

Monthly Newsletter

2025

APRIL EDITION

*Featuring Glayds Gande,
a dedicated professional,
passionate about helping
individuals unlock their
full potential!*

Read more on page 8...

Interesting Topics

- Turning your passion into profit
- Unveiling the W Power of 100
- How to build your competence, confidence, and connection as a career woman
- Fun ways to unwind and reset for Q2

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HELLO. LADIES

- Inspiring
- Connecting
- Empowering

How are you? We know the default answer might be, “I am fine.” It is what we have been taught; to keep pushing, keep smiling, and not let anyone see when we are struggling. But let us be real for a second. Are you feeling overwhelmed? Tired? Maybe a little burnt out from holding everything together? If that is you, we want you to know this: your feelings are valid, and you do not have to go through it alone. The W Community is here for you, a space where you can be seen, heard, and supported. March was a whirlwind for us! From the W Community Power Series to the grand celebration of Access Bank’s International Women’s Day, we embraced the theme *#AccelerateAction* with full force and honoured 100 inspiring women across Africa. This is not just a March movement but also a lifelong mission. Keep showing up, speaking out, and owning your power. And when you break barriers, leave the door open for the next woman to walk through. Did you miss out on all of these? Don’t worry, you can catch up on all the highlights by following us on Instagram, Facebook, and X (@thewcommunity) or subscribing to our YouTube channel (@The W Initiative). The W Community train never stops moving, and April is shaping up to be just as exciting. So, grab a seat, stay connected, and let’s make this month one to remember!



Turning your passion Into Profit



The economy is not smiling, and to be honest, neither are our wallets. Prices keep rising, salaries are not stretching as far, and financial security feels more uncertain than ever. In times like this, having just one stream of income can feel like walking a tightrope with no safety net. But do you know that your passion, that thing you love doing, could be your way out. Look at women like Tara Fela-Durotoye, who started with a simple love for makeup and built House of Tara into a beauty empire. Adenike Ogunlesi turned her frustration over the lack of quality children's clothing into Ruff 'n' Tumble, a household name in Nigerian fashion. Njeri Rionge began by selling hair products in Kenya and later built multi-million-dollar businesses in media and tech. These women didn't have it all figured out from day one, but they took a chance on themselves and it paid off. So, what about you? That skill you have, that idea that excites you, what if it's more than a hobby? What if it is the key to financial freedom, to creating the life you truly want? It's time to stop doubting yourself. Your passion is valid, and with the right steps, it can be profitable too. The question is, are you ready to take that leap? If yes, please keep reading.

Turning your passion into profit

Identify a Need and Solve It

Passion alone is not enough; it must meet a demand. Tara saw a gap in Nigeria's beauty industry and provided high-quality makeup for African women. Look at your passion, what problem does it solve?

Start Small, but Start Now

For how long will you keep waiting for the “perfect time?” Research shows that most of the best businesses started with what they have. Adenike Ogunlesi began by sewing children's clothes from her home and today, she is a leader in her industry. Take the first step with the resources you have available.

Use Social Media as Your Marketplace

Covid-19 opened us up to the digital world and now, businesses do not necessarily need to start by having a physical store. Online shopping has now become a thing. Platforms like Instagram, Facebook, and WhatsApp Business can help you reach thousands of customers in the online space with good content and media marketing strategy. Chioma Ikokwu (Good Hair Ltd) you know today, leveraged and is still leveraging social media to turn her love for hair into an international business.

Learn, Adapt, and Grow

Business is a journey of continuous learning. Take courses, join business networks, and reinvest profits into scaling up. Olajumoke Adenowo, a leading architect, grew her business by continuously upskilling and networking with the right people.

Be Consistent and Resilient

Success doesn't happen overnight. Every big brand today started small. Keep pushing, improving, and staying visible. Njeri Rionge didn't stop at selling hair products—she ventured into tech and built successful companies. Starting a side hustle doesn't mean quitting your job immediately. Schedule your time, automate tasks, and reinvest wisely. Your passion has the potential to fund your dreams, build wealth, and create impact, but you must take the first step.

