



2022

Phenomenal Women Global

ANNUAL REPORT

Connect, advance and empowering women and girls by supporting their personal and professional growth: developing leadership skills: coaching and mentoring.

www.phenomenalwomenglobal.com

Welcome to our Annual Report 2022



PWG Annual Report 2022

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Be always inspired by the best.



Annual Report

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Dear Friends

Over the years women have made strides in leadership globally in various sectors, including political office, international organizations and entrepreneurship. There is also increasing attention around the world on gender equality. Despite these positive aspects, women remain underrepresented in senior leadership roles across industries and the world is far from attaining gender equality globally.

Following the back-to-normal curve post-pandemic, the world saw more and more women of colour (especially women of African Descent), seeking safe spaces to discuss their challenges and seeking to learn from their peers and seniors about navigating the corridors of leadership.

PWG activities have a particular emphasis on women from underserved communities, in particular minorities, African women and women of African descent.

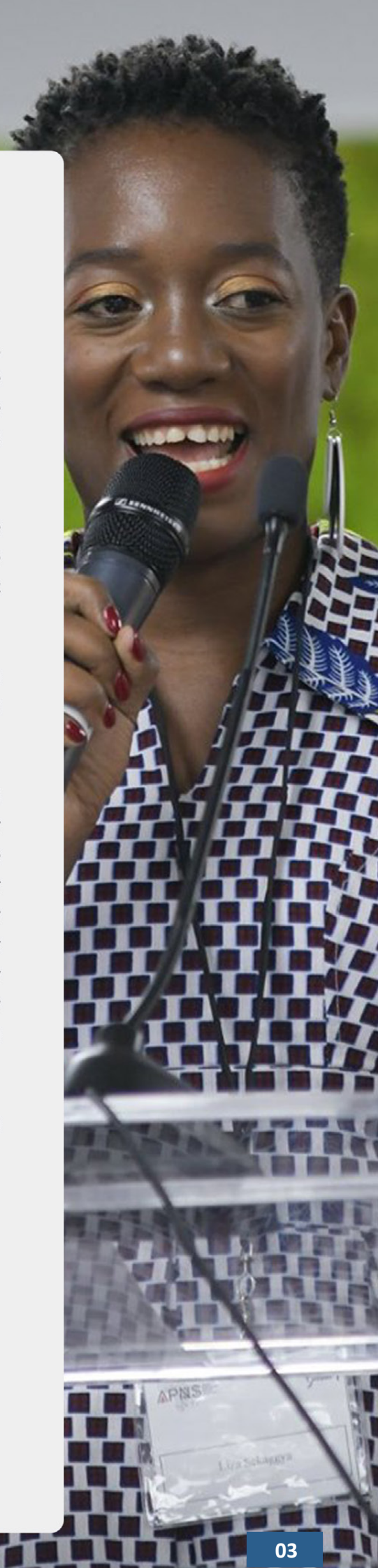
In 2022, we focused our key activities on addressing gender equality, diversity and inclusion. Looking at key factors that prevented women from advancing in their careers, but also identified learning opportunities. The key highlights were the leadership conference - Geneva and Uganda respectively - that brought together over 150 global leaders touching on different areas. We also had several capacity developing activities for women to build soft skills to enable them to advance their careers and businesses. From our activities, participants have reportedly acquired jobs, built critical skills to support them with their careers, founded new companies and enhanced existing companies, as well as found networks and safe spaces to collaborate, learn and grow.

We are grateful for all the support provided by our partners, members and collaborators.

Very best wishes,

PWG FOUNDERS

Phénoménal Women Global





Introduction

The mission of Phenomenal Women Global is to connect, advance and empower women and girls by supporting their personal and professional growth; developing leadership skills, coaching and mentoring.

We create safe spaces to discuss strategies from women advancing in leadership, career and business and potential challenges faced, as well as eliminating discrimination against women and gender based violence, that stifles women's progress.

Over the years women have made strides in leadership globally in various sectors, including political office, international organizations and entrepreneurship. There is also increasing attention around the world on gender equality. Despite these positive aspects, women remain underrepresented in senior leadership roles across industries and the world is far from attaining gender equality globally and the targets of the UN Sustainable Development Goals.

