

# WOS™

## WOMAN OF STATURE 5 Pillars of Empowerment



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WOMAN OF STATURE

Training ✦ Development ✦ Networking

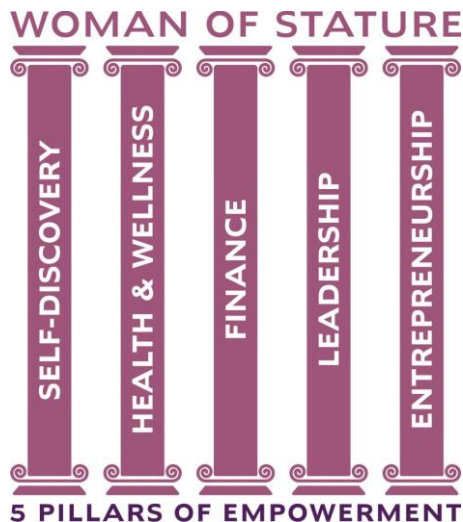
## 5 Pillars of Empowerment Learning Journey

Woman of Stature is committed to the empowerment of women and we do this through various channels and development programs. One of these programs is the 5 Pillars of Empowerment.

The program which is a 22 day journey covers key skills and these are covered as different topics in the 5 Pillars of Empowerment program.

We all have different needs and strengths. To be **successful** and achieve your goals and your life purpose – you need to know what these are and manage these goals! The secret is to use your **strengths** and to build your **developmental areas**; to find the best way to be you and show yourself to others in a **smart way**.

Because we know every woman has unique strengths and needs, we offer a **Needs Analysis Assessment** at the start of your Journey – to determine your unique 5 Pillars Map or Development Plan.



## The 5 Pillars of Empowerment are broken down as follows:

	SELF DISCOVERY	HEALTH & WELLNESS	FINANCE	LEADERSHIP	ENTREPRENEURSHIP
TOPICS	Self Awareness and Personal Mastery	Stress and Conflict Management	Basic Financials I	Women in Leadership programme	Knowing your business (Business planning)
	Emotional Intelligence	Health Consultation	Basic Financials II	Leading Teams	Managing your Business
	Unlock your creative Image (Paintertainment)	Health Coaching and Supplements	Funding and Sponsorships	Assertiveness and Presentation skills	Marketing and the Sales Cycle
	Personal/ Professional Grooming	Nutrition and Fitness		Business Ethics	Social Media Marketing
					Labour Relations

These key topics are presented as part of a **Career Path Journey** or **Personal Self Discovery Journey** and also available as individual short courses, should there be a need.

### WHO IS OUR TARGET GROUP?

The 5 Pillars of Empowerment Learning Journey is suitable for any woman who wants to reach her full potential and who wants to make an impact in her environment:

- Women in the Work Place who want to advance their Careers
- Women who want to start their own business
- Young women Starting their Careers
- Homemakers starting their own small business
- Women with unique talents who want to market their products

## **Pillar 1: Self-Discovery**

### **Self-Awareness**

The journey starts with an analysis of the Self: Aptitude, Personality, Abilities, and Interests.

Leadership Style Assessment as well as Mental Toughness Assessment



### **Personal Mastery:**

- What motivates people
- Why you need to be accountable to yourself
- A toolkit to contribute to function/business
- Redefining your purpose
- How to be a truly engaged business woman
- How to achieve personal mastery

### **Emotional Intelligence:**

- What is EQ
- How do I manage relationships?
- EQ in the work place – why is this important?

## *Personal/Professional Grooming*

*“Nothing succeeds like the appearance of Success”*



- **Personal Branding**
- **Body language techniques**
- **My package – grooming, dress, styling and accessories**
- **Colour your world**
- **Find your unique Style**

### *Unlock your Creative Image:*

This workshop is designed to round off and as a culmination of all the workshops you have covered in the self-discovery pillar.

You have a better understanding of yourself, your vision, your roadmap and your brand.

Creativity takes courage. Create a logo or crest that represents this or a picture that demonstrates your identity.



## Pillar 2: Health & Wellness



### *Stress and Conflict Management:*

- Causes of Stress in everyday Life and Work
- What is my coping style?
- How do I manage Stress in my life?
- Conflict Styles
- Managing relationships around conflict

### *Health Consultation:*

Health Consultation with Dr Kirasha Allopi – how healthy are you?

### *Health Coaching and Supplements:*

- How to improve my Health
- Am I getting enough? Healthy Supplements prescribed.

### *Nutrition and Fitness*

- Healthy Diet to fuel my Lifestyle
- Smart Fitness coaching

# Pillar 3: Finance



## Finance Fundamentals:

- Accounts
- Controls
- Auditors
- Assets and Liabilities
- Income and Expenditure
- Profit and Margin
- Break-even Analysis
- The Accounting Cycle
- The Income Statement
- The Balance Sheet
- The Cash Flow Statement
- Financial Statement Analysis
- Financial Forecasting
- Budgeting

## Funding and Sponsorships:



- Generating Funding for my Business
- Sponsorship – how to approach this
- Partnerships

# Pillar 4: Leadership Development

## Women in Leadership:

- Leadership Theory Analysed
- Why Women are Great Leaders
- My Leadership Style

## Leading Teams:

- Your role as Leader
- Team Effectiveness
- Generational Theory
- Leading Diversity



## Presentation Skills 101:

- Improve Interactions in meetings
- Presenting with Impact
- Preparing to Present
- Presentation Aids



# Pillar 5: Entrepreneurship

## Knowing your Business

- Business Analysis
- Business Planning
- The Competitive Landscape

## Managing your Business

- PDCA of management
- SWOT Analysis and Action Plan
- Basics of Customer Relationship Management

## Marketing and the Sales Cycle

- Basic Marketing Principles
- How do I establish my product in the Competitive Landscape?
- Who are my Competitors
- Generating Leads
- Having a Marketing and Sales plan



## *Social Media Marketing:*

- Search engine Optimisation (SEO) Basics
- Online copywriting and Blogging
- Online advertising and Paid Marketing
- Social media, viral marketing and video marketing
- Email marketing
- Mobile marketing
- Lead Management and Automation
- Your Digital Marketing Strategy



## *Labour Relations:*



- Labour Relations Act
- Trade Unions
- The Grievance Procedure
- Disciplinary Procedures
- Individual Control of Employment
- Coaching for improvement
- Dismissals
- Contract of Employment

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**Woman of Stature**