

EPBWN



In Diversity We Stand Strong

Have a voice

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INSIDE THIS ISSUE

Message from the Founder 2

Motivating the 21st century employee 3

What next after the move? 4

Habits of empowered women 6

Opportunities within EPBWN 7

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Dear Colleague,

A Hearty welcome to 2015 and the Expat Professional and Business Women's Network (EPBWN) newsletter, 'Have a Voice'!

This issue marks the beginning of a year where the Network will focus on establishing the Network in different locations on the African continent. At the moment members are working on establishing and growing Chapters in Tunis, Tunisia; Abidjan, Ivory Coast and South Africa. We hope this is just the beginning of a worldwide expansion. Please look at the rest of the webpage to see how you can become a member if you are not yet and get involved in expanding your network of influence.

The Expat Professional and Business Women's Network Tunis (EPBWN) was launched on 20th April 2013 with the purpose of bringing together expatriate professional and business women and promoting the development of their careers by sharing ideas, knowledge and experience. It also provides a platform for developing and promoting educational and training programs, a forum for promotion of networking and collaboration.

The theme for this year will be '**Empowerment**' with specific focus on how we as women can empower ourselves and help other women being empowered. I invite you to join us on this journey of self exploration, education and promoting our careers. Remember that empowered women contribute to the health and productivity of whole families and communities, and they improve prospects for the next generation. Empowered women shares in having equal opportunities for financial independence, education and realizing their personal ambitions.

My hope for this year is that you will further grow into creative and confident women who are rich in mind, soul and spirit. May you discover all your hidden potential this new year and turn them into delightful ventures bringing you success.

Charlotte de Kock

Training Coordinator and Acting Chief Executive Officer
Expat Professional and Business Women's Network (EPBWN)

January 2015

Message from the Founder

Dear Members

Happy New Year!

This year 2015 promises to be the best year yet for the Network and the members. Many of you are now settled into your new locations while a few are still in transition. We are learning to work as a virtual organisation which is quite challenging but not impossible to achieve. We have the strength and the power within us to achieve.

A number of Chapters (Tunis and Abidjan) are now functional while some (South Africa, Nairobi) are still in the formation process. The policies and procedures are in the final stages of completion and these will guide and enhance the functioning of the Chapters at the different levels. I would like to encourage each and every one of you to continue aiming high as you have done in the past. Let us make 2015 the best year yet in our lives.

Quoting Robin Sharma:

My prayer for you and those you love -- is that you rise in 2015.

Rise to meet all challenges with a peaceful heart.

Rise above mediocrity in hot pursuit of mastery.

Rise to live the life of your childhood dreams.

You deserve no less!

Ladies 2015 is our year to rise and shine and I know that we shall. Let us continue with the determination, courage and zeal.

May God bless you all.

Kind regards

Mrs Nwakego Ibrahim-Pam



Founder and chairperson Expat Professional and Business Women's Network
EPBWN

JANUARY 2015

Motivating the 21st Century employee

By *Rosette Mugidde Wamambe*

Robbins and Judge (2008) define motivation as the process that accounts for an individual's intensity, direction and persistence of effort toward attaining a goal.

In management terms, motivation refers to the several ways Managers promote productivity in their employees. It is the process through which Managers build the desire to be productive and effective in their workers.

Motivation is an important element in the employment cycle because it is an impetus for the employee to improve their level of efficiency and achieve organisational goals. It is the guiding principle that enables people to stay focused on the path of success regardless of the challenges they may face along the way. Well motivated employees usually have the initiative and energy to follow through with goals however challenging. They are characterised with high productivity, generate quality work, have a sense of urgency thereby reducing labour costs and are generally open to feedback on how to improve their work which in the long run makes a great impact on the customer.

The 21st Century work place is characterised with four types of employees, the Veterans/seniors/Traditionalists (1922 - 1945) these are highly disciplined, hardworking, dedicated and have great respect for rules and authority. The second group are the Baby boomers (1946 – 1964) these tend to be optimistic, are good team players and are highly competitive. The third group are the Generation X (1965 – 1980) these are pragmatic and self reliant they cherish having a balanced life where they can combine work with having a family. The last group is Generation Y

(1981 – to date) these are fast paced, are good at multi-tasking, love having fun and are very technology savvy.