Gender inequalities still prevail for example in terms of the pay gap in Switzerland: The median wage of women is 15% lower than that of men and violence against women still exists where two out of three victims of domestic violence are women. During the COVID pandemic According to the Police Crime Statistics (PKS) of 2019, 19669 crimes of domestic violence were registered, with high proportion of women (71.9%) being affected than men in the country. Further, racial discrimination in employment is another problem that affects women of colour, a recent report by the Centre Ecoute contre le racisme indicated that 50% of the complaints it received in 2019 were related to racism in employment and housing against black people. Following the Black lives matter movement, more women of African descent, seek safe spaces to discuss their challenges, including racial discrimination ongoing COVID pandemic.



About Us

Phenomenal Women Global is a Swiss and Ugandan non-profit organization and online community of women who aim to empower and inspire each other. We provide a space for women to connect, share their experiences and support each other in achieving their goals. The organization offers resources and events that help women develop both personally and professionally, such as workshops, webinars, and virtual networking opportunities. Additionally, the organization provides opportunities for members to collaborate, mentor and be mentored, and work together to create meaningful change in their communities. Overall, the mission of Phenomenal Women Global is to support and uplift women from all backgrounds, helping them to realize their full potential and achieve their goals.

We create safe spaces to discuss strategies from women advancing in leadership, career and business, potential challenges faced, as well as eliminating discrimination against women and gender-based violence that stifles women's progress. We work towards ensuring more diversity in leadership.

Our Vision

We envision a world in which women and girls have equal opportunities in leadership to men and are empowered with confidence and skills to determine the course of their lives and reach their full potential.

Our Mission

To advance, empower and connect women and girls by developing them into socially conscious leaders.

Core Values

- 01** **Accountability and Quality:** We value accountability and promote quality through continued reflection and improvement.
- 02** **Integrity and Respect:** Respect everyone's worth and dignity, regardless of background, beliefs or abilities.
- 03** **Equality:** We welcome all, but recognize that there are distinct inequalities in many communities, and therefore tailor specific programs for people from underserved communities.
- 04** **Diversity:** Ensure interdisciplinary and inter-generational learning from people of all professional and cultural backgrounds.
- 05** **People-Centred:** Recognize individual potential, building confidence and self-awareness. We ensure women have the support and flexibility they need to be effective leaders.
- 06** **Partnerships:** Build and maintain relationships that collectively make us stronger.

Summary of Activities



Leadership Conference - Geneva

Theme: She Leads

The 5th Annual Leadership Conference was held in Geneva at the Warwick Hotel on the 17th September 2022 from 09h00 to 18h00. Alongside the conference, an exhibition area was set up which drew a record number of participants this year. There were 11 exposition participants ranging from sustainable ethical fashion brands to artists and art gallery owners, and business owners involved in the beauty industry. One interesting thread of commonality was that all the enterprises that took part in this year's exposition were women-owned/ women-led ventures.

The theme of the conference was 'She Leads – Women thriving in leadership, careers and business post Covid-19' with the objective to advise on business, wellness and leadership, as well as promote networking and engagement in the marketplace. This conference was a continuation of engagement of PWG on the topic of EQUALITY, DIVERSITY AND INCLUSION which was started since 2020. 25 high profile speakers kept the audience highly engaged on this topic. However, the most engaging sessions turned out to be the session on racism and the session on entrepreneurship. The target outcome set for the conference was to promote audience engagement and enthusiasm to join the Leadership Master Class Courses offered by PWG in the following months. The partnership with the Canton de Geneve and the strategic partnerships with APNS, ILaED.org, the Body Shop and CAGI proved to be a steady support base.

KEY NOTE SPEAKER

Dr. Athaliah Lesiba Molokomme.

Her address highlighted the virtues of service, the importance of developing leadership skills to bridge gender gaps, guiding our entrepreneurial participants towards the high-level resources for SMEs in the ITC website and emphasizing the importance of work-life balance for women who are often in today's fast-track society, spread too thinly; was truly profound. Our participants resonated personally with her experience of feeling 'othered' and isolated and were motivated by her advice to be 'true to oneself', seek advice, keep learning and expose oneself to new experiences. We, as an organization were deeply inspired by her advice to 'pull each other up' and will aspire to pay it forward amongst our leadership and entrepreneurship course participants.



