

EPBWN TUNIS



*In Diversity We Stand Strong*

# Have a voice

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### EDITORIAL TEAM

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Graphic design by Ann A. Chikono



Launch of EPBWN on April 20, 2013

*One year in existence and The Expat Professional and Business Women's Network (EPBWN) has made a Big impact on many expat spouses especially in the founding country Tunisia and is still going **STRONG!***



March 2014 General Breakfast Meeting

*Happy First Anniversary!*

# Message from the Founder of the Network

Dear Members

How the year is running so fast and the preparation to relocate is in full gear. I wish each and every member a successful relocation to your various countries. This move has brought some great positive growth for the Network but has also caused physical separation from each other. This notwithstanding we will continue to function as one unit.



**Mrs. Nwakego Ibrahim-Pam**

It is always a pleasure to celebrate, so join to wish us well as we celebrate our existence for one year. It is a great milestone and we are excited because we will still do greater things in the future.

This is a time to watch out for great opportunities and self determination, so please step up to the task at hand and face new challenges with resolve determination to succeed. We no longer have any excuses to hide behind this is the time to "ACT".

I would like to say thank you and I am very happy for each and everyone of you in the manner you have grown in skills, in-depth knowledge of your various professional pursuit, and dedication to achieving your set goals! Well done Ladies!

Your time, resources and skills has contributed enormously in making Expat Professional and Business Women's Network to have great impact in changing perceptions and lives in Tunis! Thank you and may God Almighty go with you and be with you! Amen!

May God bless you

Kind regards

A handwritten signature in black ink that reads "Nwakego Pam". The signature is written in a cursive, slightly stylized font.

***Mrs Nwakego Ibrahim-Pam***

***Founder and chairperson***

***Expat Professional and Business Women's Network Tunis***

***EPBWN TUNIS***

***May 2014***

## Message from the CEO

*Dear Colleague,*

As I reflect upon our 1 year in existence as a Network, I am pleased with what we are accomplishing as a Network.

We set out to empower women achieve success, build confidence, enhance effectiveness by providing a supportive and nurturing environment, leadership opportunities and mentoring them in their professional development...**and we did just that!**



**Mrs. Miriam Malinga**

I have just one thing to say, Thank You all. This isn't a goodbye message, but a message of congratulations, gratitude and an expression of my sincere hope that all of you will continue to push the Network forward as it expands in new locations with new members, new programs, and the powerful professional attitude you have all exhibited over the past year.

To the members, you are the lifeblood of the Network. Many of you may feel that you are just one person, but you are not. You teach and learn from each other. You collaborate and understand the power of not standing alone. All of these talents, skills and experiences will serve you incredibly well as you continue in your professional and business worlds. The ability to work with and connect with each other is the single most important skill you can develop, and the Network allows you to do this.

I want to thank every member of the Network for your hard work, determination and commitment. There would not be a Network without you!

**Happy 1 Year Anniversary!!**

Sincerely,

A handwritten signature in black ink, appearing to read 'M Malinga'. The signature is fluid and cursive.

**Miriam Malinga**

**Chief Executive Officer**

*Expat Professional and Business Women's Network Tunis (EPBWN)*

*May 2014*

# Is Change always a good thing?

By Rosette M. Wamambe



Rosette M. Wamambe

This is the question that I have been grappling with since the move from Tunis to Abidjan shifted gear from talk to reality. As a result, I found myself reaching for Dr Spencer Johnson's book *Who moved my Cheese*. You see like Hem who is one of the characters in this story am one of those who held onto the belief that change was not going to come so soon. Even when everything around me pointed towards change I preferred to hold onto the known instead of getting ready to go into uncharted waters. But lately as I prepare for the move to Abidjan I have found myself wondering how this move will be beneficial to me and my family.

