

Monthly Newsletter

AUGUST 2024 EDITION



Interesting topics

- Four ways to bond with your younger ones this holiday
 - Testimonials
 - W is 10!
- Leveraging social media to enhance your professional portfolio

Read testimonials from past beneficiaries of the Womenpreneur Pitch-a-ton program

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Dear Ladies,

We love the beginning of a new month, and it is not just because it brings new opportunities, we also get to connect with amazing women like you through our newsletter. Welcome to a fresh start! As we start this new cycle, we congratulate our August birthday celebrants! May it be a month filled with joy, love, and unforgettable moments for you. Before we go into our August Edition, let us do a quick July recap. Last month, we discussed - How to effectively review your mid-year goals; Unleashing your business potential with the Womenpreneur pitch-a-ton Africa season 6; Proactive steps for climbing the career ladder and so much more. The sessions from our distinguished speakers at the business masterclass is not something we can get over anytime soon! If you missed out on these, kindly follow us on Instagram, Facebook and X @thewcommunity. Also subscribe to our YouTube Channel @The W Initiative to be among the first beneficiaries of all our valuable offerings. Our August Newsletter is packed with exciting content! We have carefully curated a selection of articles, insights, and updates to keep you engaged and inspired. Sit back and enjoy your newsletter!



Four ways to bond with **your young ones this holiday**



Have you ever looked at your young ones and marvelled at their growth? Like where did all the time fly to? The hustle and bustle of daily life does not really help the situation of spending quality time with our child(ren) and young ones. The good news is that the holidays provide a perfect backdrop for creating lasting memories and nurturing our relationship with them and we bet you definitely do not want to miss this advantage. Let us explore some effective ways to bond with our young ones during this break.



Four ways to bond with your young ones this holiday

Unplug and Be Present

In today's digital age, taking time out to disconnect from screens and focus on being present with your child(ren) is very pertinent. Dedicate specific hours where everyone puts away their devices and engages in face-to-face activities like playing board games, eating together, karaoke nights, or simply having a conversation.

Plan Special Activities Together

What is that fun activity your child(ren) or young ones enjoy? Is it a movie marathon or a visit to a theme park? Involving them in the planning process makes them feel excited and more proactive. Imagine the latter ecstasy that would come with attending the event. All shades of fun isn't it?

Cook and Bake Together

Do you remember those good old days of getting a reward of some meat and fish chunks for staying with your mother in the kitchen? Unarguably, the kitchen is definitely a great place for bonding. Cooking and baking with your young one teaches them valuable life skills and gives you an opportunity to spend quality time together. Plus, who doesn't love tasting their creations?

Give Back to the Society

Teaching your child(ren) the value of volunteering can be a rewarding experience for both parties. Look for local volunteer opportunities such as helping at a food bank, participating in a community clean-up, or visiting a nursing home. This will instil a sense of responsibility and empathy in them. As we wrap up on this letter, we want you to know that the most important gift you can give your child(ren) or young ones during the holiday is your time and attention. This will maintain the bond and likewise promote their emotional and social development.



*See what past beneficiaries of the
Womenpreneur pitch-a-ton program are saying*

Testimonial 1

My name is Maryam Adebola Salami. I'm the founder and current Business Development Strategist at Mobaby Care where we manufacture and distribute safe, healthy and effective baby care products for African children under 10. I especially feel honoured to be selected out of 36,000 applicants to be among the top 100. So far, I have been able to implement real life solutions to my business and especially to elevate myself through the mini-MBA as supported by the International Financial Corporation, a world wide group. I'm grateful to Access Bank and the W community and I look forward to all of the networking and access that comes after this.

Testimonial 2

My name is Ololade Okedare. I'm the CEO of Emerge Story Company and I just won the grant prize of 5 Million Naira for the season 5 of womenpreneur Access Bank pitch-a-ton. I'm really grateful to Access Bank and IFC for this wonderful initiative of empowering women and connecting us. I've made sisters in the course of this two months program and it's such a great pride to now have a mini-MBA certification by the IFC. And I'm really grateful that this will help me and my company to go on and empower writers all across Africa to ensure that we can continue to tell great and quality stories.