Dr. Athaliah Lesiba Molokomme, Ambassador and Permanent Representative of Botswana to the UN and other international organizations, including the World Trade Organization (WTO) in Geneva; and Ambassador of Botswana to Switzerland

PANELS & TOPICS

1. THE MOTIVATIONAL SPEAKER

The Motivational Speaker encouraged the audience to be courageous, accountable for our decisions and face our challenges from a position of knowledge, highlighting the importance of opening the door for others and creating a community (a notion which is deeply integral to the mission of our organization) and sharing insights on maximizing one's potential.

2. RACISM PANEL – NAVIGATING BIASES: RACISM AND DISCRIMINATION

The objective behind organizing this panel session was to provide a realistic analysis of the challenges of racism that people (especially women) of colour still face in Swiss society. Our collaboration with the Canton de Geneve resulted in far-reaching and insightful dialogue about the issue of modern-day racism. The audience and our organization gained better understanding about how we could engage in further meaningful collaboration with the administration to address the issue of Anti-Black Racism.

Key Takeaways

The newly proposed law to safeguard against Anti-Black Racism in Canton Geneva will mitigate the current gap that exists to address the subtle ground realities. The onus of doing something about internalized racism shouldn't be the prerogative of the administration solely; a concerted effort was required from all communities. The state mentioned it would support women from minority backgrounds integrate into the Swiss job market.





Participants of the panel /Key speakers:

M. Thierry Apothéloz, Conseiller d'Etat de la République et canton de Genève (State Counsellor for the Republic and Canton of Geneva)

- Racism in the 21st Century: Microaggressions produced by Malaika Norman
- Excerpts: PWG Black Lives Matter Documentary

1. United Nations experts share perspectives on racism and discrimination (via Zoom)

- **Ms. Gaynel Curry**, Permanent Forum of People of African Descent. (Of the United Nations Human Rights Council)
- **Dr. Catherine Namakula**, Chairperson of the UN Working Group of Experts on People of African Descent.

2. Experiences on racism, legal support and integration

- **Mr. Auguste Essama**, Founding member, Comité de la Permanence Juridique et Administrative pour les personnes d'ascendance africaine de Genève.

3. Good practices Involving Students leading diversity initiatives

- **Aurelie Semonovic**, Student International Affairs and chair Black Conversation platform, Graduate Institute of International and Development Studies, Geneva

4. Efforts taken by the Swiss government and Canton of Geneva in particular, to curb racism

- **Mr. Metin Turker**, Département de la cohésion sociale, Bureau de l'intégration des étrangers (BIE) (Department of Social cohesion and intergration)

3. THE GENDER EQUALITY PANEL

The Gender Equality Panel drew attention to the systemic deficit that often fails to recognize the leadership qualities/potential among women candidates and highlighted the aspects of reconciliation between empowerment and emancipation of women and the concept of developing self-sufficiency among women.

Julianne Drews, Adviser, HR and Culture spoke about the United Nations EMERGE women in leadership program and how the program was tailored to promote gender equality in the UN. She further elaborated how UN Aids, worked towards gender equality, and the mentorship and



leadership training, leading to improvement from 27 percent to 40 percent increase in women leaders. She spoke of the UN leadership program to support women leaders in the UN integrating learning and mentorship. Leadership is a practice and many women have the potential to bring a lot to the table for a greater purpose. Collaboration and not competition is required.

Men supporting women's empowerment and gender equality

Prof. Mahammadou M.O Kah, Ambassador and Permanent Representative, Embassy of Gambia to Switzerland, and Vice president of the Human Rights Council, highlighted how he worked as vice Chancellor of the University in Gambia, encouraging young women in STEM and waived tuition for women pursuing a degree with a science focus. He also spoke against cultures that do not promote women or negatively impact women. Men should educate themselves on the system of inequity that the system hold and provide access to opportunities and equitable institutional frameworks to protect and enhance women in leadership.