Experts on change argue that the best way to manage change is to begin by accepting that it has or is taking place. This calls for having a fluid as opposed to a

fixated mind set and moving with the flow. In order to do this, am soaking in as much information as I can about my soon to be environment. The Bank has done a good job in preparing us and giving us pointers on what to look out for and how to find our way.

I have also created a plan of how I will manage this change. I am drawing from the lessons I have learnt from the past and determining not to make the same mistakes again.

Hazel Henderson advises thus, *"if we can recognise that change and uncertainty are basic principles, we can greet the future and the transformation we are undergoing with the understanding that we do*

*"if we can recognise that change and uncertainty are basic principles, we can greet the future and the transformation we are undergoing with the understanding that we do not know enough to be pessimistic".*

*not know enough to be pessimistic".* Abidjan being a cosmopolitan city promises a lot in terms of both social and professional life. This feels me with anticipation on the opportunities for growth that lie ahead of me. I am therefore hopeful that this change will bring new choices for happiness and fulfilment and cause me to move in new directions.

This causes me to draw the conclusion that change can indeed be a good thing as long as we learn from it. For now, all I can do is say the prayer by Reinhold Niebuhr *"God grant me the serenity to accept the things I cannot change, the courage to change the things that I can and wisdom to know the difference"*. Having done this, I am therefore accepting this change and taking in my new circumstances with grace and calm. I will draw lessons from every experience and pray that by the time my favourite season (Christmas) rolls around I will be settled in a new place I will call home for some time to come. ■

# Being relevant and competitive in the job market

By *Charlotte de Kock*

It does not matter if you have a job at the moment, are looking for one, or are taking some time off from the job market, keeping yourself competitive and relevant is very important in today's highly competitive, complex, pressurized and global working environment. Keeping competitive and relevant will ensure getting a job, create opportunities for promotion or increase your chances of running your own business.

New methods of communication, changes in technology, and increasing global competition impact many types of jobs. Today's job market has reduced job opportunities in many industries, looks at global recruitment, expects high levels of technological skills from workers, redefines traditional jobs and job titles, is more inclined to hire people to work from home or increasing part time employment and relies more on e-commerce. Job seekers need increased networking, being responsible for their own professional development, creating their own work opportunities and looking more and more at multiple streams of income.

Today's job market offers future opportunities in emerging industries such as biotechnology, information technology, entertainment and food and beverages. Industries that are expected to continue to offer good

opportunities are health, personal services, education and social services.

To ensure competitiveness and relevance in today's job market you need to look at the following:



*Charlotte de Kock*

## **Keep Skills Current** Keeping

your skills current is one of the most important things you can do, to stay on top of changing demands of the workplace. It can also help you prepare for new opportunities that may arise at work and help you keep your job in a difficult economy. Stay up to date on relevant advances in your industry - technology, general trends, business trends, current events, competitive landscape, etc..

Keep your skills and knowledgebase up to date by reading, doing research, volunteering, taking classes and attending seminars. Make use of the internet and the opportunity to take free classes at open universities online.

Build a mentor group around you, people with better technology skills, business acumen and life knowledge than you and mentor others.

Adopt a globally mobile mindset. You operate today in a global environment and you need to develop a strate-

gy to understand the bigger picture. Keep abreast of nuances of the role politics, culture and socio-economic issues play in shaping business in different countries. Embrace personal opportunities in other countries to expand your skill, knowledge and experience base.

## **Personal Branding**

Understand your core skills, knowledge and strengths so you can create and promote your personal brand. Define what it is that you offer in your field or work situation that is unique or adds value. This includes experience and attributes.

Have examples ready to demonstrate your willingness to learn, flexibility, clarity of thinking, ability to make hard decisions and transferable skills.

Reframe your job experience so that it relates to what it will bring to the job opportunity you are looking at and how it applies to future success.

Have the right mindset and approach - one of consultation, dialogue, counsel and integrity - be honest and consistent.

