

5 Pillars of Empowerment

Learning Journey



5 Pillars of Empowerment Learning Journey

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 Empowerment Journey covers key skills in five categories and these are referred to as the 5 Pillars of Empowerment.



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

ALSO

- Organizations that want to empower female employees
- Organizations that want to empower and sponsor women in the community
- Organizations that want to empower and prepare young graduates for the world of business.

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
- What you need in order to be accountable to yourself
- What you need in order to be responsible for your contribution for your 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?



Unlock your Creative Image:

- Creative mind = problem solved!
- Creativity unpacked – am I creative?
- A new perspective on my creativity



Personal/Professional Grooming

“Nothing succeeds like the appearance of Success”



- Personal Branding and Accessories that Fit:
- Physical Self Awareness
- My package – grooming, dress, styling and Accessories
- Colour in Wardrobe
- Find your Style

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



Basic Financials I:

- Financial Fundamental Concepts:
 - Accounts
 - Controls
 - Auditors
 - Assets and Liabilities
 - Income and Expenditure
 - Profit and Margin
 - Break-even Analysis
 - The Accounting Cycle
- Financial Reports:
 - The Income Statement
 - The Balance Sheet
 - The Cash Flow Statement

Basic Financials II:

- Financial Statement Analysis
- Financial Forecasting
- The 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

Assertiveness and Presentation Skills:

- 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
- Disciplining
- Dismissals
- Contract of Employment

The 5 Pillars of Empowerment Learning Journey is in partnership with Training and Transformation Business Solutions.

Training and Transformation Business Solutions is a 100% Black female owned consulting firm aimed at providing services to the retail industry to improve performance, increase profits and assist organisations with process, procedure and development needs.

CONTACT DETAILS:

Tel: 011 475-4112

Email: training@womanofstature.co.za

5 Pillars of Empowerment Team



Charlotte du Plessis
Managing Director
Woman of Stature
082 553 0061



Dee Pillay
Managing Director
Training & Transformation Business Solutions
072 139 0151



Ilona Engela
Marketing and Training Facilitator
Woman of Stature
082 325 1080



www.womanofstature.co.za



WOSTatureSA