Testimonial 3

I'm Victoria Ogwanighie, Founder of Kiyoko Foods. At Kiyoko Foods, we process Nigerian cocoa into chocolate bars and spreads, and sorghum and maize into extruded snacks. When I applied for the Womenpreneur, I wasn't even sure I was going to be picked. I just applied. Then I got the email and a call that "...you have to be in Lagos and..." I almost turned it down because my baby is just 4 months old. How would I cope in Lagos? I don't even live in Lagos, but my husband was just like "just apply, just go, just go." Access Bank made it so easy. They helped us get logistics, so we just come to the training center and they drop me very close to the classroom venue. And honestly, the first day I got here, all the staff came to welcome me with my baby. They were outside and were like we've been waiting for your baby and everyday, they helped with the baby. Sometimes during lunch, they'll say "bring the baby, let me carry her." They help me hold the baby while in class, they only bring her when she's ready to eat and once she's done, they come to pick her up again. I want to say thank you to Access Bank. Thank you so much. I'm really grateful, thank you.



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Switch to Solar

With Access Greener Solutions

Adeola lived in the western part of Nigeria with her husband and two children. They were all exhausted by the relentless cycle of power outages that ravaged their daily routines. The unpredictable electricity supply did not only bring discomfort but also stifled their children's academic progress and Adeola's entrepreneurial pursuit, as her home-based business suffered from the lack of a stable power source.

Each day was a struggle to keep things running smoothly with a reliable power source, as the

family yearned for a reliable solution to their energy woes. One evening, as Adeola was browsing through her emails, she stumbled upon a message from Access Bank. The subject line read, “Switch to Solar: A Brighter, Cleaner Future Awaits.” Intrigued, she clicked to learn more. The email introduced her to the Switch to Solar product, a new initiative by Access Bank, aimed at helping households, commercial, and industrial clients transition to solar energy with the support of affordable financing.

switch to solar

With Access greener solutions

Adeola was fascinated. She learned that the product offered a highly subsidised interest rate, making it financially accessible for families like hers. The option of equity distributions over 12 months further sweetened the deal, ensuring they could manage the payments without strain. The promise of cleaner, more reliable electricity through solar photovoltaic (PV) systems and batteries seemed like a perfect solution to their power woes.

The next day, Adeola discussed the idea with her husband, Chukwudi. They both agreed that this could be a game-changer for their family. They envisioned their home powered by clean energy, free from the frustrations of power cuts. Not only would it improve their quality of life, but it would also contribute to a greener environment for their children's future.

Eager to switch to solar, Adeola reached out to Access Bank through the provided email, wcares@accessbankplc.com. The bank's representative was prompt and helpful, guiding them through the application process. Within weeks, their home was equipped with solar panels and batteries, all financed through the Switch to Solar program.

The transformation process was immediate and profound. Their home now had a steady supply of electricity, ensuring the children could study without interruptions, and Adeola could run her business efficiently. They no longer had to rely on noisy, polluting generators during power outages.

The switch to solar had not only enhanced their daily lives but also brought a sense of pride in contributing to environmental sustainability.

Adeola often shared their positive experience with neighbours and friends, encouraging them to consider solar energy as a viable alternative. She spoke passionately about the importance of solar power, highlighting how it harnesses the sun's energy — a clean, renewable resource that reduces dependence on fossil fuels and mitigates the impact of climate change.

Thanks to the Switch to Solar product by Access Bank, Adeola and her family found a sustainable solution to their electricity challenges, paving the way for a better tomorrow.

You too can enjoy unrestricted electricity supply like Adeola and Chukwudi. Visit wcares@accessbankplc.com to get started on your journey to cleaner, more reliable electricity today or send us a DM on any of our social media platforms on Instagram, Facebook and X @thewcommunity.





Book Recommendations for Personal Development

- **THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE** - STEPHEN R. COVEY
- **UNDERSTANDING YOUR PURPOSE** - MYLES MUNROE
- **THE 48 LAWS OF POWER** - ROBERT GREENE
- **NO EXCUSES** - BRIAN TRACY
- **ATOMIC HABITS** - JAMES CLEAR
- **THE POWER OF NOW** - ECKHART TOLLE
- **HOW TO WIN FRIENDS AND INFLUENCE PEOPLE** - DALE CARNEGIE



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Sis are you giving

yourself an all round self care?

We once heard of a woman who was randomly in a conversation at the park with her friend when she suddenly collapsed. Immediately, she was rushed to the hospital. The medical experts from the hospital said she was not getting enough rest. This is not to scare you, but to remind you that self-care is essential for every woman, as it enables her to maintain good physical health, mental well-being and lifestyle. Let us talk about some key areas where as a woman, you can focus on enhancing your self-care routine, from fashion and wigs to overall lifestyle choices.

Fashion: Expressing Your Unique Style

Fashion is a powerful form of self-expression. It allows you to communicate your personality, mood, and creativity through clothing and accessories. You can build your fashion game with these tips;

Build a Capsule Wardrobe

Invest in timeless pieces that can be mixed and matched effortlessly. Items like a classic blazer, a little black dress, well-fitted jeans, and versatile tops are essential.