*« To ensure competitiveness and relevance in today's job market you need to; Keep Skills Current, Personal Branding, Networking and be proactive »*

*Cont pg 6*

# Preparation for Relocation

By *Ann A. Chikono*



*Ann A. Chikono*

With the African Development Banks' move back to its headquarters in full gear, I felt it relevant to share some useful relocation tips. Relocation in the context of this article is the process of moving from one location and settling in another. This can come with many anxieties, most of which are caused by the fear of the unknown. In this article I will share some measures one can take to ensure a smooth

transition these are; research, plan your life, prepare the children for the move and emphasize on the packing process.

Before moving to the new location, do some reading on the place you are relocating to. This helps you understand different aspects like the general weather, schools to take your children, the staple food in that place so that if that place doesn't have what your family love to eat, you can plan to take some with you as you travel. Research helps you have an idea of the place you are going to thus, helping you appreciate the place more and cur-

bing your anxieties and culture shock as you arrive.

Have a concrete plan of what you intend to do for yourself in the new place especially if you had to leave your formal employment for the sake of the relocation. The mistake some people make is to move without a plan for what they will do in the new place. Ideas of what to do can be advancing your skills and knowledge through studying, learning a new language. More information on the same can be got from our December 2013 newsletter in Miriam Malinga's article entitled "Keeping sight of your profession as the accompanying spouse"

*Cont pg 7*

## Being relevant and competitive in the job market cont...

*Cont from pg 5*

### **Networking**

Build your network both online and offline, and leverage the networking power of the right people and people you know.

Connect with communities in your related field such as professional bodies. Talk and engage with others in your industry and profession. The advantages are staying up to date with trends and available positions; sharing ideas and getting new insights; receiving counseling and guidance.

Keep up to date with the newest

technology - LinkedIn, Facebook, having a personal blog or website and tweeting. When prospective employers check your digital footprint and you look competent online you improve your chances to be invited for an interview.

### **Be Proactive**

Don't wait for opportunities to find you. Know what industries are growing and which are declining and search accordingly.

Look for skill shortages that is in line with your abilities. Keep an open mind when opportunities come along, be creative and think outside the box. Learn to adapt to the changing environment.

Be responsible for your own professional development and upskilling, seeking out training opportunities and paying for it yourself. It will not only have an impact on your performance but also on your motivation and maintaining a position in a company. ■

# Preparation for Relocation cont...

*Cont from pg 6*

Inform your children in advance of the move so that they prepare mentally for this change. In order to make it easier for the children to adapt to their new environment, it is advised that you remember to pack with you all the articles that are of sentimental value to them like their toys, favourite clothes even if they are small in size, let them choose what they would want to take. When we moved to Tunisia, it took my son a long time to adjust to his new environment because it was totally different from what he was accustomed to and it did not help that we hadn't carried all his toys with us. He was always very sure we were going back to our 'English home' as he called it.

Packing of your household property should commence at least two months in advance or longer if you have a lot to sort and pack. Giving yourself less time can get you into a state of panic making it difficult to prioritize when sorting and thus resulting in your property disorganized. The packing process can be tiring, so it's advised to do a bit every day with a plan in mind. As I read further, I came across the article below that throws more

light on the packing process. It is by Melissa Crumish, *Helpful ways to smooth your move*

\* Don't wait until the day before you move to begin packing.

Planning should begin at least six weeks in advance, starting with moving boxes. Decide between traditional cardboard boxes or renting reusable plastic boxes.

\* Create designated packing areas in each room. Have separate empty boxes for packing and items you want to give away. Be sure to give yourself enough room to move in between boxes at the start.

Otherwise, the boxes become immovable objects when filled.

\* Stock packing supplies in each room. This should include: scissors, tape, wide-tipped markers, and a pocket notebook for jotting down sudden reminders of things you need to do. Like submitting a change of address form with the post office. The importance of a notebook cannot be overemphasized.

\* Begin packing the rooms you least use first. A guest room would fall into this category.