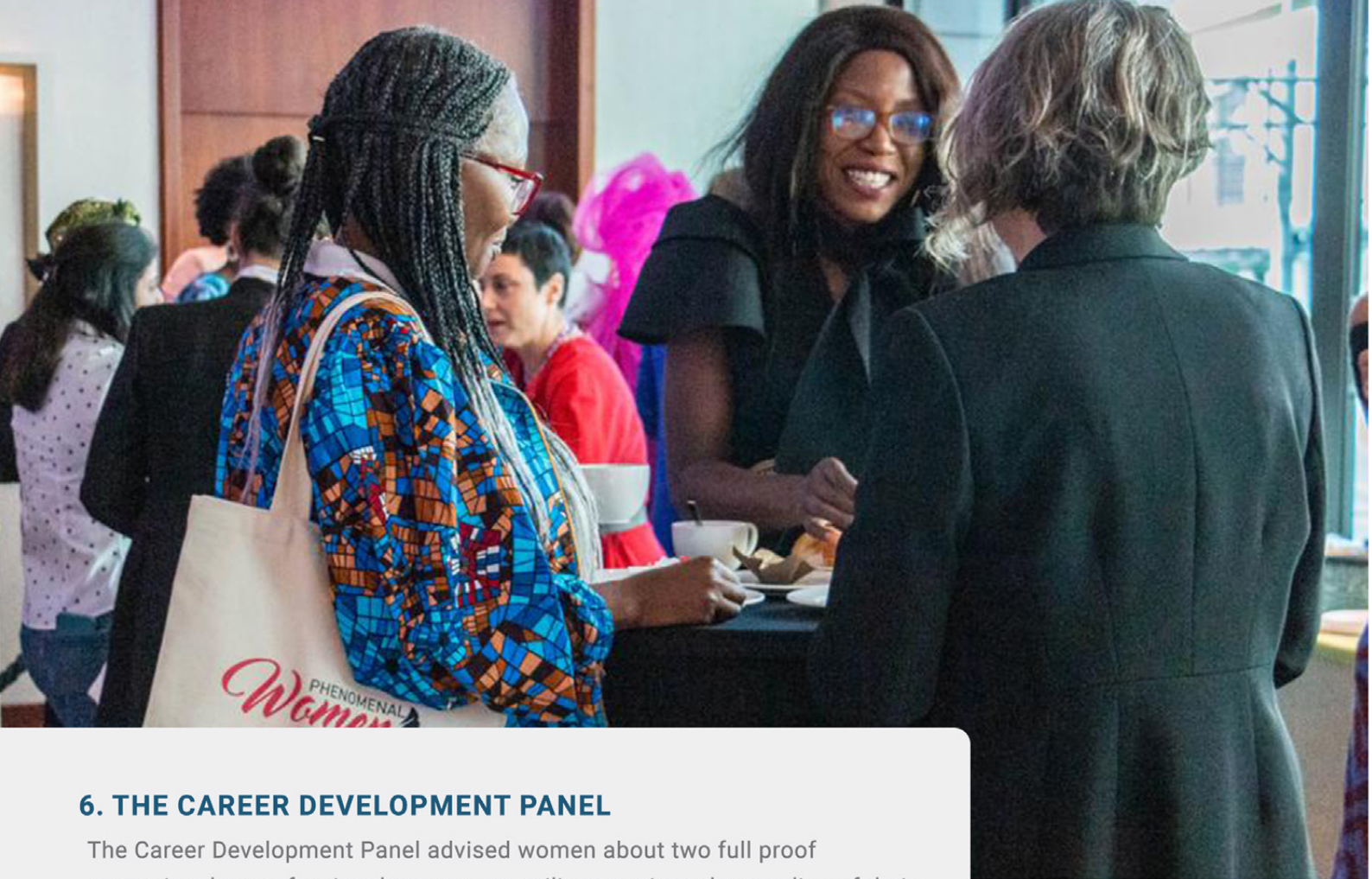
4. THE ENTREPRENEURSHIP PANEL

The Entrepreneurship panel provided insights about building personal brand and strategies to overcome other entrepreneurial struggles to the audience and how to establish a business in Switzerland.