UNVEILING THE



POWER OF



You nominated, and we have answered!
We are super excited to have embarked on
this journey, honoring the legacies of
powerful women across Africa who are
breaking barriers and shattering ceilings.
We hope that you are inspired to not just be
a leader in your sphere of influence but
also to raise the bar!

***Congratulations to all the women who
made it to the W Power of 100 Africa.***





How to build your competence, confidence and connection

as a career woman

Advancing in your career takes more than putting in the work. Success doesn't happen by chance; it happens by choice. With the right strategy, you can take control of your career, step into leadership, and achieve the professional goals you've been working towards.

Let's talk about these winning strategies.

How to build your competence, confidence and connection as a career woman

Own Your Ambition

Many women hesitate to express their career aspirations openly, fearing they are not good enough or they'll appear too aggressive. Speak up about your goals, let your managers and mentors know you are ready for more responsibility and leadership opportunities.



Be Intentional About Your Growth

Your career advancement starts with you. Identify where you want to be in the next few years and take deliberate steps to get there. Technical expertise gets you hired, but leadership, negotiation, upskilling and strategic thinking gets you promoted. Take courses, seek mentorship, and stay ahead of industry trends to position yourself as an invaluable asset.

Build Strong Networks

Who you know matters. Surround yourself with mentors, sponsors, and allies who can advocate for you in rooms where decisions are made. Attend industry workshops, join professional groups, and actively build your personal brand on professional platforms like LinkedIn.



Position Yourself for Opportunities

Opportunities don't always come knocking, you have to show up too. Volunteer for high-impact projects, share your ideas boldly, and take on challenges that showcase your skills. Visibility matters, and when you consistently show your value, doors will open.



Master the Art of Negotiation

Whether it's salary, promotions, or leadership roles, learn to negotiate for what you deserve. Many women shy away from asking, but research shows that those who negotiate earn significantly more over time.

Maintain Work-Life Integration

Success shouldn't come at the cost of your well-being. Set boundaries, place your tasks on a scale of preference, and seek balance to avoid burnout while still excelling in your career. Career growth means working hard and smart. Take charge of your career, own your expertise, and step boldly into leadership.



A portrait of Glayds Gande, a Black woman with a large, curly afro hairstyle, wearing glasses and a blue off-the-shoulder top. She is resting her chin on her hand in a thoughtful pose. The background is a solid grey color.

Meet Glayds Gande

Glayds Gande is a dedicated professional, passionate about helping individuals unlock their full potential. She is a Senior Manager in Business Transformation Consulting and Strategic Planning at Ernst & Young (EY), with over 10 years of experience in strategic transformation, policy development, program implementation, and monitoring. Her expertise spans large corporations, government agencies, SMEs, local NGOs, and international development organizations. She also has teaching experience in business management and holds multiple certifications in business development, leadership, and training. Academically, she has a degree in Business Management, an MBA in International Business, and a Postgraduate Diploma in International People Management. Additionally, she is a career and entrepreneurship mentor. Glayds is the author of “Descobre os Teus Super Poderes”, a practical guide to preparing for life with confidence. This book is part of the Superpowers Club project and has been integrated into the extracurricular curriculum of some Mozambican schools. She is the founder and member of several social projects focused on cultural promotion, personal and economic transformation, and entrepreneurship. One of her key initiatives is “Be Like a Woman”, a project by EY and NFNV, which empowers women in mid-level leadership positions and medium-sized business owners. Currently, she serves as the Vice President of New Faces New Voices Mozambique, a network dedicated to advancing women’s leadership and economic empowerment.

APRIL BOSS LADY

The rules are simple: Complete a row (horizontal, vertical, or diagonal) by checking off powerful habits like setting boundaries, closing deals, or practicing self-care.