\* Avoid packing anything that you may need before the moving date. This will spare you moments of severe angst and self-flagellation. With this thought in mind, pack out-of-season items first.

\* Pack boxes full. Use packing material, if

*Avoid packing anything that you may need before the moving date. This will spare you moments of severe angst and self-flagellation. With this thought in mind, pack out-of-season items first.*

necessary, to fill empty space. Half-filled boxes are more prone to being crushed during a move.

\* When packing larger boxes, pack heavier items first, at the bottom. This prevents boxes from becoming top heavy, more susceptible to tipping.

\* Use smaller boxes for heavier items. This makes for easier moving.

\* Use different colored wrapping paper to color code items. This makes for instant recognition when unpacking, eliminating the need to unwrap to see what the item is.

\* Pack items you may need when you arrive – bedding, shower curtain, towels, change of clothes, flashlight, toiletries– in the car with you.

With the above tips in mind, the relocation process ceases to be a daunting process and becomes an activity that is easily managed with you being in control and looking forward to the next experience in the new location.

## Reference

1. Melissa Crumish, *Helpful ways to smooth your move* <http://www.dmv.org/articles/save-time-and-energy-with-these-packing-tips/> ■

## Announcement

### New Members are Welcome

Send us mail on [epbwnt@gmail.com](mailto:epbwnt@gmail.com) and get more information about the network from our website at <http://epbwnt.weebly.com/>

# Marketing; a crucial component

By Lucy Ochieng



Lucy Ochieng

Are you already in business or are you aspiring to start one soon? As an expatriate the thought of starting all over in a new location can be either a threat or an opportunity to market your business or skills. All businesses have a life cycle, they are formed and continue to thrive or die. In

order for any business to thrive, the owner has to continuously market it to clients and potential customers.

The question then is what is marketing all about. Studies show that marketing professionals use many tactics to attract and retain their customers the most effective is the marketing mix which must be used in order to ensure that the business performs optimally. A marketing mix is the combination of all activities that one needs to consider so as to meet the requirements of the target customers and get the desired profit. These activities comprise of different concepts, which are outlined inform of **4Ps** and **3Ps**. Balancing the P's ensures success in any market.

**Product** is the first P one needs to consider in marketing. According to Kotler (2007), a product is "anything that can be offered to a market for attention, acquisition, use or consumption;" it includes foodstuffs, cosmetics, furniture, electronics etc. Successful products have to be produced based on client's perceptions and needs. This means that whatever business one

engages in, client satisfaction is key and the product or service must be designed to meet customer expectations bearing in mind the packaging, service and after sales service.

The second P is **Place**. Behera, (2008) refers to the place as "where the customers can buy the product and how the product reaches that place. This can be through different channels, like Internet, wholesalers and retailers." It is important to distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organization is to meet its overall marketing objectives.

Another P stands for **Price**. The price of a good or service can be the tipping point in any business venture. Kotler, (2007) States that "price is the amount of money charged for a product or service. More broadly price is the sum of all the value that consumers exchange for the benefits of having or using the product or service." When coming up with the pricing strategy one needs to take into account their overheads, risks and threats in the market including the profit margin.

**Promotion** which is the fourth P is any means of informing, persuading or reminding clients about

the marketing mix of product, place and price. Promotion tends to create awareness among potential clients and improve their attitudes towards the product or firm.

Hence an organization's promotional strategy can consist of: Advertising, Public relations and Sales promotion including use of posters, banners, business cards, seminars, workshops, gala etc to reach out to the targeted clients.

In addition to the **4Ps** there are **3Ps** which are inter-related and represent crucial marketing components in the management of the service business. Services are intangible in the sense that the client experiences it but does not hold or retain it. Examples of services include but are not limited to childcare, interior design and internet services. To be able to maximize on the services one needs to understand how best to combine the 3Ps.