5. THE HEALTH AND WELLNESS PANEL

The Health and wellness panel addressed the challenges women face in balancing career and family life and strategies to take charge of their own wellbeing mental health and physical health and how this impacts a women's wellness. It is important to have a healthy diet and have constant medical checks. Managing stress, including through journaling, and what makes you happy, especially in your mid-life. The power of epigenetics and how we think about the next generation, and take charge of our choices.





6. THE CAREER DEVELOPMENT PANEL

The Career Development Panel advised women about two full proof strategies that professional women can utilize to gain understanding of their strengths and weaknesses and thereby develop their career goals accordingly. Building their knowledge and skills with intentionality and networking strategically for opportunities.

7. WOMEN WORKING IN CHALLENGING SITUATIONS

Margaret Sekaggya, Former United Nations Special Rapporteur for human rights defenders encouraged participants to have knowledge of what they do, have courage while conducting their work and improve communication and advocacy. She shared her experiences of dealing with presidents and politicians as a Special rapporteur, and being invited to the US congress to speak about human rights and human rights defenders.

Closing statements and recommendations highlighted the extensive usefulness of enrolling for the PWG masterclasses which are curated to help women generate their professional and personal success.

Attendance; 108 participants (70 percent from Switzerland and 30 percent international participants from Uganda, South Africa, USA, Sweden, UK, and a larger international online audience group with people participating from India, Kenya, the Caribbeans, Italy, etc.)

ATTENDANCE

108

FROM OVER

10+

COUNTRIES



The PWG Masterclasses on Leadership

This master class was held from 29th October, 2022 to 21st November, 2022 with each session lasting for a duration of 2 hours. The course program featured a range of 8 online classes based on various leadership-related topics focusing on Strength Finder metrics, leadership styles, strategic networking, transformational leadership, problem solving, understanding the difference between a coach/mentor/sponsor and finally a guided session on how to utilize this new understanding and apply it in diverse personal circumstances. The objective behind this course was to support women's professional development and advancement. In the Global Leadership Masterclass Executive Course, we recorded 22 participants for the leadership course and 13 participants for the entrepreneurship course. Participants from Switzerland, South Africa and Uganda connected to share and learn about leadership in this action-oriented course over three weeks for 9 sessions. International speakers from Uganda, Switzerland, USA & South Africa presented a wide range of leadership aspects. We also organized a LinkedIn training to provide guidance on profile development and job search strategies as part of this course. Most engaging session/topic – practical aspects of the classes – negotiation, problem solving, coaching and mentoring.

Participants developed assignments for themselves based on a leadership challenge, and developed an accountability group to meet periodically.



2hr
LESSONS



8+
COURSES



Women's Day Webinar

MARCH 2022 - GENDER EQUALITY

On women's history month in March, PWG hosted a Women's Day webinar, inviting guests to speak about their journeys in their careers and focusing on empowerment, overcoming barriers including discrimination, imposter syndrome and other areas. How one can thrive, and advice in their careers, and the importance of diversity in leadership, employment, and business

- Duration - 06:00 pm to 07:30 pm CET
- Participation – 80 people
- Objective – celebrating the resilience, sacrifice and achievement of women around the world through inspiring stories from women on their career progression, biases faced and managing family life.
- Theme – Small is Big: Women thriving on their own terms #Break the Bias.
- The speakers who are women leaders of diverse professions, including parliamentarians, diplomats and coaches provided career tips and information on work life balance, how they made it to a high level despite the challenges and biases.



Leadership and Entrepreneurship Brunch

SOUTH AFRICA - NOVEMBER 2022

Eight women leaders , held discussion on leadership and entrepreneurship and supporting a member launch her book on entrepreneurship. This event was co-organized by Vessels of Virtue a South African based organization.



The 5th Annual Women Human Rights Defenders' Conference in Uganda

NOVEMBER 2022

A series of Women Human Rights Defenders' (WHRDs) conferences have been held in Kampala, Uganda annually since 2018 organized jointly by PWG and the Human Rights Centre Uganda (HRCU) in collaboration with Defend Defenders (DD). In 2022 the main theme of the conference was *She prospers*, with key note speaker Dr. Roselyn Karugonjo-Segawa, chairperson of the inaugural Leader Code Tribunal (LCT).