Accessorise Creatively

Accessories can transform an outfit. Choose statement jewellery, scarves, and handbags that reflect your style.



Stay Comfortable

Fashion should not come at the expense of your comfort. Choose fabrics and fits that make you feel good and confident. Don't be afraid to try new trends or colors. Fashion is about fun and experimentation.

Wigs: Enhance Your Beauty and Confidence

Changing your look comes with a refreshing feeling. Do you want to change your looks without commitment? Wigs are your go-to. They offer versatility and the ability to express different aspects of you. Let us explore how to make the most out of wigs.

Choose the Right Wig

When selecting a wig, consider your face shape, skin tone, and lifestyle.

Proper Maintenance and Styling

Regularly wash and condition your wig to keep it looking fresh. Invest in good wig tools. Use wig-specific products to avoid damage. Alternatively, give your wigs to hair stylists from time to time.

Styling

Invest in a good wig brush and styling tools. Heat-friendly synthetic wigs can be styled using low heat, while human hair wigs offer more versatility.

Storage

Store your wig on a wig stand to maintain its shape and prevent tangling and mitigates the impact of climate change.

Lifestyle: Holistic Well-being

A balanced lifestyle is crucial for overall well-being. Let us discuss on some key areas;

Nutrition

Sis, don't starve all in the name of fitfam. Eat a balanced diet rich in fruits, vegetables, lean proteins, and whole grains. Stay hydrated and limit processed foods.

Exercise

Regular physical activity boosts mood and energy levels. Find an exercise routine that you enjoy, it could be yoga, running, or even dance.

Mental Health

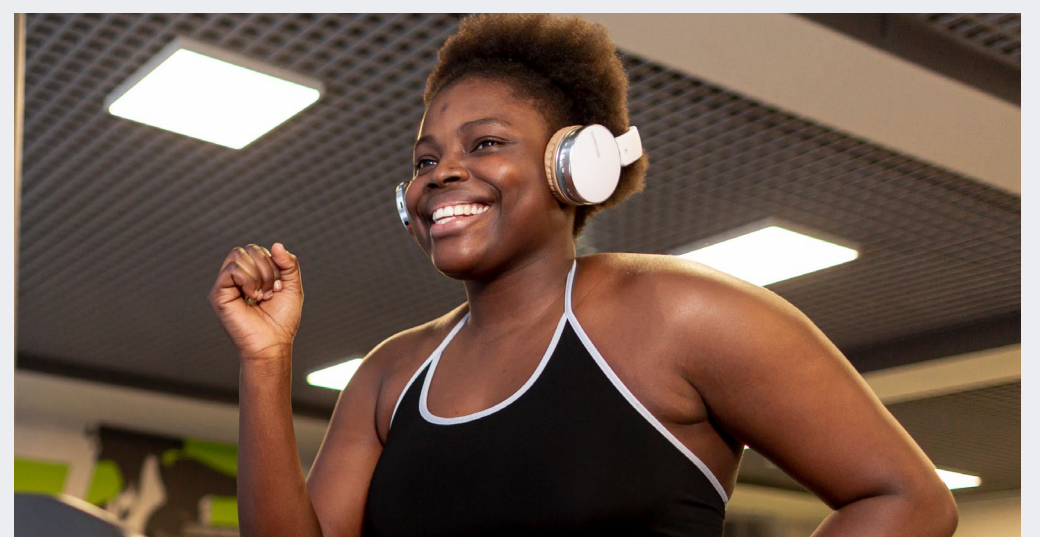
Prioritise mental health through practices like meditation, journaling, mindfulness and avoiding toxicity. Don't hesitate to seek professional help if needed.

Sleep

Sis, we know you are a goal getter and a visionary. However, don't overwork yourself. When achievable, aim for 7-9 hours of quality sleep per night. Establish a bedtime routine and create a relaxing sleep environment.

Hobbies

Engage in activities that bring joy and relaxation. Whether it's reading, painting, or gardening, hobbies are a great way to unwind. Self-care is an ongoing journey that encompasses various aspects of life. By paying attention to fashion, wigs, lifestyle choices, and personal care routines, women can enhance their well-being and live more fulfilling lives. Remember, taking time for yourself is not a luxury but a necessity. Embrace self-care and let it empower you to be your best self.



W is 10!

Celebrating 10 years of inspiring, connecting, and empowering women across Africa!

Join us as we mark a decade of transforming lives and fostering business growth through the W Initiative of Access Bank.

Here's to many more years of unstoppable impact!





EVENTS CORNER

Celebrates 10 years of Inspiring, Connecting and Empowering Women.