Knowing and understanding the **People**/stakeholders is key to success in a service industry. Behera, (2008) refers

*It is important to distribute the product to the user at the right place at the right time. Efficient and effective distribution is important if the organization is to meet its overall marketing objectives.*

*Cont pg 10*



# A virtual Organisation

By Miriam Malinga

Like everybody else affiliated with the African Development Bank, the move to Abidjan is at the forefront of my mind. Not only am I thinking of how this move will affect my family, but also how it will affect the Network, which will soon celebrate its glorious 1<sup>st</sup> Anniversary.

You see, while many of our members will be making the move to Abidjan, a good number will be moving to other locations for various reasons. As I contemplated and thought about this, I remembered reading somewhere about virtual organizations.

What is a virtual organization one would ask? According to Wikipedia, a virtual organization or company is one whose members are geographically apart, usually working by computer [e-mail](#) and [groupware](#) while appearing to others to be a single, unified organization with a real physical location.

This has got me thinking that indeed the Network can function as a virtual organization and we do not have to 'lose' our members who will physically not be in Abidjan.



But how will it work? Good question and at the moment, I cannot claim to have all

the answers but am thinking through it, and I must say there is still a lot of thinking to be done.

Members will be working from their different locations and communicating with one another via email, Skype and other e-technologies. I read an article from the November 2009 issue of the Economist and this is what it said, "In *Rethinking the Future*", Lester Thurow, a former dean of Sloan School

*of Management, gave a vivid portrayal of the virtual office:*

*You walk in and there's an electronic board that says room 1021 is empty. You go to 1021. You have your personal telephone number. You call up your computer code. You press a button and your family picture is up on the flat-screen TV set on the wall. And that's your office for as long as you're there. The minute you leave, it ceases to be your office.*

From the article, in 2009, discussions about business organization of the future being virtual were already underway.

What then stops the Network being one?

As I accept the changing circumstances of the Network, the onus is on the management of the Network to craft the way forward. It definitely needs a mind-set change, almost a paradigm shift! The Network shall continue to thrive with us steering in the direction of the virtual organization.

**We'd like you to manage the new boundaryless organization design. Here's the corporate guidebook on how to equitably recruit members for your initiative from across the departments.**



# Marketing; a crucial component cont...

*Cont from pg 8*

“to people as the customers, employees, management and everybody else involved in it. It is essential for everyone to realize that the reputation of the brand that you are involved with is in the people's hands.”

An important note to any service provision is the use of appropriate staff. To ensure that the organization has a competitive edge over others, recruiting the right staff and training them appropriately in the delivery of the service is a must. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should therefore have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for.

The second P in the service industry is **Process**. Process refers to the methods and procedures of providing a service and is hence essential to have

a thorough knowledge on whether the services are helpful to the customers. An interior designer should ensure that the process of design proposal to the execution of the project is well understood by all stakeholders including client, designers, fitters and anyone else involved in the process.

**Physical evidence** as the 3<sup>rd</sup> P in service Industry refers to “the experience of using a product or service. When a service goes out to the customer, it is essential that you help him see what he is buying or not.” (Behera, 2008). Examples include brochures, pamphlets, 3D design proposals etc. Physical evidence

is the element of the service mix which allows the consumer to make judgments on the organization after visualizing the end product. Consumers will have perceptions based on their sight of the service provision which will in turn impact on the organizations perceptual plan of the service.

In conclusion, the performance of any business largely depends on the right combination of the marketing mix. It is up to the person carrying out the business to conduct a market research and ascertain which combination of the marketing mix will yield the most profit.