BINGO

Practiced self-care

Expressed gratitude

Set clear boundaries

Networked with someone new

Woke up before 6 AM

Showed up confidently

Networked with someone new

Celebrated a small win

Read 10+ pages of a book

Took a power break

Invested in personal growth

Planned the next day in advance

Said NO to something draining

Took a social media detox

Delegated a task

Posted valuable content

Reviewed business goals

Celebrated a small win

Took action outside of comfort zone

Sent a cold pitch



Swipe like a Queen[👑]

and get rewarded with the W debit card

03

Do you remember when carrying cash was the norm? The endless ATM queues, the stress of scrambling for exact change, or the panic of realising you left your cash wallet at home? Those days are long gone. Managing your money should not be a struggle, it should be seamless, secure, and rewarding. That's where the W Debit Card comes in. More than just a payment tool, it's your ticket to convenience, security, and a powerful community of women striving for more. When you own a W Debit Card, you are not just making transactions, you're making a statement. You are part of a movement that champions women's financial independence and success.

And the perks? We have designed them with you in mind:



- Shop online effortlessly because convenience is queen.
- Pay bills without the hassle of cash payments.
- Enjoy exclusive rewards and special offers that give you more for your money.
- Gain access to W events, where women connect, grow, and thrive.

With the W Debit Card, every swipe is a step toward financial empowerment and a future where you're in full control. So why stick to old habits when there's a smarter, more rewarding way? Get your W Debit Card today and start swiping like the queen you are! Visit any Access Bank branch near you or simply send an email to wcares@accessbankplc.com to get yours NOW.





Hello Woman!

Special Discounts Alert!

Enjoy exclusive discounts and special rewards when you shop at RJ4 with your W Debit Card!

What you get to enjoy:

- ♥ 20% off on RJ4 luxury store items
- ♥ 20% off on all RJ4 MedSpa services
- ♥ A special gift when you shop this month

Visit RJ4 at: Adeola Odeku Street, Victoria Island, Lagos

OR

[Click here to get started](https://forms.office.com/f/FIDVLtE4k9)
<https://forms.office.com/f/FIDVLtE4k9>

Offer valid until May 31, 2025

Available in Visa & Verve variants



Inspiring . Connecting . Empowering



Banking with Access: Branch | ATM | online | mobile | contact centre



Access Bank will never ask for your complete card number, PIN, or One-Time password in our emails. If you lose your phone, dial *901*911#. Links within our page will only take you to information pages on our website.

More information:
contactcenter@accessbankplc.com
0700-300-0000,
0201-2273000-9,
0201-2712005-7



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Introducing

The *W* Smart Woman Corner

Welcome to The Smart Woman Corner, your go-to space for mastering personal finance, investment, business growth, and wealth-building strategies tailored for women who want to thrive financially. More than helping you make a living, money builds you a life of freedom, security, and impact. We want to help you grow your savings, start investing, scale your business, and make smarter financial decisions, this is why we are introducing this corner, just for you. Each month, we will share practical tips, expert insights, and success stories to help you take charge of your financial future with confidence. Because a smart woman isn't just successful, she's financially empowered. We also want to hear from you, what would you love us to share in our very first edition? Kindly send us a DM on any of our social media platforms on IG, FB or X @thewcommunity.