The main objective was to empower and equip women in promoting and protecting human rights, providing a networking platform for WHRDs to build partnerships with influential women from various spheres. The conferences aim was to enhance the referral pathway for addressing human rights issues and improving access to justice in Uganda. Specific goals included strengthening collaboration among women HRDs, identifying joint advocacy efforts on women's issues, and sharing experiences to learn from best practices.

Given the economic impact of the COVID pandemic on societies the main themes at the workshop include the following : the impact of the pandemic on women in Uganda, how to cope with the economic slow down; beyond women property and labour rights, women empowerment matters; management of sexual and gender based violence ; parenting in the current context; Women mental health and wellness, beyond

The conference attracted 104 participants, including 79 females and 25 males. Evident excitement at the conclusion of the events suggested increased collaboration and networking among WHRDs to positively impact human rights promotion and protection. Joint advocacy efforts identified addressed issues like incest which is prevalent, with strategies proposed for community engagement, men's involvement, and grassroots-level training on reporting human rights abuses.



Women Thrive Conference Uganda

AUGUST 2022

The conference, organized by Phenomenal Women Global, Hope, Health, Healing (H3), and F.I.R.M, focused on empowering women in Uganda under the theme 'Woman Thrive.' The goal is to help women overcome mental and physical challenges caused by societal expectations, encouraging them to mentor at least three other women after completing the Woman Thrive loop. The ultimate aim was to achieve Sustainable Development Goal 5 on Gender Equity and empowerment of men and girls in Uganda.

The objectives of the events are to provide women with a platform to discuss critical issues related to health and wellness, receive empowering messages and mentoring support, and gain knowledge about available health services and opportunities. The conference also equips women with tools for better planning and provides a networking forum for personal growth.

The conference's outcomes include the formation of a supportive community of women determined to heal from past traumas, lead healthy lives, and plan for their future. Participants expressed gratitude for the valuable learning material on healing and planning, and feedback from the post-conference evaluation showed high interest in engaging in future activities such as webinars, mastermind classes, and retreats focused on health, healing, and planning. The aim is to create a network of supportive women who can inspire positive change in their communities.





Year	Target women	Women to be reached
2022	51	153
2023	153	459
2024	459	1377
2025	1377	4131
2026	4131	12393
2027	12393	37179
2028	37179	111537
2029	111537	334611
2030	334611	1003833
2031	1003833	3011499
2032	3011499	9034497
2033	9034497	27103491



PWG NEWSLETTERS

PWG released several newsletters containing interviews of Phenomenal Women Global members doing outstanding initiatives, as well as women that have made a global impact. Monthly newsletters help us connect with our community and keep them updated on the latest news and events. By featuring stories of women in our community, we help shine a spotlight on the achievements and accomplishments of these individuals and inspire others to follow in their footsteps. These stories cover a wide range of topics, including gender equality, from personal triumphs to professional successes, to challenges and help to build a sense of camaraderie and support among our readers. Leadership and personal development practices are shares as well, to help empower women in different areas.



Women's MENTAL HEALTH, POST-PANDEMIC

In a bid to keep our members informed on the global pandemic, knowing that physical and mental health have an impact on women's capacity to thrive in their careers and businesses. PWG master classes and webinars included aspects of health and wellness.



Career Guidance Seminar at the University Of Zimbabwe

APRIL 2022

As Phenomenal Women Global (PWG) we hosted a Career Seminar on the 2nd of April 2022 in partnership with University of Zimbabwe Christian Union (UZCU). The Seminar was an extension of PWG's Career Mentorship program that was launched mid 2021 in line with our main theme for this year: 'Building the leader in you.' With a special focus on young people, this initiative was birthed to connect accomplished career persons with students who are studying towards setting up a career of their own, with the potential of fostering a mentorship relationship.

The Seminar happened within university premises, commenced at 12 noon and ended at 5pm, ran under the theme; Increasing employability chances through career coaching and mentorship, attracted thirty-five students (35), ten (10) former students and five (5) speakers bringing the total number of attendees to fifty (50).