*An important note to any service provision is the use of appropriate staff. To ensure that the organization has a competitive edge over others*

## References

1. Behera, M.(2008). The 7ps of Marketing Mix. Retrieved February 19th 2014 from:<http://ezine articles.com>
2. Kotler, P and Gary, A. (2007). Marketing. An Introduction. 5<sup>th</sup> Edition ■

## Success Quotes

- The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand. **Vince Lombardi**
- Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success. **Swami Vivekananda**
- A successful man is one who can lay a firm foundation with the bricks others have thrown at him. **David Brinkley**
- In order to succeed, your desire for success should be greater than your fear of failure. **Bill Cosby**
- Success is not final, failure is not fatal: it is the courage to continue that counts. **Winston Churchill**

Read more at [http://www.brainyquote.com/quotes/topics/topic\\_success.html#4rX6VwFjvq38YgE1.99](http://www.brainyquote.com/quotes/topics/topic_success.html#4rX6VwFjvq38YgE1.99)

## Introducing Abidjan for You

*By Evelyne Ndabaneze-Masumbuko*

I know what it is to be an expat! I have been one for the past 20 years, Côte d'Ivoire will be my sixth country.

The life of an expat is not an easy one.

Some of my challenges have been not understanding local languages and not knowing where to find what I needed but after a while I discovered very interesting websites in English and I started learning little tricks to help me quickly settle in new places.

After such enriching experiences, I became more and more sympathetic when I witnessed the struggles of other expats, I really believed that my own background could have an added value to the

wellbeing of other people relocating to Abidjan. This is how the idea of this website came up.

Because I know it takes time to find your way around when moving to a new country, we have designed this website to smooth the experience for you.



*Evelyne Ndabaneze-Masumbuko*

[Abidjan4you.com](http://Abidjan4you.com) provides news, features and practical information in English on living in Abidjan.

Our goal is to give high quality content, essential information to help foreigners settle into Cote d'Ivoire: how to find a house, information on health and education systems, how to start a business, where to go out

etc.....[Abidjan4you.com](http://Abidjan4you.com) has everything you need to help you to build your life in Abidjan.

Get to network and ask questions to other foreigners through the forum, if you are looking for where to go

out, check out our leisure and upcoming events sections, buy or sell in the classifieds area, find a job or home and even locate a business on the site.

We hope to present Abidjan as it is - a lively city, full of charm and international flair. We have focused mostly on the best addresses. From real estate agents, restaurants, boutiques, private and international schools, to dentists, doctors, clinics etc... we have tried to cover all the areas of interest.

We hope that you will enjoy this website and if you still can't find what you are looking for, or would like to provide feedback, please get in touch with us.

We welcome your thoughts. ■

## Life as an expat accompanying spouse

*By Lebohang Bereng, BSocSc (Hons), MSocSc (Couns. Psych.)*

Expat life can be a colourful bag of mixed entities. Although it has its



*Lebohang Bereng*

own advantages and opportunities, it definitely does have its fair share of challenges. Moreover, being an accompanying spouse is another paradox on its own. It is indeed

true that expat spouses, both men and women, have the luxury of opportunities that come along with living abroad. The list ranges from social, economic and financial freedom to exposure and free time that allows one to do anything that their minds,

hearts and hands can reach. They enjoy hobbies such as travelling, socialising, developing their leisure skills as well as volunteering in charity work and helping the needy. Accompanying spouses enjoy the pleasures of being there for their children and being part of their developmental milestones, which can be a good and fulfilling experience that most parents can only wish for. However, for some, this can also be the most challenging and depressing time of their lives since they give up their careers, cultural norms, and social livelihood to support and be with their families.

As an accompanying spouse and also a Psychologist, I must admit and highlight the fact that mental health issues are common among expat communities all over the world. The spectrum may range from issues around transitions

and/or adjustment, culture shock, identity, separation and loss, to clinical depression, gender based abuse and violence, intrapersonal and/or interpersonal relational dysfunctions. Additionally, one may lose a sense of self-worth and confidence due to the career break, which may result in losing one's professional skills and turns into a downward spiral of self-pity and depression. To those that occupy themselves with taking care of their children and family means everything, they may start suffering from an 'empty nest' syndrome and experience lack of purpose when their children grow up and leave home. It is easier and more comforting to have a private 'Pity Party' by yourself or with a group of friends that are going through the same situation,

## Life as an Expat accompanying spouse cont...

*From pg 11*

than to deal with the challenge head on.