EVENTS CORNER

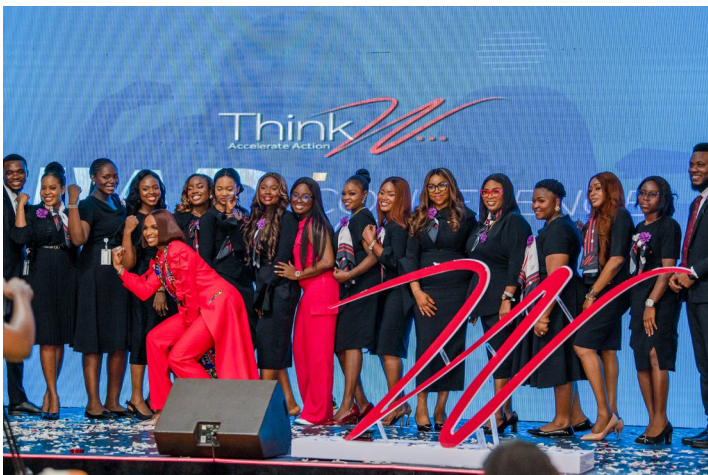
Community Power Series



International Women's Day Conference 2025



International Women's Day Conference 2025





Fun ways to unwind and reset for Q2

Q1 is gone, and whether it was a smooth ride or a tough climb, one thing is certain; you have a fresh three months ahead to refocus, recharge, and go after your goals with renewed energy. It is the perfect time to pause, reflect, and realign your goals. The Easter break is a great opportunity to reset your mind, recharge your energy, and refocus on what truly matters.

Here are some fun and intentional ways to help you unwind while preparing for a successful Q2:

Journal Your Way to Clarity

Writing things down helps clear mental clutter and gives you a fresh perspective on your journey. Here are some journaling prompts to help you reflect and reset. Ask yourself: What were my biggest wins in Q1, and what lessons did I learn? What habits or mindsets do I need to leave behind? What is one major goal I want to achieve in Q2, and what steps will get me there? How can I prioritize joy and self-care while pursuing my goals?



Map Out Your Vision Board for the Next Quarter

Your vision board is a powerful visual reminder that keeps you focused on your dreams. Grab magazines, print out quotes, or create a digital vision board with images that represent your goals for Q2. You can also opt for a digital vision board by designing it with apps like Canva. Seeing your aspirations daily will keep you motivated.



Take a “Me-Day” to Unwind

Take a day to relax, refresh, and reset. Some ideas include; a solo brunch or coffee date, a home spa day with skincare, scented candles, and music, a long walk or outdoor meditation session or a digital detox (disconnect from social media for a few hours).

Plan One Bold Move for Q2

Growth most times happens outside your comfort zone. Challenge yourself to take one bold step this quarter. Apply for that leadership role, start your side hustle, enroll in that course, or pitch your ideas confidently. The key to progress is action! Q2 is a fresh start, and how you begin sets the tone for the months ahead. Take time to reflect, reset, and step into this new season with purpose and clarity. Cheers to a productive and fulfilling quarter ahead!





Note

From a W Team Member

Dear Powerful Woman,

We live in a world filled with challenges—especially for women who dream, lead, and build. Too often, opportunities feel just out of reach, and the weight of responsibilities in life and business can feel overwhelming.

***You were not made to give up
you were made to rise.***

Even when the path is hard, you carry strength that cannot be measured. Even when doors are closed, your courage can open new ones. You are not defined by the struggles you face—but by your power to overcome them