For ten years, we have dedicated ourselves to our mission: inspiring, connecting, and empowering women. We are overjoyed by the positive impact we have made on women’s lives through a variety of our initiatives. Our programs such as the W Health Loan, W Vehicle Loan, W Power Loan, Womenpreneur Pitch-a-ton, the Ladies Let’s Drive initiative, and so much more, have empowered countless women to achieve their goals and dreams. Through these efforts, we have provided essential resources, support, and opportunities to help women thrive in their spheres of influence. Our journey is just beginning. As we continue to grow, our vision remains steadfast. We are committed to expanding our reach and impact, ensuring that even more women benefit from our programs and initiatives in the years to come. We extend our deepest gratitude to our executives, stakeholders, team members, and community members. Your consistent support and dedication are the pulse of what we do. Cheers to celebrating a decade of achievements and more years of empowering women!

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Session in Branches

is a physical workshop for women to connect, learn and network with likeminded individuals at any Access Bank branch nearest to their locations.





Leveraging Social Media to Enhance Your Professional Portfolio

Social media is the new rave. With just one click, anyone from anywhere in the world can find you. Just like your physical office, your online portfolio is your digital office. Social media has become a powerful tool for professionals like you to showcase their skills, connect with industry peers, and enhance their portfolios. When people visit your digital office, what would they find? How well are you harnessing social media for opportunities? In this letter, we will show you how to leverage some social media platforms to boost your professional presence and stand out in your field.

LinkedIn: The Professional Network

This is a professional networking platform that helps personal and business brands connect, interact, create and enjoy opportunities. It will interest you to know that LinkedIn is one of the world's largest professional networks with millions of users across the world. If you are on LinkedIn or trying to create a new account, our tips would help you.

Optimise Your Profile

Your profile is the first thing that people see when they visit your page. Therefore, ensure that your LinkedIn profile has a professional photo, compelling headline, and a detailed summary of your career achievements and goals. Also, highlight your skills, experiences, request endorsements/recommendations from colleagues and clients.

Share Thought Leadership

Consistently, post articles, share insights, and industry news that positions you as an expert in your field. Engage with posts from your network by commenting, sharing, and liking to build relationships and increase visibility.

Join Industry Groups

LinkedIn has several professional groups, check out for the ones related to your profession so that you can network, share knowledge, and stay updated on industry trends.

X (Twitter): Building a Professional Brand

Individuals like Ifedayo Agoro, also known as the diary of a Naija girl, share stories from time to time, thereby building a brand. You can build your brand too but first thing is first, START.

Craft a Professional Bio

Let your bio concisely convey your professional role, interests, and contact information. Include relevant hashtags to make your profile discoverable.

Engage with the Community

Follow industry leaders, companies, and hashtags relevant to your field. Tweet regularly about industry news, your own work, and professional insights. Participate in Twitter chats and threads to connect with like-minded professionals and increase your visibility.

Showcase Your Work

Use X to share links to your portfolio, blog posts, or articles you've written. Visual content such as infographics, videos, and photos can help to capture attention and demonstrate your skills.

Instagram: Visual Storytelling

Instagram allows you to create a visual narrative around your personal brand, showcasing your personality, values, and expertise through high-quality visuals. Instagram's casual, organic nature allows you to showcase your authentic self, building trust and credibility with your audience. Let us explore how to effectively use Instagram to build an online portfolio

Curate Your Profile

Make sure your profile picture, bio, and feed reflect your professional brand. Use a consistent aesthetic to make your profile visually appealing.

Showcase Your Projects

Seminars, milestones, certifications, etc. Share high-quality images and videos of your work, whether it's design projects, written publications, or event highlights. Use Instagram Stories to provide behind-the-scenes looks at your process and day-to-day work life.

Engage with Hashtags

Use relevant hashtags to reach a broader audience and connect with industry communities. Engage with posts from others in your field to build relationships and grow your network. Leveraging social media to enhance your professional portfolio requires consistency, engagement, and strategic content sharing. By optimising your presence on platforms like LinkedIn, Twitter, Instagram, YouTube, you can effectively showcase your skills, build a robust professional network, and advance your career. Start today by refining your profiles, sharing your expertise, and engaging with your community. Your next career opportunity could be just a tweet, post, or video away!



Goodbye Ladies!

There is a popular saying; “You only live once” but that’s not true. You actually live everyday. This August, take out time to live consciously everyday. Stay connected with us on our social media platforms on Instagram, Facebook, X and YouTube @thewcommunity to get updates on our latest offers and promotions tailored just for you. See you in September! Until then, take care of You. *W Cares.*



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