At the same time, for some it can be hard to find someone to trust and talk to, making it easier to resort to self-destructive coping strategies such as self-internalisation and self-medicating with food, alcohol, drugs, sex, and other harmful lifestyle choices. These can only lead to the build-up of anxiety and depression, which in turn affects the physical and emotional well-being, relationships and even performance at work. First of all, it is important to acknowledge the challenge at hand and seek help if need be. Although there are many stereotypes associated with mental health and seeking counselling and/or psychotherapy, especially in the African context, these avenues can help release and reduce the pressure. Counselling and psychotherapy assist in gaining emotional, mental and physical strength, as well as giving some perspective on one's situation by exploring different options and making choices for one's life.

Talking to someone independent creates a safe space to honestly speak about feelings, thoughts and fears within a confidential setting. It gives the opportunity to step out and step back in order to process the difficult experiences that one may be going through. In addition to psychological intervention, there are many available social and recently professional expat networks and activities that make it easier for one to adjust, re-invent oneself and enjoy life as an expat

accompanying spouse.

Being active and getting involved helps to give one a sense of purpose and to enjoy preferred activities.

Expat Professional and Business Women's Network

(EPBWN) has now for a year been one of the few, if not the only expat professional network that aims to empower women to achieve success, build confidence, enhance effectiveness by providing a supportive and nurturing environment, leadership opportunities and mentorship in their professional development.

The network has so much to offer to those seeking to resurrect and develop their careers and businesses.

One may wonder what is there to benefit if they are to part with the monthly subscription fee, which in reality only helps with the running the network's activities. As opposed to being at home with nothing much to do except feel sorry for oneself and get more depressed, EPBWN

*EPBWN has given its members interaction and intellectual networking environment with other professionals, it has boosted their sense of self-worth and confidence, and it continues to motivate and inspire them to want to achieve more*

has given its members interaction and intellectual networking environment with other professionals, it has boosted their sense of self-worth and confidence, and it continues to motivate and inspire them to want to achieve more. Counselling, psychotherapy, mentorship, refresher courses and trainings offered by professionals within and outside the network provide the opportunity to refresh one's personal, emotional, intellectual and professional skills, polishing their career profiles and preparing them for a pool of opportunities out there.

When all is said and done, it is vital to realise that although career is great and necessary in one's life, it is not the ultimate and/or the only thing worth living for. A life-work balanced existence is a necessity for healthy survival. Therefore, one should not allow their career to consume and define them. Rather a holistic person, just like a three legged pot, can only stand if all the legs are balanced without any missing. Balance, balance and balance is key! On that note, I would just like to say, Cote d'Ivoire, Burundi, Kenya, Lesotho, Malawi, Nigeria, South Africa, Togo, Uganda, Zambia, Zimbabwe, the whole of Africa and the entire World, watch the space! Here we come, EPBWN is here... the revolution has begun! ■

# GALA Night Dinner



**There was lots of Merry Making, Eating and Dancing as the EPBWN members, invited guests and Well wishers marked the end of the year 2013**



# EPBWNT Workshops

Small and Medium Enterprise (SME) Workshop and Exhibition, organised by the SME Initiative



**'Being a woman, a wife, a mother and being in touch with your emotions' Workshop given by Dr. Liliane Kabondo**



# EPBWN Collaborations

EPBWN Founder, CEO, Legal Counsel and Head of Global Affairs and Sustainable Development Initiative, after meeting with CI-TET Officials in Tunis

EPBWN CEO Mrs. Miriam Malinga giving a talk on **How to make yourself Marketable in Abidjan** to the Family Association Members of the African Development Bank (AfDB)



Below  
Dinner with the Gender special Envoy of AfDB and the Founder and CEO of New Faces New Voices (NFNV)



# EPBWNT Events



Email: [epbwnt@gmail.com](mailto:epbwnt@gmail.com)  
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