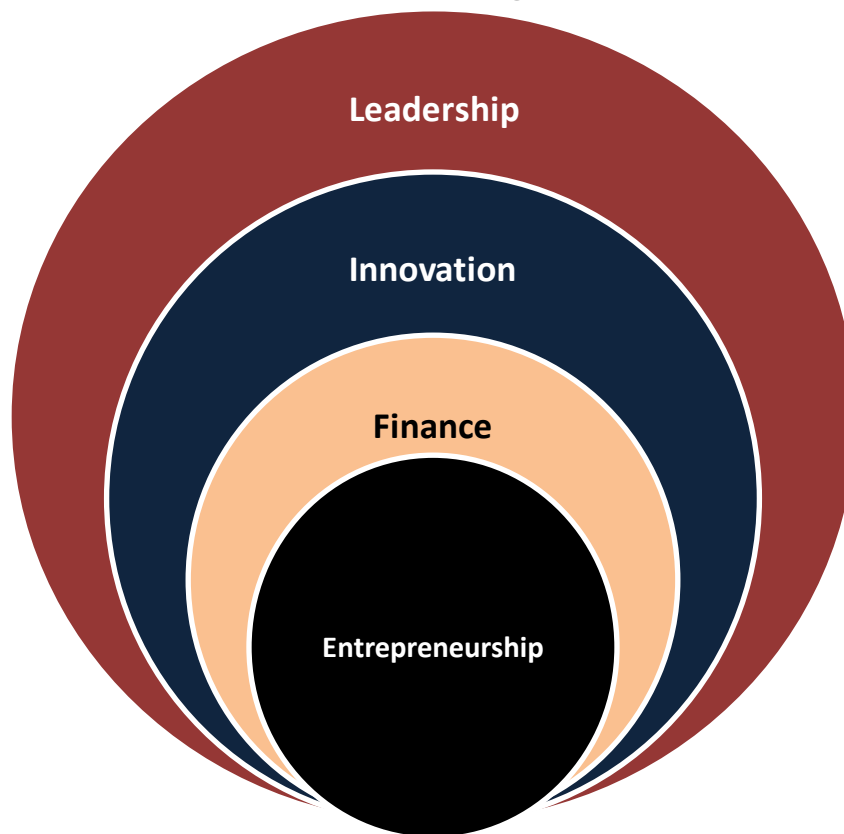
#### 4.1.3. Financial Literacy and Intelligence

- Personal Finance Tips and Tools
- Principles of Financial Intelligence
- Credible Multiple Income Sources
- Debt Management Solutions
- Financial Planning and Investments
- Wealth Creation Tips and Ideas

#### **4.1.4. Entrepreneurship Development**

- Business Design, Development & Growth Techniques
- Products/Service Branding Strategies
- Market and Marketing Intelligence
- Effective Sales and Customer Service Strategies
- Business Finance, Financing and Financial Planning
- Business Expansion, Joint Ventures and Investments

### **The “LIFE” Programme**



## **4.1. Women Empowerment Advocacy Programmes**

### **4.1.1. Awareness Programmes and Promotional Activities**

The ***Business for Women Initiative*** draws attention to the issues of gender bias, discrimination, exclusion and violence against women, as well as other societal vices that generally tend to place women in positions of economic disadvantage. The call to action there from is increased awareness of the need for continued and sustained promotion and advocacy women economic empowerment campaigns.

The above, together with effective women empowerment and mobilisation programmes are planned activities of the ***Business for Women Initiative***. They are designed to support women of Africa to develop in an environment that encourages them to overcome any hindrance to attaining their best potential.

The awareness and mobilisation of action by the ***Business for Women Initiative*** include the following activities:

1. Women skills development awareness programmes through publications, social media campaigns, as well as various other media and public enlightenment channels.
2. Investment of resources in funding and facilitating continued research and development programmes, which deal with practical strategies for promoting increased women economic empowerment across Africa.
3. Organising and facilitating public awareness programmes and events, such as conferences, workshops, roadshows, and others, in supporting women economic empowerment initiatives.
4. Continued engagement with key stakeholders, including government agencies, non-governmental organisations, corporate organisations, public spirited individual with good standing, and others for effective collaboration.

## **5. Project Management**

The Business for Women Initiative shall be managed by the Project Management Team that has been put together by the Directors of LEAP Foundation. The Project Management Team comprises very experienced professionals and practitioners in the areas of special education, coaching, training and other skills development disciplines.

Also included are consultants and others that are specialists and experts in issues of women economic empowerment, gender-related advocacy etc. The Team, which reports to the Board of Directors of LEAP Foundation have the responsibility to effectively facilitate, coordinate and manage the project as required by the Board, as well as other stakeholders and partners.

## 6. Partner with Us



### Support the *Business for Women Initiative* – Get Involved

- We all desire that our wives, mothers, sisters, aunties and other females that we love get the opportunity to be of even greater value to us and others. We desire that they become more empowered to be able to do what is important to them.
- Join us to promote and support the continued empowerment of the women of Africa, so that they can continue to contribute to economic growth and sustainable development of the continent.

**Join us. Get Involved!**



## How You Can Get Involved

### 1. Become a Sponsor of the *Business for Women Initiative (BWI)*

This project requires the support of reputable, capable and committed sponsors for its success, sustainability and expansion. We certainly need ready and willing sponsors to work with us to consistently deliver the required outcomes.

We certainly desire to engage with you, to discuss your desired and preferred area(s) of sponsorship, as well as the many benefits to be derived through your sponsorship.

### 2. Become a Partner in the *Business for Women Initiative (BWI)*

The *Business for Women Initiative (BWI)* offers several partnership opportunities for people and organisations. We are eager to discuss and explore the diverse possibilities for beneficial partnership opportunities with interested people like you, as we create value together.

We are particularly desirous of establishing mutually beneficial partnerships with business owners and business leaders, as well as professionals such as consultants, coaches and mentors. Others are government institutions and non-governmental organisations (NGOs) with interests in people development, women empowerment and education among others. Get involved, and let us empower the women of Africa together. Let's do it now!

## CONTACT US



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