Today's employee is also a knowledge Worker. The term Knowledge Worker was first coined by Management Guru Peter Drucker in the 1950's and simply means a worker whose main capital is knowledge. Thomas Davenport offers a detailed definition of the term as follows "knowledge workers have high degrees of expertise, education or experience and the primary purpose



Rosette Mugidde Wamambe

of their jobs involves the creation, distribution or application of knowledge". According to Drucker, Knowledge Workers invent new products, develop new strategies, lead negotiations and help organisations attain competitive advantage.

From the above, it is clear that the work done by knowledge workers is mainly intangible, invisible and may not be capable of being quantified. This is what in most cases causes the problem when it comes to managing them. The question then is how can these workers be motivated for positive results?

It may be argued that the road to effectively managing a knowledge worker starts at the recruitment stage. It is imperative that an organisation has in place a system that is able to ascertain from the prospective employee as much information to ensure that his/her career needs and interests can be aligned with the work they are going to do in the organisation. The 21st century Manager must also possess excellent management and leadership qualities in order to effectively motivate employees to their full potential. This calls for selecting employees who are already highly motivated and committed to accomplishing specific goals which they have set for themselves.

Marslow's hierarchy of needs still applies today; physiological needs translate into the need for adequate com-

pensation and an office that is well equipped and allows the employee to work successfully. In addition to this, the employee must be assured of job security and fringe benefits. The work environment must also be such that the employee feels valued and respected not only by colleagues but employers and customers as well. Work offered must also be challenging enough to ensure that the employee attains the highest level of the hierarchy which is self actualisation.

Another way of motivating the 21st century worker is through involving them in setting realistic yet challenging goals. The more employees are involved in the performance management process through setting of goals and key performance indicators the more they will be motivated to accomplish the tasks set for them. Drucker correctly observes that once a knowledge worker has defined his/her own task and the work has been properly structured then they will be in a position to work out their own course of action and take responsibility for it. This in effect calls for allowing the employee to work out what is to be done, how it will be done and with whom it will be done. In addition to this, proper feedback needs to be given continuously to ensure that the employee is moving in the right direction. As a general rule, positive feedback should be given in public and negative feedback should be given in private.

**Never,
never,
never
give up
on your
dreams
and goals.
Believe
and
achieve.
No. 26 of the
30 Habits of
Highly
Empowered
Women**

Cont pg 5

What next after the move?

By Lucy Ochieng



Lucy Ochieng

Moving from one country to another can result in mixed feelings & expectations but change is inevitable. “Regardless of whether you are male or female, being a trailing spouse can be extremely challenging and stressful. According to McNulty, a consultant who specializes in mobility issues, the most important thing for a trailing spouse to do is to take control of their situation and create their own opportunities.” All the business plans and the marketing strategies now have to come alive. Abidjan is a vibrant city, full of life and opportunities everywhere. Ranging from beauty, fashion, real estate, teaching, interior design, education etc, everybody seems to be busy doing something to make a buck.

The issue is how to have a share of this vibrant market place. To answer this question one needs to conduct a SWOT Analysis. “SWOT is a technique for analysing the internal and external environments of an organisation through the identification and assessment of its strengths, weaknesses, opportunities, and threats (SWOT).” (Kotler and Armstrong, 2011). What are your strengths, weaknesses oppor-

tunities and threats that you face in the new environment and how do you go around them to empower and enrich yourself?

The network so far has given a great platform to its members to realize this dream of being expat professional and business women, from the success stories of members who are doing well already to those who are still climbing the ladder you can learn a lot and achieve heights you never imagined.

