

Global Women in Management: Advancing Women's Economic Opportunities (GWIM 56)

June 4 – 29, 2012
Washington, DC

The Global Women in Management Program (GWIM) strengthens women's management, leadership and technical skills to enhance and bring to scale programs that advance women's economic opportunities and build the next generation of women business leaders and entrepreneurs. GWIM leverages CEDPA's 36-year history of women's leadership programs and responds to the call for interventions that advance women in the economy and give women greater control over economic resources to impact the health and development of their families, communities and nations.

GWIM is supported by the ExxonMobil *Women's Economic Opportunity Initiative*, a global effort launched in 2005 to help women in developing countries fulfill their economic potential and serve as drivers of economic and social change in their communities.

Participants ~ GWIM is designed for mid-career women from civil society organizations (local NGOs, cooperatives, business women's associations, etc.) that target emerging and existing women business leaders and entrepreneurs with

- skill development,
- opportunities to start or grow a business,
- use of tools or technologies that advance women economically, and
- access to resources.

Investing in women's leadership and programmatic competencies strengthens the capacity of their institutions to launch or expand high quality, replicable programs and ultimately empower and equip larger numbers of women to participate in their local economies.

Eligible Countries ~ Angola, Argentina, Brazil, Chad, China, Columbia, Upper Egypt, Equatorial Guinea, Ghana, Iraq, Kazakhstan, Libya, Mexico, Mozambique, Nigeria, Papua New Guinea, Romania, Russia, Tanzania, Turkey and Vietnam.

Overview ~ CEDPA creates a supportive and participatory learning environment for the exchange of best practices and experiences, strategy development and skill building. Within the context of women's economic development priorities, GWIM strengthens competencies in project and financial management, leadership, proposal writing, communications and advocacy to strengthen the management and implementation of women's economic empowerment programs. Technical training focuses on the range of opportunities created by new tools and technologies from a business and productivity perspective; success factors and opportunities for entrepreneurship; methodologies for improved efficiency and effectiveness; and models and best practices in micro-credit, marketing, social entrepreneurship, etc.. GWIM also provides opportunities for participants to dialogue with

experts from private and public sector organizations that support women's economic advancement, and with international donors and implementing organizations working to improve lending, political, legal and socio-cultural environments for women's greater economic participation. GWIM themes include:

Dimensions of Leadership - assess and strengthen personal & professional leadership traits; analyze influencing skills; learn to build and lead effective teams; analyze personal and organizational leadership and management roles; develop strategies for enhanced leadership.

Women's Entrepreneurship - examine challenges, opportunities and strategies; identify success factors, risks and benefits; understand the triple bottom line for business owners.

Proposal Writing - understand donor differences; cultivate and sustain donor relations; develop proposal management tools; draft proposals.

Advocacy - identify policy barriers to women's economic participation; examine elements, opportunities and actors in the policy environment; understand the components and skills of effective advocacy and messaging.

Tools and Technologies - analyze cases where appropriate use of tools and technologies has improved productivity and profitability; define opportunities to integrate new technologies into women's economic advancement projects.

Project Management - examine roles and responsibilities, tasks and challenges at each stage of the project cycle; develop and apply project design and management and tools; develop monitoring and evaluation plans.

Financial Management - examine and use financial management procedures and tools to ensure transparency and accountability within an organization.

Economic Themes - examine tools and approaches to improve business efficiency and effectiveness; understand business plans and feasibility studies; apply lessons learned from micro-credit, cooperative and social entrepreneurship projects.

Post-Workshop Support ~ CEDPA is committed to supporting its alumni beyond the workshop setting as they apply new skills and knowledge to strengthen their organizations and programs and build the business and leadership competencies of women in their communities. Following GWIM, participants are invited to participate in the CEDPA Alumni Coaching Program. Each graduate is matched with a trained coach for a structured and guided yearlong coaching relationship. The coaching provides participants with technical guidance and resources to strengthen economic projects and activities, as well as professional support for issues related to supervision, career planning, fundraising, etc. CEDPA monitors the entire coaching experience and evaluates the program and its outcomes at the end of the year. In addition, CEDPA sustains on-going relationships with alumni through its alumni network, participation in international and regional meetings and through professional consultancies.