THE TOPICS THAT WERE PRESENTED ON THE DAY:

Purpose Discovery and Self Awareness as critical tools to career building (this was presented by an Amazon award winning author and life coach, Mr Ralph Kadurira)

Jobs of the future: An exploration of how technology and social media are changing the face of work in the 21st century (presented by a technology expert working with leading corporates, Mr Roy Zinyemba)

Why should we hire you? A harsh conversation on becoming employable (presented by a Human Resources personnel, Mr Tinotenda Nyengera)

The humanitarian and development space: A career testimonial on how to position yourself for promotion (presented by Mrs. Cleo Hurungo who works for UNDP)

There was also a panel discussion that was moderated by the Girl Up Zimbabwe President Ms. Nyasha Muzadzi an award-winning community development change agent and gender champion under the Netherlands Embassy. It touched on fundamental issues such as CV writing techniques, the place for passion and skill in career placement, career diversion due to economic challenges, entrepreneurship, the pros and cons of studying abroad etc.



Interns and Mentorship

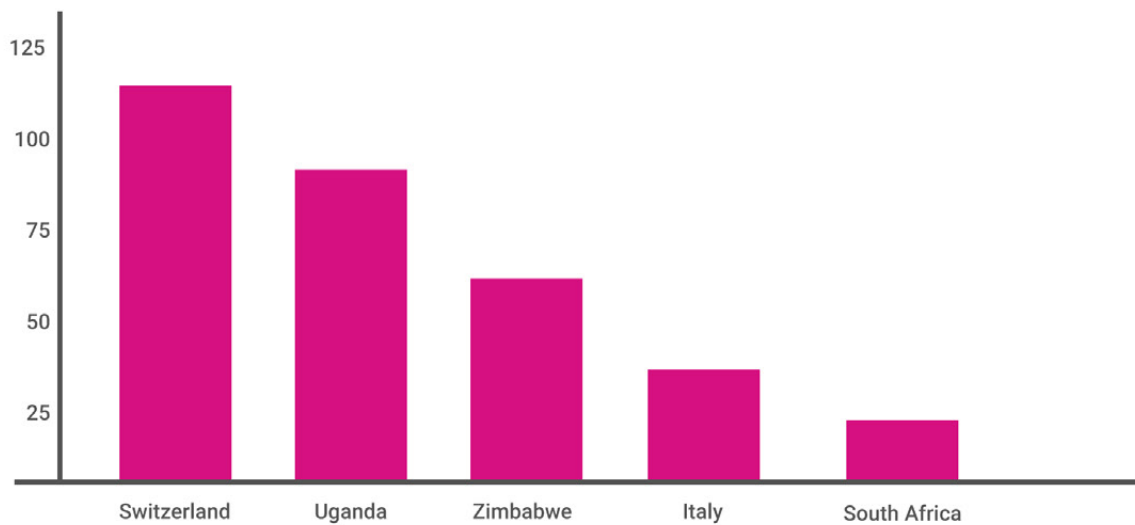
The job market in Switzerland is not easily accessible to non – European communities, PWG strives to create internships and fellowships for all women but provides specific opportunities to students and young people from other diverse backgrounds. Providing an avenue to gain work experience but also develop as a leader .Several interns and volunteers have subsequently been provided with job opportunities , given their experience at PWG and the skills and training provided by PWG. Since 2018 over 15 women have benefited and left to pursue careers in Geneva or abroad.



Key Outputs

2022

CONFERENCE PARTICIPANTS BY COUNTRY



OUTPUTS SUMMURARY

- 300 women globally provided with leadership skills, diversity, inclusion and equality training in Global leadership conferences
- 12 women-owned businesses were promoted by PWG and displayed products in conference received publicity videos
- 80 benefitted from professional development – Women's Day Webinar
- 30 women benefitted from mental health and wellness awareness
- 1500+ people reached through newsletter on mail chimp
- 3500+ social media followers

Participants have reportedly indicated that through PWG activities, they have gotten jobs, built critical skills to support them with their careers, founded new companies and enhanced existing companies.

Partners

With Many thanks to our partners for their support and confidence in PWG. We look forward to more fruitful collaborations in 2023.





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