One of the ways the network has enabled its members achieve their objectives is the change of mindset. Having a blocked mind set on the other hand, hinders progress and opportunities that could be right at in front of you. The reality is that being an expat opens horizons that were initially out of reach with the exposure to different cultures, languages, systems as you automatically become a global citizen. Learning from that kind of diversity is therefore the way out. To think outside the box and realize what is it that you are passionate about

and how to transform it to a career or a business venture. The expats enjoy a close knit community as they share common opportunities which could be explored as they market themselves or their products; the task therefore is to come up with a promotion strategy. “Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. Once you have identified your target market, you’ll have a good idea of the best way to reach them, but most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations to promote their products or services.”

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Cont pg 5

Motivating the 21st Century employee cont...

From pg 3

Employees today also require that they are viewed and treated as assets and not liabilities. They prefer to manage themselves and require continuous learning and teaching. This means that the 21st century manager is more of a coach and mentor as opposed to a boss who uses the traditional command and control all the time. It follows therefore that having a restrictive organisation culture that promotes micro managing and stifles expression of ideas is not likely to motivate employees to put forth their best efforts.

As stated above, employees from the Generation X category prefer to have a balanced life where they can combine work with family. Managers of such employees need to recognise that they have lives outside of the workplace and therefore allow them to incorporate their life into their work. This calls for having a flexible work environment which allows for work/life balance through offering

flexitime, compressed work weeks, job sharing and onsite day care facilities.

Experts on work life balance also advise that organisations resort to a ROWE (results oriented work environment) system which requires managing for results rather than process. Under this system employees are given maximum flexibility to schedule their working day so that they can continue making productive contributions to the organisation while also attending to family or pursuing higher education. Using a ROWE system requires trust in the fact that even when employees are not physically present in the office they are mindful of targets to be met and will deliver.

In conclusion, it can be said that the 21st century employee being a knowledge worker is a vital tool for any organisation and therefore needs to be motivated to generate results. Peter Drucker correctly observed that “increasingly the ability of organisations and not only businesses to survive will come to depend on their competitive advantage in making the knowledge worker more productive”. It is therefore safe to observe that when workers know what is expected of them and are working towards a clear vision with a definite strategy and are being lead by leaders who encourage them and use a clear and fair performance system they are likely to experience a positive working environment and be motivated to

take the organisation or business to the top of its industry.

References:

- Drucker, P.F. (1999) Management Challenges for the 21st Century. Harper Collins Publishers Inc.
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What next after the move? Cont...

From pg 4

As an expat you can take advantage of the social settings, school gatherings, exhibitions, church and many other forums which are unique to expats to share what you can produce or do.

The issue of branding cannot be forgotten to as everybody you interact with will identify your specific brand.

In conclusion, I believe the answer lies within you to look back at who you are and what you can share to become an economically empowered woman and still give back to the new society you find yourself in.

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1. Principles of Marketing (14th Edition) by Kotler and Armstrong, 2011.
2. <http://www.expatinfodesk.com/news/2010/10/26/trailing-spouse-syndrome-remains-an-issue-for-expats/>

3. <http://www.smallbusiness.wa.gov.au/marketing-promotion-strategy/> ■

Habits of Empowered Women

By *Charlotte de Kock*

Empowered women live with dignity and with freedom from want



Charlotte de Kock

and fear. They enjoy the same opportunities, rights and obligations in all spheres of life as men. This means women need to focus on identifying and redressing the distribution of power and influence politically, socially and personally. They should have more autonomy to manage their own lives in terms of finance, training, ownership of property, opportunities and fulfilling their ambitions. In this way they raise the living standards of their families, contributing to the health and productivity of communities and injecting new life into the local economy.

Each women play a major role in how other people see her, the role women have in society and how people treat her. Every woman has the ability to take charge of her life with grace, strength, and confidence — the power to be

fulfilled lies in your own hands.

It's time to empower yourself!

Believe and Live your Rights

Be clear on what your core values are and what it means in your life to be empowered politically, socially and personally. Evaluate your life, plan and live to achieve this life purpose you have formulated for yourself.

An empowered woman knows who she is, knows and understands her own strengths and weaknesses. She also value her own opinion, is assertive, bringing her message across clearly and ensure others understand what she is saying, expecting other people to listen.