***Your ideas matter. Your dreams are valid.
Your future is bright.***

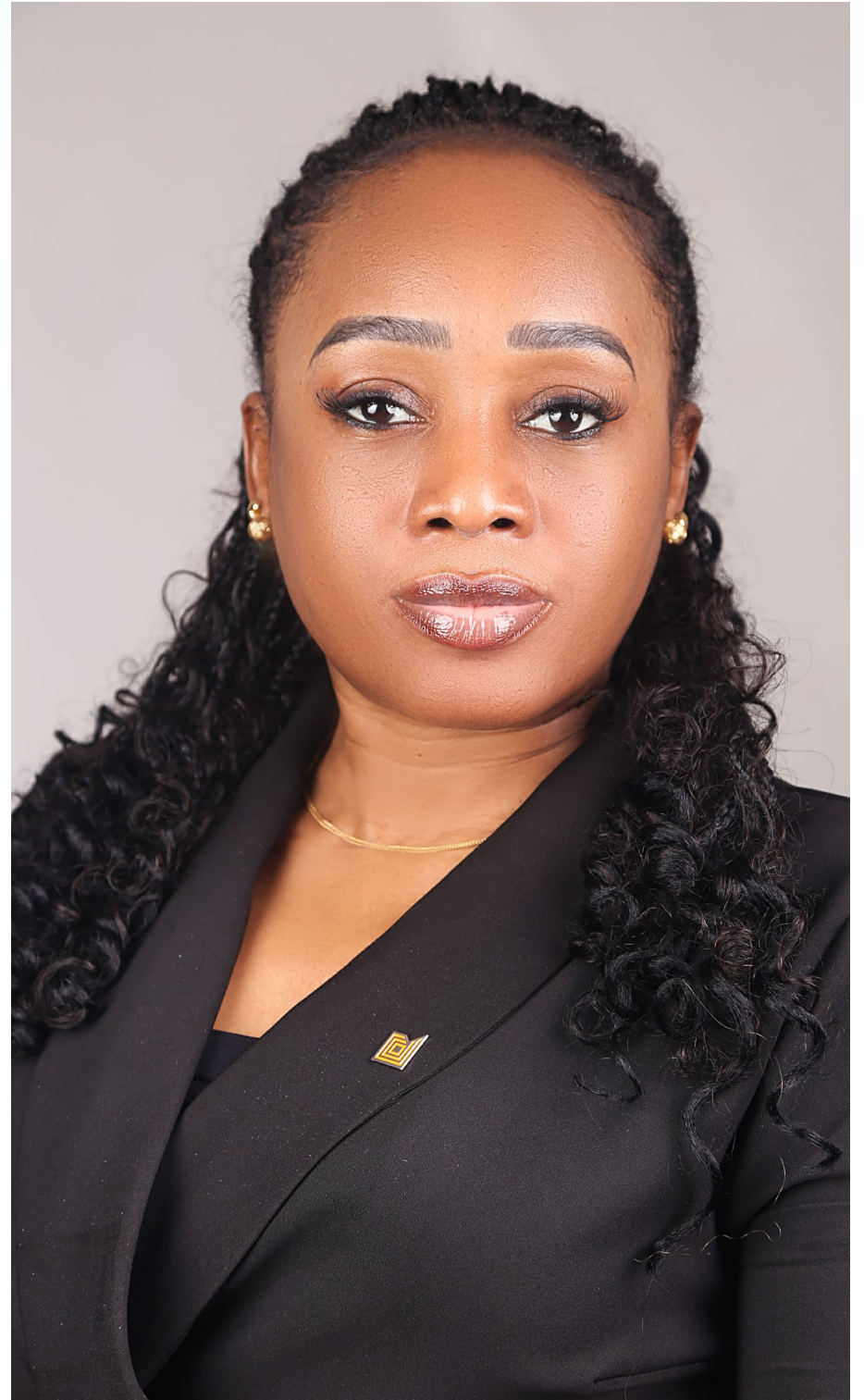
In business and in life, hold your head high and remember:

You are capable, resilient, and unstoppable.

Let no challenge steal your hope, and let no fear silence your voice. Together, we rise. Together, we grow. And together, we change the game—for ourselves and for the generations of women coming after us.

Remember this: You are powerful. You are capable. You are enough. Your dreams are valid, your voice matters, and your journey is your strength.

***"There is no limit to what we, as women,
can accomplish." – Michelle Obama***



Jennifer Amu-Akojie
Team Lead – Women Banking, Abuja and North



Goodbye Ladies!

Thank you for reading our April Newsletter! We hope it brought you inspiration and motivation. There's a popular saying: "You only live once," but the truth is, you live every day. As we forge ahead into the year, remember that life isn't about waiting for the perfect moment, it is making every moment count. *To our Muslim sisters, Eid Mubarak!* Congratulations on the celebrations. We hope it brought nurturing to your spirit and calmness to your body. To our Christian sisters, Happy Easter in advance! May this season of resurrection fill your heart with renewed faith, hope, and endless possibilities. Stay focused, stay inspired, and keep pushing forward! We look forward to writing to you again in May. Until then, take care of yourself, and don't forget, you are your greatest investment!

Stay connected with us on Instagram, Facebook, X @thewcommunity and YouTube @The W Initiative for updates, offers, and inspiration.

W Cares!





• *Inspiring* • *Connecting* • *Empowering*