Make people aware of how you appreciate being treated and being valued for who you are and the value you can bring to

the situation. Set aside the stereotypes and instead choose to focus on being your best and most authentic self. Analyze your life and get rid of everything that is unnecessary as these thing use energy that can be spend on the more positive.

Everyone has inside of her a piece of good news. The good news is that you don't know how great you can be! How much you can love! What you can accomplish! And what your potential is!" – Anne Frank.

Believe in Yourself

Believing in yourself means that no matter how difficult it is, know that you always have a choice, and with every decision you make, believe anything is possible and can be achieved.

Cont pg 7

Quotes on Empowerment

- “Above all, be the heroine of your life, not the victim.” — [Nora Ephron](#)
- “Any woman who is sure of her own wits, is a match, at any time, for a man who is not sure of his own temper.” — [Wilkie Collins](#), *The Woman in White*
- “If you need something from somebody always give that person a way to hand it to you.” — Sue Monk Kidd, *The Secret Life of Bees*
- “Don't be satisfied with stories, how things have gone with others. Unfold your own myth.” — Rumi, *The Essential Rumi*
- “Incredible change happens in your life when you decide to take control of what you do have power over instead of craving control over what you don't.” — Steve Maraboli, *Life, the Truth, and Being Free*

Habits of Empowered Women cont...

From pg 6

Recognize when things aren't working out and make the necessary changes to get back on track. Commit to constant self-improvement, challenging limiting beliefs.

Be responsible for your actions.

Empowered women are honest with themselves and others. By living truthfully they will have no regrets! Empowered women go over, under, around or through every challenge until they achieve their goals.

Take Care of Yourself

Being a mentally, emotionally, physically and spiritual healthy person will give you enough energy to help yourself and others. Never ever stop learning. Freeing and expanding your mind is one of the most essential steps toward empowering yourself, so educate yourself in any way you can. Emotional maturity refers to your ability to understand and manage your emotions and to

define success in your own terms, not society's. Learn to identify and differentiate between different emotions and to use this emotional information to guide your thinking and behavior.

Physical health means that your body is functioning as it should function. Rest adequately, eat healthy, keep fit and clean.

When ill take the necessary steps to get better.

Spiritual health is finding meaning and purpose in your life and to live and practice your core values in everything every day. An empowered woman has a clear world view of her inner world and feels worthy. She welcomes new ideas and makes changes to avoid limiting beliefs.

Financially Responsible

Work towards financial independence, by saving and spending money responsibly. Work towards Robert Kiyosaki's definition of financial freedom: 'To have enough money to live without financial worries and having your money generate cash, even when you are not actively working.' If you cannot have your own money, at least work towards being

part in the decision making in spending the money.

Empower Others

To empower someone means to give the authority or power to do something; to enable or permit; to promote self-actualization or influence.

Tell the women in your life that you care, help them to discover their full potential.. There are many ways to empower a woman, but the best way to show that you care is by helping them decide what it is they want from life, how to become independent decision makers and what it means to live a healthy lifestyle. Other suggestions are mentor a girl close to home; use your voice to stop trafficking; invest in a small business owner; provide the ticket to education; band together with like-minded women (huffingtonpost.com) ■

Tell the women in your life that you care, help them to discover their full potential.. There are many ways to empower a woman, but the best way to show that you care is by helping them decide what it is they want from life

Opportunities within EPBWN

The following EPBWN Initiatives offers members the following opportunities:

- ⇒ **Networking Events Initiative:** Connect EPBWN with other professional and business women's organizations and networks to share and learn best practices in women's professional and business development, locally, regionally and internationally.
- ⇒ **Small and Medium Sized Enterprise Development Initiative:** Assist all network members with business aspirations. This includes providing support from the stage of a business concept to actual implementation and launch of the business.
- ⇒ **Think Tank Initiative:** Do research on gender diversity.
- ⇒ **Global Affairs and Sustainable Development Initiative:** Research the latest topical issues in all relevant areas for example politics, economics, business, medicine, technology, etc.
- ⇒ **Information and Publishing Initiative:** Produce publications that are designed to create awareness of the expat women talent pool, their services, training and development opportunities.

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